

# Educational Marketing Services

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## 1. Who is Rearden Educational?

Founded in 1991, Rearden Educational has grown into an innovative educational services company with offices and showrooms in Beirut, Dubai and Amman. Our services include publisher representation, educational marketing services, professional development training for teachers and school administration, teacher recruitment, school consulting, publishing, specialist translation services and running our concept children's bookstore Kidshop and Mustard.

For the past ten years Rearden has been the agent for leading British and French school book publishers, successfully raising sales to a point where the companies can profitably choose to set up their own offices in the region today. Rearden opened an office in Dubai Knowledge Village in 2003, the first company there. The educational potential of the Middle East and the resulting opportunities for publishers and businesses involved in education have been predicted by Rearden for many years.

Rearden's unique approach to product marketing and our complimentary portfolio of services for schools have earned us a significant reputation in our niche and a name to be trusted. We believe our knowledge and ease of access to schools and ministries in the markets where we operate, is exceptional.

## 2. A New Service for New Opportunities

Businesses are waking up to the vast potential of education in the Middle East - the last available figure for spending on education in the region is 26.5 Billion US dollars and rising. Rearden is here to help businesses extend their reach into this valuable market, with a vision to offer schools a superior level of service in product information provision and businesses a way to fast track more of their products into the right schools at the right time.

Rearden's new Educational Marketing Services will provide all the advantages of a trusted reputation, sixteen years of market contacts and intelligence, the control of your own business and an academic year-round service into schools, at a fraction of what it would cost to set up, run or expand an office in the region.

### 3. Educational Marketing Services (EMS)

EMS is the brainchild of the Rearden Educational Senior Management Team. We have a passion for education, a passion for books and a passion for the Middle East. In the global economy, companies want to be on the ground. You want to have more control over how your products are promoted. You want to be able to react faster to changing opportunities and trends, to be more flexible and to increase profits.

Can a local office keep pace with the opportunities? Can an agent satisfy all the business needs to your own satisfaction? How does a business launch a promising product with expertise when it is on a tight budget? How can a business quickly maximize results in the Middle East? Is there another complimentary business model?

This is what we believe Rearden Educational's EMS can offer your business in the Middle East: Market intelligence and promotional expertise, increasing your results through an innovative portfolio of marketing services that are flexible, cost competitive and client led.

### 4. Country Selection

The services are available in the following countries

Lebanon	UAE	Jordan
Bahrain	Egypt	Kuwait
Oman	Qatar	Saudi Arabia

### 5. School Visits

- The client can choose from packages of 30, 60, or 120 school visits
- Rearden will agree with the client if a limited amount of training is required before promoting the product in a school
- The client will choose to
  - Use Rearden's expertise to agree on a list of the right schools to target
  - Give Rearden the list of schools the client wants our company to visit
- Rearden will contact the school and arrange for an appointment
- Rearden will visit the school to discuss the product(s) for promotion and leave in its possession catalogue(s)
- Rearden will communicate back with the client using their report format or, by agreement, adopt Rearden's own format

### 6. Follow – Up

Rearden will deal with any follow up with the school

### 7. Support Service

The detail of the customised support service will be provided with each quotation request. If the client chooses the Rearden Support Service, then when a school calls with a query, the Rearden team will liaise between the school and the client. Additional visits by Rearden staff will be agreed with the client, who may decide at any point to send in their own experts. All of these queries will involve emails from Rearden to both the school staff and the client, in addition to phone calls to the school.

#### *Common Follow-Up Requests*

- Additional Visits
- Coordinator Interest – one/two visits
- Serious Consideration of a Series – two/three visits
- Adoption of a Series – minimum of three visits
- Explanation of Series Components
- Presentations
- Discount Information
- Sampling
- Prices
- Availability
- Direct Ordering Services
- Regional Supplier Information
- Delivery Times

## **8. Samples Management**

Servicing samples into schools is an important part of achieving sales. Rearden's Sample Management Service will offer arrangements for

- Hidden sample storage
- Courier service to collect samples from schools
- Courier service to deliver samples to schools
- Administration of the sample service

## **9. Catalogue, Brochure and Flyer Distribution**

- An additional free service is available to Sample Management clients
- Local post / courier service delivery of catalogues, brochures and flyers

## **10. Exhibition Participation**

- The client can choose to have Rearden staff man their stand at local exhibitions either instead of or in addition to their own staff.
- The client can choose to have the exhibition report written up by the Rearden team using an agreed upon format.

## **11. An Office for Appointments**

- As a Rearden Client you can book appointments for meetings in the comfort of our local offices where you have access to privacy, wireless, telephone, refreshment.

## **12. Information upon Quotation Request**

- Fees
- Operational Detail of Rearden Support Service
- Email [info@rearden-educational.com](mailto:info@rearden-educational.com)