

# DO YOU BELIEVE IN THE POTENTIAL OF INTERNATIONAL EDUCATION IN AFRICA?



We do, and we invite all businesses and organisations who support our mission and who can offer quality products and services to our members to become part of our AISA community.

**Get access to, advice on and assistance with marketing your services and products to international schools' leadership, educators and other education professionals in Africa.**



# WHY PARTNER WITH AISA?

## Become a Learning Partner

Partnering with AISA means that you are a trusted service provider and recommended supplier within our community. Associate Membership is available to businesses and organisations that provide a range of products and services and want to leverage AISA's extensive network to gain access to our member schools in Africa.

## Make the ConneXion

As a membership organisation, one of our key functions is to connect our members to one another. We help our Associates build robust networks, connecting them to our schools and creating a business environment that facilitates access to the AISA community across Africa. This is no small task, even in today's tech connected world.

## Connect with AISA's Programmes

We also invite Associates who share the strategic objectives of AISA's Programmes to join us in supporting professional growth, developing strategic thinking and planning in member schools, and increasing their effectiveness – all with the aim of improving student learning. These objectives guide our focus areas, and we encourage you to reach out to us to learn more:

- [Professional Learning Programme](#)
- [Child Protection](#) and [Wellbeing](#) Programme
- [Blended Learning Programme](#)
- [Service Learning Programme](#)
- [Governance & Leadership Programme](#)
- [Small Schools Initiative](#)

## Showcase your Products and Services

The AISA online directory enables us to display our learning partner's products, services, website links and key organisational information. The Showcase allows our Associates to promote their products and events and distribute news items, special offers and other information via our well-established communications and social media streams.

## Leverage AISA's Marketing Opportunities

There are several ways AISA Associates can utilise their membership to connect with member schools as AISA Learning Partners:

- Publish an article or advert in our bi-weekly **Emailer** newsletter. These are distributed widely to staff and administrators in our schools
- Post a **News Article** on the AISA website
- Pursue a **Strategic Partnership** supporting an AISA Programme
- Increase your reach by posting on AISA's **Social Media** platforms
- Setup and manage your organisation's **Showcase** on the AISA website
- Facilitate a learning focussed **Webinar**
- Attend, Sponsor and Exhibit at the annual **AISA Conference**



For more information on how to join AISA, please contact AISA via email at: [info@aisa.or.ke](mailto:info@aisa.or.ke)

# AN ANNUAL MEMBERSHIP FEE OF \$1295 GIVES YOUR BUSINESS OR ORGANISATION THE FOLLOWING OPPORTUNITIES TO MARKET AND ENGAGE WITH THE AISA COMMUNITY

## DIGITAL MARKETING

- **Website: Learning Partners Showcase**  
A self-managed dedicated profile hosted on the AISA website featuring:
  - Logo and description
  - List of services and or products
  - Library of downloadable marketing material
  - News and advice articles
  - Featured promotions
  - Reviews and ratings
  - Links to your website, social media and email address
- **Social media**  
Opportunities to book features in AISA's social media campaigns\* on Facebook, LinkedIn and Twitter.



## COMMUNICATIONS

- **Emailers:**  
Opportunity to feature in AISA's bi-weekly emailers which are distributed to AISA member schools.
- Opportunity to host an AISA Collaborative webinar (proposals to be submitted for approval) or sponsor an AISA webinar.
- Opportunity to facilitate and or participate in an AISA discussion forum (proposals to be submitted for approval).





**Contact the AISA marketing team to discuss the many benefits an AISA membership will provide your business or organisation.**



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AISA



Association of International Schools in Africa  
(AISA)



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