



## Laura McInerney is an education journalist, former teacher, and co-founder of Teacher Tapp, the app uncovering teachers' secret lives.

She **regularly appears on TV and radio** as an authority on schools, including *BBC News*, *Today on Radio 4*, *Sky News*, and *Newsnight*.

She **taught for six years in challenging secondary schools** before being taken to court by Michael Gove for asking a difficult question about free schools. (She won the answer, eventually).

After this, Laura became a journalist, writing a monthly column in *The Guardian* and editing *Schools Week*, where her team won national awards for their hard hitting scoops, and she profiled over 50 names in education, including Dylan Wiliam, Carol Dweck & David Blunkett.

As co-founder of *Teacher Tapp*, the daily survey of teachers, she is on the pulse of teachers' deepest wants, needs and thoughts.

Laura is known for being **blunt, bold**, but **fair**. She holds to account politicians across the spectrum and is widely respected across the sector.

### AS SEEN ON:



## What Laura can bring to your event

Laura is an **experienced event host, chair**, and **keynote speaker** known for being:

- ✓ **Dynamic and inspiring.** Laura delivers in a passionate, enthusiastic way, using stories from her classroom and the media frontline.
- ✓ **Well-known.** As a *Guardian* and *Schools Week* columnist, teachers recognise Laura's sharp commentary (and her yellow jackets!).
- ✓ **Adapts materials to audience.** All keynotes are customised to your audience depending on school types, job roles or business needs.
- ✓ **Simple language with practical ideas.** Once a teacher, always a teacher: Laura uses delivery skills honed in the classroom to ensure sessions are engaging but also memorable.





## Keynote Speaking Topics

### EDUCATION TRENDS: WHAT TO WATCH ON THE HORIZON

Using the latest news stories and data, Laura explains the future schools policies hidden on the horizon and their implications for pupils, staff and school leaders.

### THE SECRET LIFE OF TEACHERS

Daily survey tool Teacher Tapp tracks thousands of teachers every day. Laura reveals the latest findings showing why teachers work so much and what drives them to leave.

### GREAT EDUCATION SECRETARIES: THEIR BEST LESSONS?

Education secretaries take people's children and taxes. But who succeeds? Who fails? And why? This talk reveals how great leaders secure long term success.

### YOUR BESPOKE KEYNOTE TOPIC

Laura has delivered customised talks on many topics including free schools, the role of academies, the history of education policy, and Ofqual's future (through the medium of postcards). She'd love to hear your ideas and create something special for your audience.



## Testimonials

*'Steely, fearless, evidence based and on firm ground even when some else would have delighted in dismissing or denying'*

—Maggie Atkinson, former Children's Commissioner

*'Fascinating and perceptive... a grade 9 for satisfaction'*

—Sally Collier, Ofqual

*'Your lecture was completely brilliant'*

—Marc Rowland, convener of the Mike Baker Annual Lecture

*'Overwhelmingly positive feedback... come back next year?'*

—Educate Norfolk

*'A good mix of human interest, policy and the authority of research, data, and personal experience, without it overwhelming the audience'*

—University of the Arts London

Fees differ by location, event type and level of customisation required, but typically range from £1,500 to £4,000.

