

## EDUCATION FUNDING INFORMATION PORTAL

With further changes to funding methodology for schools scheduled for 2014/15, our client was keen to replace the traditional roadshow format with an online solution in line with the government's digital strategy. Using our delegate management system we built and hosted an online community through which the client could communicate the findings of their review of school funding arrangements for 2014/15. The site has provided a highly effective alternative to the old roadshow format, affording the client the same level of engagement with educational Academies in the UK at a significantly lower cost.



Presentations were pre-recorded with speakers displayed alongside their slides with optional captions and made available on our delegate management site to be viewed at any time.

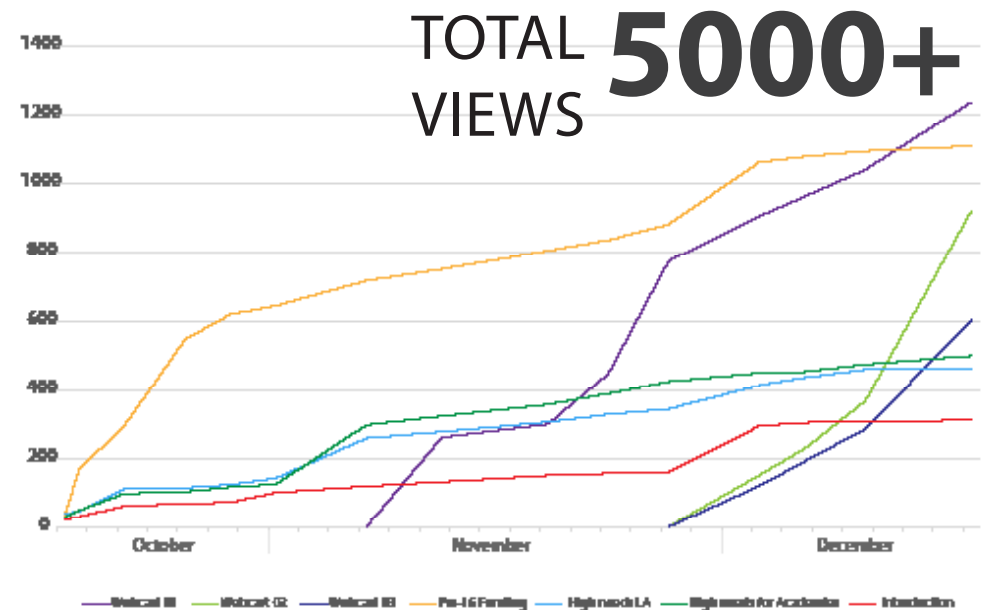
**PRESENTATION  
3500+ DOWNLOADS**

For those who could not view the live webinar, we made a video available on demand shortly after. In addition to both pre-recorded and live presentations, the site offers Academy members the chance to download the presentations, as well as the opportunity to provide feedback and view the responses to feedback provided by others.

**WEBINAR  
VIEWS  
2700+**



The pre-recorded presentations were followed up by a live Q&A session during which viewers could submit their questions and have them addressed by the speakers.



The graph illustrates the dramatic increase in reach the online webinar format has facilitated in just three months.