

Case Study

Royal Mail roadshow delivers innovative safety training



Testimonial

"Improving our safety record is the number one priority within Royal Mail and the training truck has been a helpful part of a large programme aiding us to deliver this. EMS have been an excellent partner on the project, ensuring every detail was right despite the logistical challenges of such an intensive programme."

Ninian Wilson, Operations Director - Royal Mail

The Brief

Royal Mail commissioned EMS to deliver a hi-tech, interactive training roadshow to communicate vital health and safety messages to thousands of its employees. The roadshow was part of a major campaign to improve the organisation's safety record. Royal Mail wanted a creative and engaging solution, as well as something that would overcome the logistical challenges of reaching its large and diverse workforce.

Our Response

EMS created a sophisticated, self-contained training experience, delivered on board an eye-catching 13.6m mobile unit. The vehicle was equipped to deliver a mixture of live demonstrations, films and interactive discussion sessions. On-board technology included giant plasma screens and a video booth to capture employees' feedback.

Delivering the Campaign

- EMS suggested innovative solutions to add impact to the training sessions through the use of a video booth to capture feedback
- EMS supervised the design and fit-out of the eye-catching, 13.6m mobile training vehicle
- EMS co-ordinated the logistically intense schedule, which involved day and night-time sessions; an EMS unit manager accompanied the vehicle at all times to ensure timely arrival and set-up
- Throughout the campaign, EMS provided Royal Mail with full reporting procedures - capturing employee feedback, show numbers, video comments and photography, allowing Royal Mail to make instant improvements and changes to enhance the employee experience.

At a glance...

Tour

'Royal Mail 'Training Truck'

Client

Royal Mail

Vehicle

Voyager

Dates

June - October 2008
(100 day programme)

Locations

34 Royal Mail depots
across the UK

Results

- The training truck delivered a creative and engaging experience to more than 8,000 Royal Mail employees across the UK
- As many as 17 half-hour training sessions were delivered during a 24-hour period, with some locations attracting more than 350 employees
- The experience has been instrumental in changing employee perceptions about health and safety.

Targeted experiences, impeccably delivered