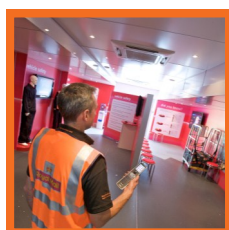




TAKE
YOUR
MESSAGE

DIRECT
TO YOUR
EMPLOYEES



AT A GLANCE

Tour
Royal Mail 'Training Truck'

Dates
June - October 2008 (100 day programme)

Locations
34 Royal Mail depots across the UK

Vehicle
Voyager

- 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

THE STORY

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.

In their own words
"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

- Delivering the campaign**
- EMS added impact to the training sessions through the use of a video booth to capture feedback
 - The design and fit-out of the eye-catching 13.6m mobile training vehicle was supervised by EMS
 - 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



ONE TO ONE, TO THE WORLD