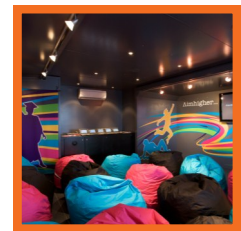




TAKE
YOUR
MESSAGE

DIRECT
TO YOUR
AUDIENCE



AT A GLANCE

Tour
Aimhigher Roadshow

Dates
2001- 2011 (new look tour Sept 08)

Locations
5 vehicles visit UK schools/colleges Monday to Friday throughout the school term

Vehicle
5 x Pathfinders

Results

- The roadshow directly engaged with a million young people
- 97% of tutors gave the roadshow the top ratings of 'good' or 'very good' for its overall effectiveness in promoting Higher Education

THE STORY

The brief
The objective of the roadshow was to increase and widen participation in higher education by highlighting the benefits to 13-19 year-old students in a direct and engaging manner. EMS was appointed as the lead agency on the project after seven years working as a key supplier on the Aimhigher roadshow for the Department for Innovation, Universities and Skills.

In their own words
"Their dedication and response to every logistical challenge helped to ensure the events are delivered every day and that the roadshow was a year on year success."
Lorna Gozzard - Director, Geronimo Communications

Delivering the campaign

- EMS managed the design and build of five brand new, custom-made I | m Pathfinder vehicles
- EMS supervised the creation of a dynamic new interactive experience to engage and inspire students
- Full technical and logistical support to the tour was provided by EMS



ONE TO ONE, TO THE WORLD