

## Case Study

# Higher education roadshow reaches more students than ever before



### The Brief

The objective of the roadshow is to increase and widen participation in higher education by highlighting the benefits to 13-19 year-old students in a direct and engaging manner. After seven years working as a key supplier on the Aimhigher roadshow for the Department for Business, Innovation and Skills, EMS was appointed as the lead agency on the project (2008-2011).

### Our Response

Over the last eight years EMS has ensured seamless delivery of the logistically intense programme. In 2008 Europe's largest vehicle-based tour took on a totally new interactive experience with the launch of a new fleet of vehicles. As the lead agency, EMS co-ordinates the work of several partners and strives to extend and improve the reach of this hugely successful project.



### Delivering the Campaign

- EMS managed the design and build of five brand new, custom-made 11m Pathfinder vehicles
- EMS created a new dynamic interactive experience to engage and inspire students
- EMS will provide full technical and logistical support to the tour until 2011



### At a glance...

#### Tour

Aimhigher Roadshow

#### Client

Department for Business, Innovation and Skills

#### Vehicles

5 x 11m Pathfinder

#### Dates

2001-2011 (new look tour Sept 08)

#### Locations

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

### Results

- The roadshow to date has directly engaged with 784,931 young people
- Last year over 1,000 more sessions were delivered - reaching a record 12,861 students
- 97% of tutors gave the roadshow the top ratings of 'good' or 'very good' for its overall effectiveness in promoting Higher Education

**Targeted experiences, impeccably delivered**