



Global Education Partners

Case study



Britannica
EDUCATION

Client spotlight

Britannica Education were launching a new series of K-12 professional development resources for teachers and educators at international schools on the topic of digital literacy and misinformation education.

Their challenges

They had very few contacts within the K-12 international school sector, and so came to us as they were keen to engage their target audience directly in order to build their practical understanding of how digital literacy is taught in schools, as well as generate connections with decision makers, and enhance their content marketing delivery strategy for the resource pack they were launching.

Our solution

We came up with a launch strategy to develop a thought leadership event hosted by us, tapping into our global network, which would not only provide introductions to heads of school in key target countries, but also generate valuable expert-led content which we could then use to promote to our globally engaged network of educators and school leaders, building their brand awareness as a trusted partner, as well as providing assets for them (event edit + clip creation by us) to use as part of their own launch strategy.

Our results

This project helped them generate strong relationships with three large international schools, and their leadership teams. The Britannica Education team gained valuable practical insights on the topic of digital literacy and its current implementation in schools, and they also obtained a number of high quality assets that highlighted and showcased their own expertise on a global platform, aligning them with leading voices in the sector.

Post event promotion - Britannica received a strong increase in traffic and awareness of their resource pack within a captive audience of global educators due to our post event promotional campaign across email and social (total following of over 75,000+).

Client feedback

Rhian Webb - Head of Professional Development & Learning at Britannica Education

"I had the good fortune of being one of Max's clients. I can't recommend Max highly enough as he is the kind of professional who makes you feel confident in the project's outcomes and success. I saw that he truly embodies the values of sharing his expertise with the people he collaborates with and likes to receive feedback from them too. He's also extremely organised and has a keen sense of time management, ensuring our project ran smoothly and according to schedule.

Throughout our collaboration leading up to our event, Max was incredibly dedicated and diligent - responding promptly and in detail to my questions and requests. He came to all the meetings thoroughly prepared, showcasing his excellent research skills, and desire to learn as much as he could about the theme under discussion.

The icing on the cake was that he sourced a group of seasoned expert educators from within his network to participate in the event, and his charismatic presence and erudite approach as a host made the discussion lively, on track, and highly insightful. He asked us such great questions that really got us thinking and talking deeply about the issues.

I have no doubt he will bring extensive expertise, enthusiasm, and success to his current and future clients."