



## Taking a Blended Approach to Delivering Events!

We **Step Connect<sup>2</sup>** are a leading events organiser with a portfolio of exhibitions, conferences, and awards dinners for the education sector. Our vision is based around focusing on three core principles: exhibitor/sponsor experience, attendee experience and content rich events developed by the sector for the sector!

Pre-Covid 19 our 2020 events landscape looked very different to what it does now. This year we were due to deliver 4 live events (including 2 launches) in the UK & Ireland and like most event organisers the situation is still looking bleak in getting back anytime soon to delivering live events.

So what do you do as a company that is not currently able to do what we're known for? Either we bury our heads in the sand or take a long hard look at ourselves and transform our approach.

We chose the later and performed a digital transformation, the aim of which was to continue bringing together the education community. We also wanted to generate as much goodwill and opportunities for our existing clients and supporters as without them we couldn't do what we do.

### **Festival of Learning Spaces**

Our digital transformation started with the Festival of Learning Spaces 1 June – 10 July. The Festival of Learning Spaces delivered 57 webinars featuring 133 speakers, and so far has had 3000+ Webinar registrations and growing daily! We had weekly Yoga Classes and have 30+ On-Demand Videos to stream from our exhibitors and sponsors.

The festival has been an incredible learning experience for us and we've learnt so much as a team... technology does go wrong sometimes, speakers do have issues with connectivity,

kids/pets and other distractions can happen, mics and cameras can fail but the festival still went on!

To all those that took part and supported us thank you so much for your input and taking the time to engage with us.

We will keep all the content generated from the festival open throughout the summer as a free resource for educationalists, designers, contractors, advisers and the wider education community to access.

For more information about the festival please go to [www.festivaloflearningspace.com](http://www.festivaloflearningspace.com)

## **Upcoming Digital Events**

### **Education Estates®**

This year and for one year only **Education Estates®** 12-16 October 2020 the UK's Learning Spaces event goes digital in partnership with the Department for Education, to enable attendees safe involvement from either their homes or places of work.

For more information please go to [www.educationestates.com](http://www.educationestates.com).

If you're interested in commercial opportunities please email [rebeccastratten@stepconnect2.com](mailto:rebeccastratten@stepconnect2.com).

### **Festival of Higher Education 9-20 November 2020, Connecting the Higher Education Community**

The **Festival of Higher Education** will feature a whole host of Webinars, On-Demand Videos, Workshops, Virtual Study Tours and an Interactive Exhibition. The aim of the festival is to bring together the European higher education community online whose focus is on the funding, planning, design, construction, management and maintenance of university and higher education estates & facilities.

For more information please go to [www.festivalofhighereducation.com](http://www.festivalofhighereducation.com).

If you're interested in commercial opportunities please email [rebeccastratten@stepconnect2.com](mailto:rebeccastratten@stepconnect2.com).

## **The Future**

Going forward, we will be taking a blended approach to delivering our events. We are a live events company and will continue to be so, but what our digital transformation is showing us is that we can also successfully bring together the education community, online.

We will work with our existing clients, partners, supporters and new clients and offer them the opportunity to generate leads, raise their profile and demonstrate thought-leadership throughout the year not just for the open days of an event.

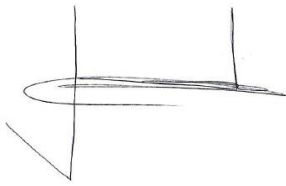
At the core of **Step Connect<sup>2</sup>** is a team that is ambitious, creative, dynamic and sociable. I'm so proud of what we're achieving as a team and how we're remaining current, engaged with our clients and community but most importantly turning what is a difficult situation into a positive.

For more information about us please go to [www.stepconnect2.com](http://www.stepconnect2.com).

Keep safe and well.

Your sincerely,

James Lee

A handwritten signature in black ink, appearing to read 'James Lee', with a large, sweeping horizontal stroke across the middle.

James Lee

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