

CASE STUDY:

East Midlands STEM Partnership



As part of a visionary investment programme from the East Midlands Development Agency (*emda*) the STEM Partnership is working in the region to address the UK's challenge of building a strong supply of scientists, engineers, technologists and mathematicians for the next generation.

WHAT WE DID

TMD has developed the infrastructure to manage and deliver all marketing and strategic activity to over 1,000 partners and through them, to over 100,000 contacts. We have mobilised and enthused STEM partners over the East Midlands by delivering:

- Forum events with national profile speakers
- Webinars and networking opportunities
- E-tools including an online e-panel of key customers to input into strategic and tactical activity

THE RESULTS

- East Midlands STEM Partnership is viewed as a leading model for other UK regions
- Launched the STEM Student Journalist project with in excess of 100 participating students to provide captivating PR stories for the media
- 1,000 united STEM partners working together and sharing good practice