The Consortium wins at ERAs

The Consortium is a winner for ‘outstanding’ educational resource

Connect Education & Care has been awarded the Marketing Campaign of the Year 2016 Award at the prestigious Education Resource Awards. This was a joint award with the Company’s partners Scholastic Education and Smart Kids for their Your Partner in the Classroom campaign.

The awards, held in conjunction with The British Educational Suppliers Association (BESA), offer a fantastic platform to highlight and celebrate those who provide the education sector with outstanding resources; from inspirational teaching and strong leadership within education to the innovative resources and supplies provided to schools.

Based in Trowbridge, Wiltshire, The Consortium’s collaborative partnership with its suppliers has produced the award-winning, Your Partner in the Classroom offer, which recognises the need to support and work with teachers. The campaign was commended for the range of subjects available, as well as its new ideas and clear explanations.

Comprising of a panel of teaching professionals and education specialists, the judges appreciated the balance between the practical knowledge and guidance delivered in ‘an easy access format’ to ‘provide a winning formula for this National Curriculum marketing campaign.’

John Kershaw, trading director at The Consortium is delighted with the award and commented, “We are extremely proud to be viewed as a genuine teaching partner of choice for our customers. This project underpins so much of the strategic direction we’ve taken to really understand our customers and winning this award is a fantastic endorsement of all we’ve achieved so far. We look forward to continuing to provide reliable and accurate curriculum advice and support for our customers.”

- Ends -

About Connect Group PLC:

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