

WOW! case studies!

Barking & Dagenham College



Project

We have provided a variety of service to Barking & Dagenham College including consultancy for the Principal, as well as providing some marketing services. These have included:

- I. Consultancy regarding marketing staffing issues, marketing planning etc.
- II. Producing the College's Annual Review.
- III. Producing the College's first Community Newsletter.
- IV. Planning their Annual Award Ceremony.
- V. Temporary management of the marketing team and various projects (particularly events)
- VI. TES FE Awards Entry writing and submission.

Results

Both the Principal and the Communications & Marketing Manager have been very pleased with our work and have commissioned us for further work since first using us. The Principal says:

"I have been impressed by wow!'s marketing consultancy services and wouldn't hesitate to recommend them to other colleges."

Cathy Walsh, Principal & Chief Executive, Barking & Dagenham College



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Barking & Dagenham College - results cont...

Based on the award entry that we wrote for them, they won the TES FE Award for 'Outstanding Entrepreneurship in Learning & Skills' category for their brilliant 'Enterprise Academy'. Needless to say, they were delighted. Here's a picture of Cathy and some of her staff and students accepting their award:



And regarding the Annual Award Ceremony which we organised (in collaboration with the marketing team):

**"Top Team! I am delighted what you pulled off last night.
Thank you and well done."**

Cathy Walsh, Principal, Barking & Dagenham College

