Tomorrow People brings learners together online

The brief: a versatile website to connect learners with opportunities

Tomorrow People, Birmingham's creative agency were commissioned to create a new website to bring schools, colleges and universities together online for a major region of the UK by:

- Developing a bespoke website and content management system to allow learners based across a large geographical area to communicate with training providers and find out about opportunities available near them, with designs being produced by a partner agency.

- Ensuring that all the education boroughs in the area could access a specific segment of the site unique to them, with relevant news and events and other information.

- Delivering a user-friendly experience for system administrators and site visitors by creating a site that gives permissions targeted to five different types of users.

The campaign

Young people in the region can now find out about the higher education options open to them with the click of a mouse. As well as information on local learning opportunities, the new website provides a secure online community where aspiring students from diverse areas can interact and share tips with features that include:

Full control: the site is designed to give the main administrator total control over all aspects of the site - from user management to news archiving to viewing conversation statistics.

Easy information management: the news management system is designed to let all boroughs access files globally, allowing all assets to be searched for and downloaded easily and helping to keep server space down.

Brand consistency: templates are used depending on the news items from a choice of text only, image and text or video (flash), image and text, giving the website a consistent style – important for meeting brand guidelines.

Building traffic through communication: a built in email alert system sends all associated users email alerts of new content and replies to posts, driving the users back to the site and increasing traffic.

Fully search engine optimised: the website is fully search engine friendly with SEO-friendly URLs, optimised page titles, headings tag, dynamic Meta data, W3C and WAA compliant code.

For more information, view the case study at: http://www.tomorrow-people.com/our-industries/clients/aim-higher-learner-online-community/

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About Tomorrow People

Tomorrow People is a design and marketing consultancy based in Birmingham. The company specialises in providing design, marketing, programming and development innovation for clients that include Westfield Shoppingtowns, Crosby Homes, Highcross Leicester, The Open University, Thomson Holidays, and QlikView.

www.tomorrow-people.com