

Learning revolution Expo launched at Old Spitalfields Market

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The month-long learning festival has been initiated by the Department for Business Innovation and Skills (BIS), to create a movement for informal adult learning.

The launch event was attended by Kevin Brennan, Minister for Further Education, Skills and Consumer Affairs, who gave a welcome address setting out the aims of the Festival. Mr Brennan said: "Informal learning brings proven mental, physical and social benefits and the Learning Revolution Festival is all about highlighting these benefits for communities. Through the Learning Revolution White Paper commitments, the Government is doing all it can to encourage organisations, groups and individuals to get involved and get learning. "Whether it's opening up space for a local learning group or club or learning something new yourself, there are loads of ways to make the most of the festival in October."

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The agency divided the space into Learning Zones linked to specific issues, enabling visitors to engage with others from a wide range of groups who shared the same or similar challenges.

Learning revolution Expo launched at Old Spitalfields Market - Cont.

TRO Group Account Director Chris Wareham said: “Our brief was to produce the highest possible standard of event while securing the best value for money. Creativity was also a key criterion. We deliberately selected local businesses to cater for the event and a venue with heritage in local trading to further enhances the messaging. By keeping the schedule flexible and informal with lots of independent activities going on simultaneously, we maximised the opportunities for delegates to meet and be inspired”.

Guests were also given coloured lanyards denoting their specific interest category. These included Sports, Food and Drink, Arts and Crafts, and Technology and Science. Moving through a Welcome Foyer – which included a guest photo wall – to the Connections Arena and Create Zone, they were able to identify and meet other guests. All local restaurants were secured by TRO for delegate catering purposes.

The agency also managed the invitation and post-event mailer process. The attendees ranged from representatives of major fund-allocating organisations, to local community learning champions with interests as diverse as knitting, wine-tasting and athletics.