

CASE STUDY: Collabco



About Collabco

Collabco are the provider of myday, a student dashboard used by numerous higher education institutions across the UK to drive student engagement, participation and retention. The product enables universities to aggregate the information students need on a daily basis and present it in an intuitive and modern interface.

Collabco's strategic partnership with Strategy Networks began at the Education Strategy Forum in 2015. Since then they have returned every year, and through the structured networking opportunities that the forum offers, developed numerous business relationships with universities who have found value in adopting myday across their organisation.



Engagement with the University of Birmingham

It was at the Education Strategy Forum in February 2018 that Collabco met a representative from the University of Birmingham during a session of P2P Connect speed networking. After speaking together later in the day in a separate one-to-one business meeting, the conversation progressed with another contact at the university.

Following the forum, Collabco has transformed the university's visibility over student engagement. Using the myday app the institution can more effectively access key information without having to log in to multiple systems. This has meant that the university can spend more time focusing on enhancing the student experience.

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Engagement with the University of Gloucestershire

Going into the 2017 iteration of the forum, the University of Gloucestershire were in the midst of conducting a study on what a student portal might deliver for the institution. A representative approached Collabco at the forum seeking a one-to-one business meeting, they had the opportunity to talk in detail about how their offering can help and how long the project would take.

Whilst the myday platform is principally designed for core academic activities, Collabco's collaboration with the University of Gloucestershire demonstrated the flexibility of the solution. Prior to partnership, the student union would use a paper vote to elect officers, but myday took this paperless through their platform seeing a 3x increase in voting participation.



Benefits for Collabco

Collabco's presentations have always resonated with delegates at the Education Strategy Forum, with seats regularly filled and attendees interested in how myday can support their organisation. These sessions, in addition to P2P Connect and one-to-one business meetings, have been particularly important for the company in generating new business and accelerating talks with organisations they had started initial conversations with.

Alongside using Strategy Networks forums to access the higher education market, they have also allowed Collabco to venture into new markets such as public sector healthcare. Their participation at the Healthcare Strategy Forum in June 2019 led to several follow-up meetings after the event and looking ahead they are widening their scope to provide to local government and the wider public sector.

KEY BENEFITS OF THE FORUM

- **Opportunity to meet every delegate through a variety of different engagements**
- **A structure that offers prearranged and qualified meetings with delegates of your choice**



- **Accessible as an SME to have the same opportunities as larger companies**
- **Light-touch as a sponsor in terms of set-up and preparation for the event**

"It's the structure. It's the fact that you get to meet every delegate. It's the chance to get in front of people rather than wait for them to come to you, which is rarely the case at other events."

CHIEF OPERATING OFFICER, COLLABCO

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