

CASE STUDY:

NAVIGATE LEARNING | FURTHER EDUCATION STRATEGY FORUM



"Even if we had complete market share, even if 100% of the colleges in the country were using Navigate, I would still pay to be at the event, simply as a way of touching base with as many senior leaders as possible."

Founder, Navigate Learning

Overview

Strategy Networks

Strategy Networks' forums bring together the finest thought leaders from across different industries to share ideas and help improve key aspects of their organisations. They are a little less formal than traditional conferences, bite-sized presentations and workshops enable leaders to benchmark and share best practice, whilst pre-booked meetings with topical vendors open the door to ongoing business relationships.

Navigate Learning

Navigate Learning is the market leader in learner journey software for FE colleges, supporting over 225,000 learners in their transition from education to employment. Their intuitive platform enables colleges to efficiently manage work placements, careers education, skills development, student wellbeing, and employer engagement, providing a unified solution that enhances student success and simplifies institutional reporting.

"We closed deals before the conference had even started, purely because of the pre-conference meetings and the way the model works."

How did Navigate engage with Further Education clients?

Ahead of the forum, Navigate Learning took part in a series of remote one-to-one conversations with senior leaders from further education institutions. These discussions provided an opportunity to explore the priorities colleges face around learner progression, employer engagement and supporting students into employment, helping the Navigate team approach the forum with a clear understanding of institutional challenges.

In one example, Navigate spent 97 minutes across several discussions with senior decision makers from Capital City College. These discussions enabled the team to explore the college's priorities in depth and demonstrate how Navigate could support the management of learner journeys and employer engagement. The engagement progressed quickly and contributed to a contract being secured ahead of the forum.

Importantly, the remote meetings created opportunities to connect with new organisations as well as re-engage institutions where conversations had previously slowed. These discussions were then developed further at the Forum through pre-scheduled one-to-one meetings in a private residential setting, allowing Navigate to deepen relationships with senior education leaders.

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Forum benefits for Navigate Learning

For Navigate, the forum created the conditions for meaningful conversations with the right decision makers. Engagement began with the remote meetings and continued on site, allowing relationships to develop naturally and helping opportunities progress more quickly.

The Navigate team also valued the professionalism and structure of the event. The relaxed two-day format, combined with high-quality content and thoughtful delivery, created an environment that encouraged open discussion and genuine engagement. Compared with traditional exhibition-style events, the experience felt purposeful and valuable.

While a significant investment, the forum delivered a clear return, supporting revenue generation both before and after the event while strengthening long-term relationships across the further education sector.



Building New Partnerships Across Further Education

The forum gave Navigate Learning valuable time with colleges already using the platform, while also building relationships with institutions exploring new ways to support learner progression, employer engagement and the transition from education to employment.

Several colleges progressed from early discussions into new partnerships following the event, as a result of the conference 1-2-1 meetings. The forum created space for open conversations about the challenges colleges face and how Navigate could support them in managing placements, careers activity and learner development.

Conversations also continued beyond the event, with initial conference engagement from a large college group now progressing towards a potential partnership.

Overall, the forum helped Navigate strengthen relationships across the further education sector and establish new connections with colleges focused on improving outcomes for their learners.

"It's not just the model. We've been to other events with a similar setup, but there's something different here. It feels very professional."