



Education Strategy Forum

26th, 27th & 28th February 2025

Client and Vendor Research Report

Total Delegate Group: **80**



This interim report presents survey findings from the confirmed delegates attending the upcoming Education Strategy Forum, taking place on the 26th, 27th and 28th February 2025.

To provide deeper insights, we conducted video and telephone interviews with top decision-makers, discussing key challenges and priorities within their organisations.

The report also highlights the offerings of sponsoring vendors, identifies market gaps, and explores trends in public sector spending.



28

Chiefs & Pro-Vice
Chancellors

20

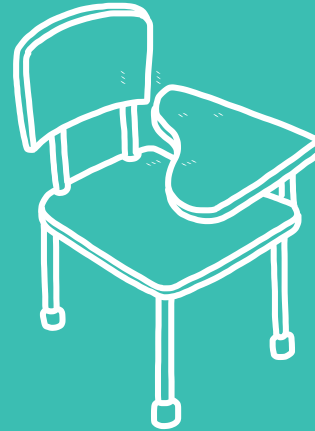
Directors

19

Heads of
Department

13

Senior
Management



EDUCATION STRATEGY FORUM, ATTENDED BY:

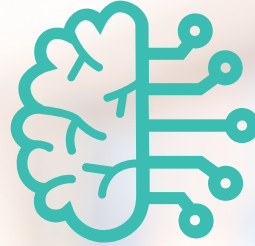


MAIN FINDINGS OF THE REPORT



STUDENT EXPERIENCE:

Enhancing the student experience remains a central focus for education leaders, with efforts directed at improving the applicant journey, engagement, and satisfaction. By leveraging tools such as Learning Management Systems (LMS) and personalised learning solutions, institutions aim to create a seamless, supportive environment that fosters academic success and retention.



ARTIFICIAL INTELLIGENCE:

AI is revolutionising education by enabling more efficient decision-making, personalised learning experiences, and streamlined administrative processes. Institutions are increasingly integrating AI tools to analyse data, tailor educational approaches, and improve outcomes for both students and staff.



MODERNISATION OF SERVICE DELIVERY:

Modernising service delivery is key to ensuring that institutions remain adaptable and competitive. Leaders are rethinking traditional models to support more flexible, efficient operations that meet the needs of a diverse and dynamic student population.

PREVIEW OF DELEGATE PROFILES



Organisation: University of West London

Job Title: Deputy Director

Budgetary Responsibility: £100,000,000 +

Seeks More Information on:

- Artificial Intelligence (AI)
- Big Data Analytics
- Business Intelligence, Analytics



Organisation : West of England Institute of Technology

Job Title: Course Director

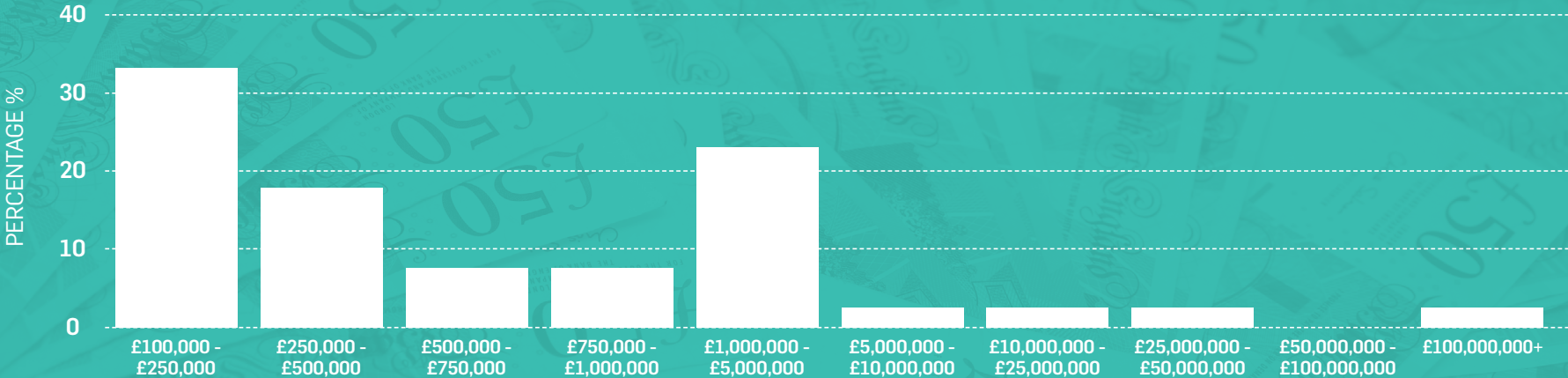
Budgetary Responsibility: £50,000,000 - £100,000,000

Seeks More Information on:

- Academic Information Systems
- Learning Management Systems
- Workforce Management Solutions

COMBINED SPENDING POWER OF DELEGATE GROUP

£292 million+



BUDGET RESPONSIBILITY PER PERSON

SPEND MAPPING

ARTIFICIAL INTELLIGENCE

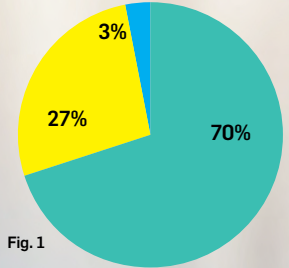


Fig. 1



DIGITAL SECURITY

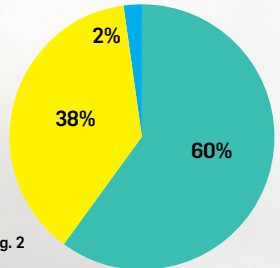


Fig. 2



ANALYTICS AND BIG DATA

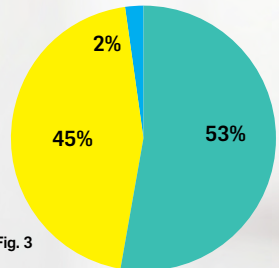
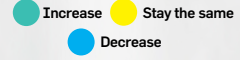


Fig. 3



VIRTUAL REALITY

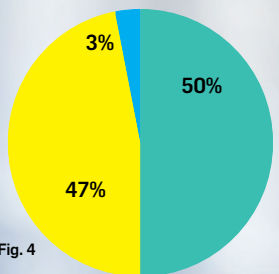


Fig. 4



CYBER SECURITY

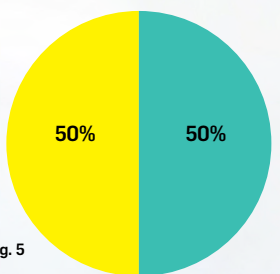


Fig. 5



CONNECTED CAMPUS SOLUTIONS

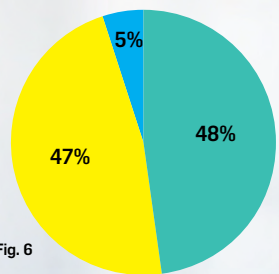


Fig. 6



Our clients have identified key areas of increased spending, with two prominent trends standing out.

Artificial Intelligence has seen a significant rise in investment, with 70% of the client group reporting increased spending in this area. AI is vital for education leaders, enabling data-driven decision-making, personalised learning, and operational efficiency. These advancements empower leaders to enhance student outcomes while streamlining administrative processes.

Digital Security is another priority, with 60% of clients expanding their budgets to address this critical need. Robust digital security safeguards sensitive information ensures the integrity of online learning environments, and protects against cyber threats, fostering a secure and trustworthy educational experience.

GAP IN THE MARKET

CURRENT VENDORS OFFERINGS IN VIRTUAL REALITY

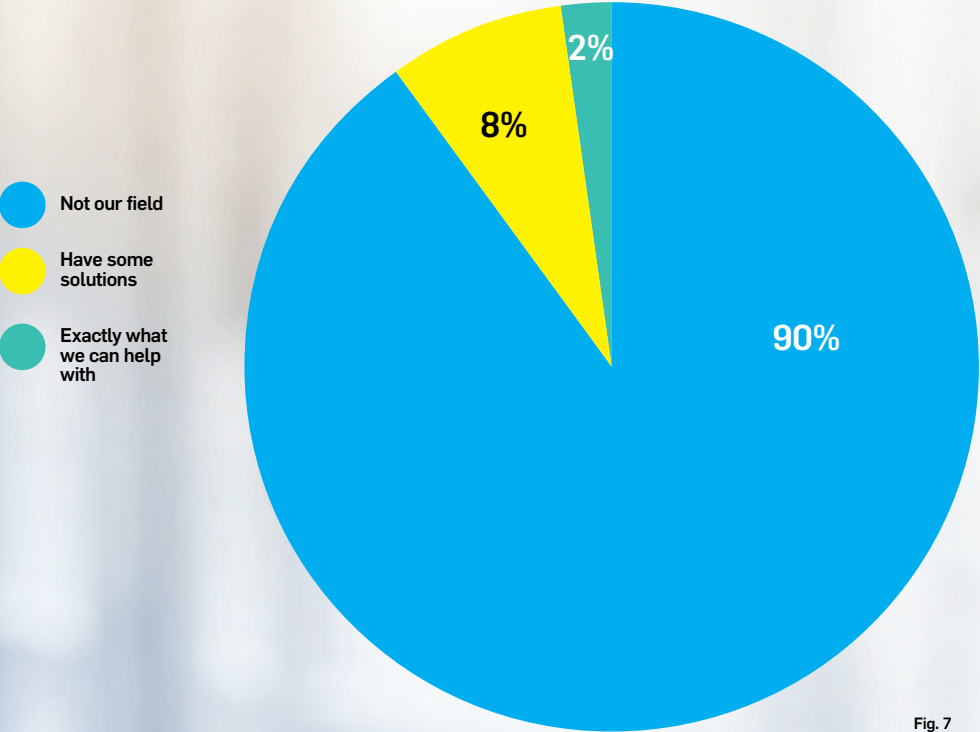


Fig. 7

Virtual reality is emerging as a key area of increased investment, with 97% of the group reporting expanded and sustained budgets in this field (Fig. 4). Despite this growth, only 2% of current vendors offer solutions tailored to VR, highlighting a significant gap in the market.

Virtual Reality (VR) is gaining importance among education leaders because it delivers immersive and interactive learning experiences that boost engagement and retention. By allowing students to explore complex concepts, conduct virtual experiments, and visit otherwise inaccessible locations—such as historical landmarks or distant ecosystems—VR enhances learning across diverse subjects. For education leaders, it offers a transformative tool to improve outcomes in STEM, humanities, and vocational training, while also addressing diverse learning needs and fostering equitable access to cutting-edge resources.

TOP TRANSFORMATIONAL INITIATIVES

CLIENTS' TOP TRANSFORMATIONAL INITIATIVES

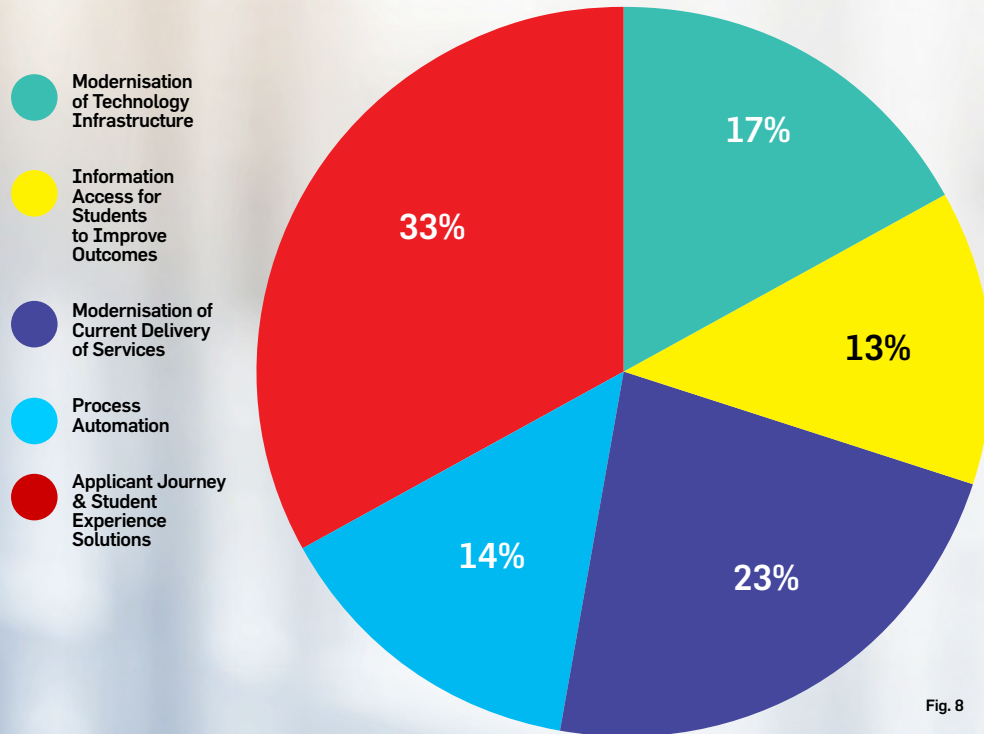


Fig. 8

The delegate group has identified their top transformational initiatives, with two key priorities standing out.

Modernisation of Current Delivery of Services ranks first for 23% of the group. This is crucial for higher education leaders to enhance the student experience, streamline operations, and support personalised, flexible learning. It ensures institutions remain competitive and adaptable to evolving demands, such as hybrid and online education, while optimising resources.

Applicant Journey & Student Experience Solutions is the top priority for 33% of the group. These solutions are essential for attracting, engaging, and retaining students by providing seamless, personalised experiences. They improve enrolment processes, boost student satisfaction, and contribute to long-term success throughout the academic journey.

RANKING OF TECHNOLOGY INVESTMENTS

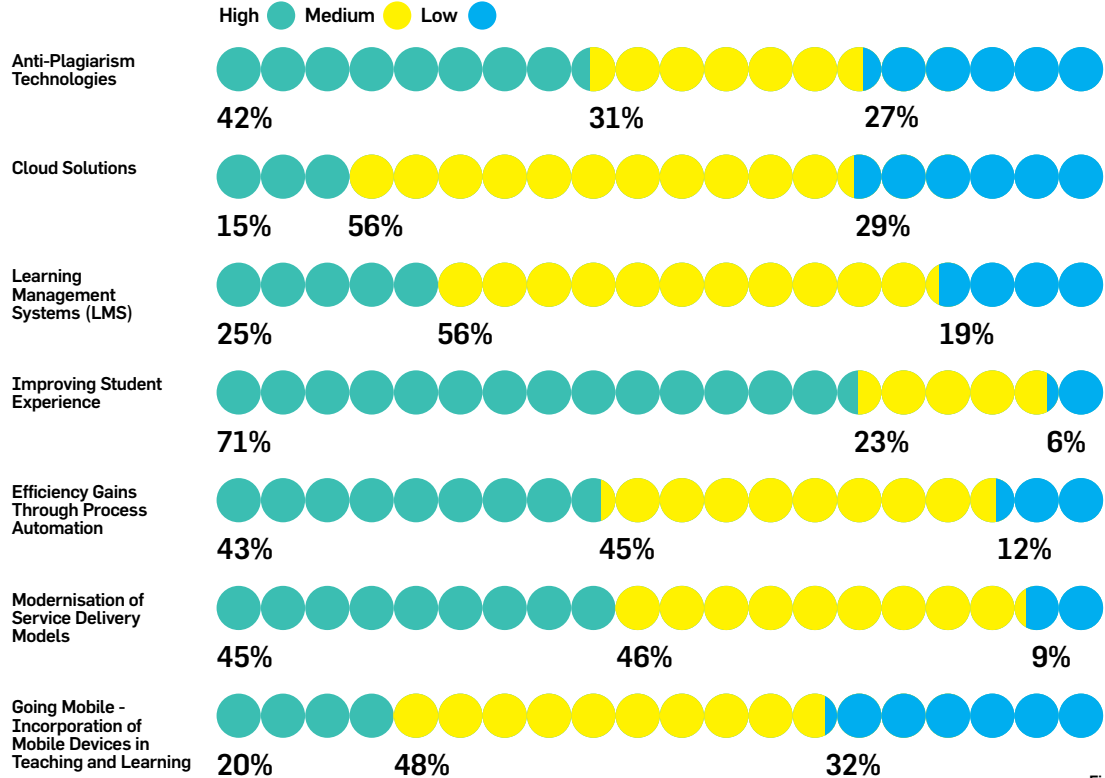


Fig. 9

Our clients have ranked their technology investments from high to low.

Improving the student experience is identified as a top priority by 71% of the group. Improving the student experience is a high priority for higher education decision makers as it boosts student satisfaction, retention, and success. It creates a supportive environment that fosters engagement, enhances academic achievement, and strengthens the institution's reputation.

45% of the group have also ranked the modernisation of service delivery models as a high priority as it improves efficiency, enhances the student experience, and supports flexible learning. It helps institutions stay competitive, adapt to changing demands, and optimise resources.

RANKING OF TECHNOLOGY INVESTMENTS

CURRENT VENDORS OFFERING IN LEARNING MANAGEMENT SYSTEMS

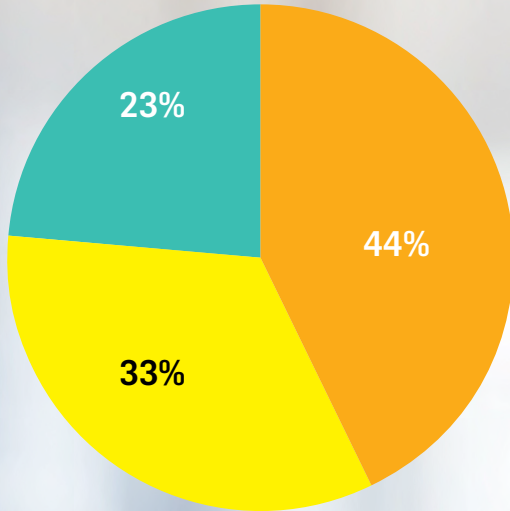


Fig. 10

CURRENT VENDORS OFFERING IN ANTI-PLAGIARISM TECHNOLOGIES

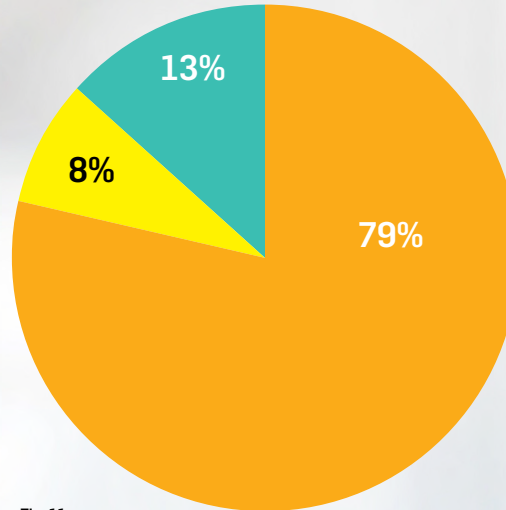


Fig. 11

● Not our Field ● Have Some Solutions ● Exactly What We Can Help With

Learning Management System (LMS) is a key focus area, with 81% of the group identifying it as either a high or medium priority (Fig. 9). However, only 23% of our current vendors offer direct solutions in this domain. An LMS is essential for higher education decision makers as it centralises the management of learning resources, improves accessibility, and supports data-driven decision-making. It also automates tasks such as grading and attendance, enables personalised learning experiences, and fosters enhanced communication and collaboration, ultimately driving efficiency and improving educational outcomes.

Similarly, anti-plagiarism technologies are a significant priority, with 73% of the group considering them to be of high or medium importance (Fig. 9). Yet, just 13% of our clients currently provide direct offerings in this area. These technologies are vital for upholding academic integrity by detecting and preventing plagiarism, promoting originality in student work, ensuring fair assessments, and cultivating a culture of ethical scholarship. By adopting such tools, education leaders can safeguard institutional credibility.

VENDOR HIGHLIGHTS



Specialises in:

- Collaborative Technologies and Communications
- E-Learning Solutions
- Remote Working Solutions

“I would recommend the Education Strategy Forum as it’s a different way of doing things, the normal way is an expo which is exhausting, whereas here is significantly more worth it.”

“The remote 1-2-1 meetings prior to the forum were good to break the ice and a great way to start the beginning of a relationship.”

“The information provided reduces our research time, takes out some of the grunt work and the level of information provided is really good.”

VENDOR HIGHLIGHTS

WELLKNOWN

Specialises in:

- E-Learning Solutions
- Learning Management Systems
- Student Experience/Engagement Solutions

“To have all the people we want to work with in one space is a match made in heaven.”

“We had 20 pre-calls, and it was excellent. It was really appealing to us as it meant we reached people that would of not heard of us otherwise.”

“How else are you going to get your company in front of the people that matter. It’s worth the money.”



All our Strategy Forums combine industry leading searchable analytics through Forum IQ - our delegate discovery platform. Key client investment data is blended with enhanced networking capability via our Forum Link app for everyone to intelligently connect through multi-channel exchanges during our live Strategy Forums.

Deep understanding and clever tech connecting smart people in smooth interactions. Goodbye static conferences, hello evolution.

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