

PRESS RELEASE

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YEOVIL COLLEGE LAUNCHES NEW MICROSITE FOR EMPLOYERS

Yeovil College Business Training and WeClickMedia Ltd are pleased to announce the launch of an innovative new microsite for employers, <http://www.yeovilcollegetraining.tv/>.

The new microsite has been specifically designed to give employers easy access to information about training available from Yeovil College. The employers' microsite takes advantage of 3D Graphics, animation and technological developments to offer films on most course areas, as well as short case studies about current business users and lists of available training.

Director of Employer Engagement, Shaun Hindle, said *"Employers are busy people and it makes more sense to provide them with information in short videos than text-heavy and time-consuming publications. Not only is this more environmentally friendly, it gives users more information quickly and easily because it actually allows them to see and hear what the College offers in terms of environment and experience as well as courses. Although it's tempting to cut training when times get tough, businesses understand that they need to be ready and competitive when the economy picks up again and are continuing to encourage employees to gain skills and qualifications. The microsite will help them make informed choices, leading to acquiring skills and worthwhile qualifications which make valuable contributions to the business and keep them ahead of the game."*

The employers' microsite is collaboration between the College and the digital production and development agency, WeClickMedia, who list among their clients the BBC, Next Retail, Virgin, Sony, Mercedes Benz and the NHS. The project is an extension of the ongoing relationship between Yeovil College and WeClickMedia which has also led to improvements to the College's other websites. WeClickMedia representatives spent time with College staff and students to get a comprehensive understanding of the College and the aims of the new microsite to make it as effective as possible. They were particularly impressed with the College's Media Department, who filmed and produced virtually all the microsite video content.

Daniel Rawles, Co-Founder and Digital Director of WeClickMedia pointing out the technical challenges the site presented and the benefits resulting from the innovative design and solutions employed, said. *“The Yeovil College microsite allowed us to utilise rich media and animated content to create a formal and impressive user experience. As a Digital Development Agency, we were able to explore and utilise new technologies to engage the user. We wanted to include 3D Graphics to the design but were conscious of low download speeds for large file sizes so we were presented with the challenge of integrating rich media content with rapid loading. Our use of Swift 3D and XML to load in all the images and videos as required overcame this problem and means the site engages with the time-restricted employer straight away with very minimal loading time. The end result is an innovative, exciting and engaging tool packed with bite size information and user-friendly navigation that we hope will be a valuable marketing tool for Yeovil and a useful resource to employers.”*

Yeovil College has been delighted with the positive reaction it has already had from employers. Current business users include Palmers Brewery, which already trains staff at the College and is highlighted in a case study on the new microsite. Tim Woodrow, the Tenanted Trade Director for Palmers Brewery, said *“Palmers Brewery is fully committed to supporting its licensees and key staff with a range of training initiatives in the field of Catering and Hospitality. Our partnership with Yeovil College is seen as an integral part of this support and it perfectly complements our in-house training offers, which are available to all of our licensees as well as other recognised industry qualifications which we offer. The Yeovil College microsite is seen as very contemporary and user-friendly and should go a long way to forging other successful partnerships throughout a cross-section of varied businesses.”*

To view the new employer micro site visit <http://www.yeovilcollegetraining.tv/> or for information on business training and apprenticeship courses offered at Yeovil College please call 01935 845392 or email training@yeovil.ac.uk

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Notes to Editors

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The New Yeovil College Employer Microsite: <http://www.yeovilcollegetraining.tv/>

WeClickMedia Ltd - Formed in 2006, WeClickMedia Ltd provides cutting-edge online media solutions to bring fresh ideas and new technology to life through innovative development and production. They are specialists in designing and building new forms of online marketing tools working across multiple platforms and utilising the very latest technology with Rich Media Internet and Rich Media desktop applications. Website: <http://weclickmedia.com/>.