

## **Education IT: Raise Forensic Software's Profile; Increase Knowledge of 'e-Safety', Benefits for Schools, Councils and Pupils**

*Mantis designs, manages and delivers successful PR programme*

### **BACKGROUND**

Forensic Software is a small, UK based developer of e-safety software **for schools nationwide (and overseas, International English schools)**. Approaching schools direct, via local authorities or learning grids, Forensic Software aimed to raise its own profile; increase knowledge of e-safety; and increase knowledge of and, trust in its primary product: Policy Central Enterprise. Mantis achieved this using a thought-leadership and customer reference programme

### **RESULTS (1-year)**

- Local, regional, national and international customer reference based press coverage including: BBC London TV, BBC Online, Shropshire Star, Worcester News, Walsall Advertiser, Leicester Mercury and International Schools magazine
- Thought-leadership press coverage including: NAACE newsletter, Educate IT, [www.publictechnology.net](http://www.publictechnology.net), [www.ITPRO.co.uk](http://www.ITPRO.co.uk) and [ITAdvisor.co.uk](http://ITAdvisor.co.uk)
- Support at The CyberSafety Conference, BETT Show, Scottish Learning Festival and ECIS November conference
- Media interviews = 7
- Customer press releases = 10
- Customer case studies = 4

### **TESIMONIAL**

"What a result (BBC London TV clip) for Mantis, really well done guys."

**Ellie Puddle, Owner, Forensic Software**

"Well done on last nights coverage (BBC London TV)!"

**Marie Bailey, Sales Director, Forensic Software**

"Good work on the Shropshire Star!"

**Ian Puddle, Owner, Forensic Software**