

Your university in the palm of their hand



We are using City-Insights' Platform because it offers the most flexible and engaging way to deliver information to our visitors at the place where they need it. We can create new trails, edit content and link to our main website as we need.

Rachel Lister, Head of Student Recruitment for Cambridge University



Campus Guide Digital Toolkit

Every day, your university has a great story to tell. Our Digital Toolkit can transform your campus into a unique, updatable experience for the groups you want to reach.

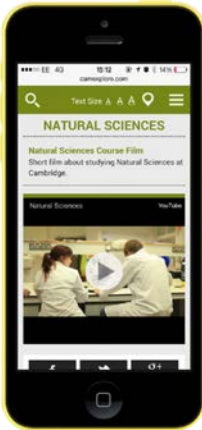
Triggered by signage or print, the City-Insights user experience delivers multimedia to smartphones and tablets about the place where you're standing. The Toolkit creates an innovative, location-based guide for prospective students on open days and visits. It offers a welcome and key information in their early weeks and an online community throughout the year. Customised own-language content supports overseas student retention.

The Toolkit is a great way to showcase new research, awards, donor and sponsor recognition more widely. It can also create a revenue stream by carrying local advertising.



1

Inclusive peer-to-peer recommendation



2

Show lectures, libraries, labs and facilities



3

Own-language version for international students



4

Constant update with student generated content

Delivering the City-Insights Campus Guide Digital Toolkit can be done quickly in two stages:

1 Stage 1 - Setup

Client meeting followed by creation of framework for the information.

Typically covers:

- ▶ Site walk to identify key locations for signage and print
- ▶ Understanding your audiences, setting key goals and messages
- ▶ Identifying information and existing multimedia assets
- ▶ Setting up URL and hosting
- ▶ Creating branded artwork templates for signage
- ▶ Building an empty Toolkit in your branding and colours

2 Stage 2 - Content Development

Site visit and liaison with client team to gather information for Campus Guide Digital Toolkit. Typically covers:

- ▶ Gathering best available assets from different departments
- ▶ Creation of signage and print
- ▶ Gathering, writing, editing, filming and recording of content – often includes materials produced by the student body
- ▶ Upload all content to Platform
- ▶ Liaison with ongoing content providers and creating templates
- ▶ Providing training and advice on adding and editing information over time



What this Toolkit does for you:

- ▶ Creates a distinctive identity for your university
- ▶ Gives a time-saving alternative to hosted tours
- ▶ Supports student community and long- term retention
- ▶ Offers recognition to sponsors and donors
- ▶ Enables cost-effective reuse of media assets
- ▶ Optimised for any smartphone, tablet or PC

For more information on the City-Insights Campus Guide Digital Toolkit contact:

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