

In Business East of England: The King's School

The whole process of producing our article was straightforward and not too time consuming from the point of view of a busy school. We were supported from the beginning by a useful questionnaire, clearly designed to extract the information required. This was coordinated by our Deputy Head and checked by our Head for accuracy and to avoid unrepresentative replies. Digital photos were easily attached from the school's IT network and were chosen to represent the atmosphere and work ethic in our particular school – a Business & Enterprise College. A list of business suppliers was also forwarded to IBEE and they did all the donkey work in order to find sponsors for our article.

The draft article was quickly despatched back to us and every care was taken to ensure our complete satisfaction with the finished product. Everyone seemed delighted with the final product and we were pleased to use this newspaper link as a means of marketing and promoting the school throughout the East Midlands and East Anglia business sector.

Alan Farmilo
Deputy Headteacher