



CASE STUDY

ETS Global

Stakeholder Engagement



ETS Global were (re)entering the Italian Market. For this, it was crucial that ETS Global and their key products, the TOEFL and TOEIC Family of Assessments, gain the recognition of key governmental stakeholders, establishing ETS Global and its products as leading solutions.

We were tasked with engaging those key stakeholders across the Italian government. European Diplomats created a roundtable event in the prestigious American Embassy in Rome, bringing together industry leaders, and senior policy managers from the Ministries of Labour, Economic Development and Education as well as the Rome City Council.



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