

Case Study

Stakeholder engagement



GLOBAL

A subsidiary of Educational Testing Service

Position ETS Global as industry leader in assessment and build relationships with key stakeholders in government.



Brief

Gain recognition of key governmental Italian stakeholders for ETS Global's TOEFL and TOEIC Family of Assessments and establish ETS Global and its products as leading solutions upon their (re)entry to the Italian market.

Actions

An initial series of events was designed to engage stakeholders from different education segments, to introduce the TOEFL and TOEIC family of assessments. The first event was aimed at the Italian business community and affiliated educational institutions as well as responsible ministries.

Results

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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Roundtable Event in the
American Embassy

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Governmental Organisations
Engaged

11

Senior Stakeholders Placed by
European Diplomats

Contacts

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