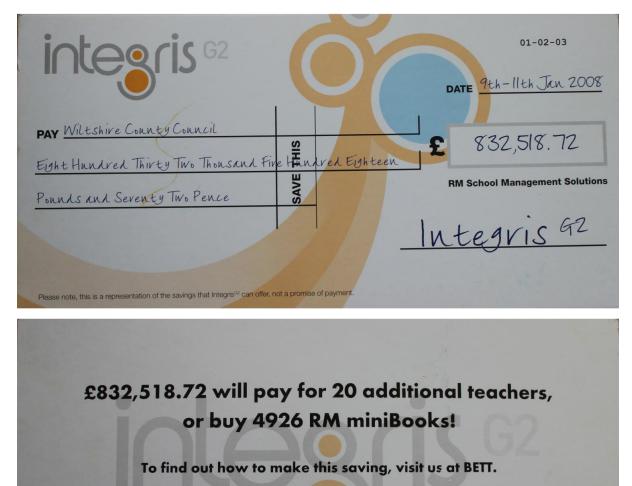
## **RM Education**

This is a photograph of the big cheque that I produced for an integrated campaign targeting local authority decision makers. Our objective was to obtain appointments at an event we were exhibiting at to discuss the advantages of changing their school MIS product.

This big cheque was personalised for each local authority, went with an accompanying direct mail letter and was followed up by a telemarketing effort to secure appointments for our sales team at BETT.



Integris<sup>62</sup> will be shown in the RM Inspiration Centre, our exclusive venue adjoining BETT and co-hosted with Intel. Admission is by invitation only and we'd like you to join us.



Call Matt Walker on 07966 520524 to arrange your invitation.