

Client Story

STEM Live Meet the Astronauts

Curriculum-Aligned Live Lesson - KS1/ 2

'Meet the Astronauts' was the inaugural lesson of **STEM Live**, an educational initiative with the vision of creating a new generation of students eager to embrace future STEM challenges to help the UK thrive.

STEM Live does this by taking primary school students to places they would never visit on a school trip to ignite curiosity in STEM learning regardless of location. All STEM Live lessons are tailored to the UK Key Stage 1 (KS1) and/or Key Stage 2 (KS2) curriculum.

'Meet the Astronauts' was a resounding success with over **120,000 students** tuning in to hear from the **Britain's first astronaut, Helen Sharman**.

What a remarkable educational achievement!

The Client

Collaborative Initiative with **SaxaVord Spaceport**.

The Challenge

From the outset, **hi-impact** was faced with the challenge of securing prominent speakers who worked in aerospace. This was no mean feat. We understood schedule alignment with astronaut was going to involve intricate negotiations.

Securing speakers was only one of many challenges. Logistical complexities were a significant factor in the project's execution. Broadcasting from the remote Shetland Isles of Scotland required intricate transport coordination for guest speakers and equipment.

The technical aspects of the project presented their own challenges. Ensuring smooth live streaming and providing technical support demanded constant vigilance and problem-solving.

Aligning content with educational curricula for KS1 and KS2 in various countries demanded a substantial effort due to international differences. Engaging young audiences while delivering educational content across countries was a delicate balance. It posed challenges in effectively managing a diverse audience with varying expectations and needs.

Global marketing was essential but challenging. Promoting live lessons worldwide meant overcoming language barriers and cultural differences.

These challenges necessitated conscientious planning, dedication, and expertise in project management, education and technical support.

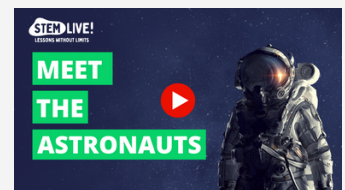
The Industry

Aerospace Industry

hi-impact Services

- Live Lesson Creation
- Guest Speaker Recruitment
- Global Marketing
- Curriculum Alignment
- Technical Delivery
- Global Education
- Media Production
- Outreach Delivery
- Website Design
- Live Event Moderation

Trailers



"It was a joy to be part of 'Meet the Astronauts' and to interact with children around the world. The STEM Live team ensured the event ran smoothly and they were a real pleasure to work with."

Helen Sharman, Britain's First Astronaut

The Solution

To address the challenges faced during the STEM Live project, **hi-impact** implemented a range of strategic solutions. Firstly, we provided free, easy-to-access live lessons, eliminating financial barriers and ensuring inclusivity. Simultaneously, our user-friendly platforms streamlined access.

Securing inspiring and in-demand guest speakers, like Helen Sharman, the first Britain in space and Mason Robbins, an astronaut in training, was pivotal. Their presence elevated the project's credibility and made lessons more engaging, offering first-hand experience and captivating narratives to students.

We tailored our content to correctly align with KS1 and KS2 curricula. By closely analysing international educational requirements, we ensured relevance to classroom learning.

Ensuring high-quality technical delivery was paramount to enhancing the overall learning experience. We utilised high-quality audio-visual equipment, strong internet connectivity, and a dedicated technical support team to minimise disruptions during live sessions.

To overcome geographical boundaries, our comprehensive marketing strategy spanned multiple platforms and languages, reaching a global audience through social media, email campaigns and partnerships with educational organisations.

The Benefits

The 'Meet the Astronauts' Live Lesson reaped a multitude of benefits that left a profound impact on students and educators.

The provision of free and easily accessible live lessons removed financial barriers, granting students worldwide access to high-quality educational content. This, in addition to the involvement of Helen Sharman, provided children with tangible examples of success in STEM fields.

Thorough alignment with Key Stage 1 (KS1) and Key Stage 2 (KS2) curriculum ensured seamless integration with classroom learning, enriching the educational experience and aiding educators in their teaching efforts.

Emphasizing high-quality technical delivery and robust technical support guaranteed a smooth, disruption-free learning experience, enhancing the educational content's overall effectiveness.

Effective marketing strategies shattered geographical boundaries, drawing an extensive audience. Over 120,000 students from diverse countries tuned into the live lessons, bringing the wonders of space exploration to children globally.

The Budget

Each individual project is costed according to requirements. The project budget encompasses expenses related to live lesson design, guest speaker engagement, curriculum alignment, technical delivery and other associated costs.

A budget breakdown is available upon request.

Benefits



Enriching
Education



STEM
Inspiration



Specialist
Guidance



Global
Outreach