Success year after year at the Education Show has led to rapid growth in sales and a strong company ready for international expansion

Highlights

- Cornerstones is the fastest growing primary curriculum provider in the UK and offers the only creative learning programme written by teachers for teachers
- Set up in 2011, the founders had attended the Education Show when they were still teachers. The new challenge they faced was whether they could sell their product to teachers
- The launch at the Education Show 2012 was very successful and achieved great results – market feedback, sales, prospects - leading the company to increase its presence at the show every year
- At the Education Show 2015, Cornerstones incurred strong sales on its stand, increased its new business pipeline and gained new contacts to start opening into international markets

“...We all knew the Education Show from when we were teachers, so it was the obvious and also the best place to launch Cornerstones. Right from the start we had a fantastic response and the business has grown very quickly thanks in large part to the Education Show. We attend every year and always come away with new opportunities.”

Graham Bell
Schools Director
Cornerstones
Company Focus and Challenges

Cornerstones is the fastest growing primary curriculum provider in the UK, with over 1,200 schools, 300,000 children and 20,000 teachers learning through the Cornerstones Curriculum. The company has been built by a team of teachers, head teachers and advisers who all share a huge passion for education that inspires both teachers and students. The Cornerstones Curriculum is built on years of experience and a four-stage teaching and learning philosophy: Engage, Develop, Innovate, Express.

The founders had attended the Education Show when they were still teachers and the challenge they faced upon launching the company was whether they could switch roles and sell to teachers.

Objective: Cornerstones now wants to find a platform to successfully promote their new product and brand and test it with teachers, receive feedback and build sales opportunities.

The Education Show solution

- Engage with teachers and involve them with the product
- Utilise the show to build brand awareness and a sales pipeline
- Build on the initial success by attending the show each year

Benefits

The Education Show has played a significant role in helping Cornerstones rapidly build a market leading business.

Be visible
- Opportunity to promote a new company and its products
- Start a brand awareness building programme

Bring the brand alive
- ‘Teacher-to-Teacher’ informal discussions builds understanding of the company’s approach to creative learning
- Encourage teachers to test the new concept so they can visualize themselves using it in the classroom

Build a sales pipeline
- Testing the products at the show creates emotional involvement
- Pro-actively engaging visitors at the stand helps to identify new business prospects

Market feedback
- Immediate response to new product ideas
- Feedback helps to shape future product development

Results

- Immediate sales with strong future prospects
- New contacts that opened international market opportunities such as Hong Kong
- Increased presence at the Education Show

The Education Show has played a major role in helping us double the size of the business every year. Today, it is the focus of our sales activity in the UK and has also helped us make very useful contacts to launch our international expansion.

Graham Bell
Schools Director
Cornerstones