

FIRST MEDIA

firstmedia.co.uk



25 Nottingham Road, Louth, LN11 0WB



1999



CREATING MEANINGFUL DIGITAL EXPERIENCES

First Media's journey began in a humble conservatory in Louth, driven by a passion for creating meaningful digital experiences.

Through hard work and dedication, the team has grown into an award-winning digital design agency that focus on crafting bespoke, engaging eLearning courses.

Established in 1999, the team has over 18 years of experience transforming content into memorable, interactive modules using video, storytelling, gamification, animation, illustrations, and more.



ASPIRATIONS

First Media aspires to be the global leader in providing bespoke, engaging, and memorable eLearning.



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HUMBER SME CASE STUDY

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FOCUSING ON GLOBAL GROWTH AND TRENDS

First Media eliminates all barriers to access in its fully accessible, multi-device responsive eLearning courses, following global standards. With a focus on global growth and trends, First Media serves clients worldwide, not just in the UK.

First Media prioritises authenticity and collaboration by designing bespoke eLearning modules that connect clients directly with its team of developers and designers. Courses are tailored to achieve desired learning outcomes, with robust imagery and video content incorporated to ensure each course feels authentic.

SERVICES

- Bespoke eLearning Design
 - Micro-learning
 - Animation and Video
 - Lite-LMS
 - In-Platform LMS design
 - SCORM and xAPI
- Learning Design Campaigns
 - Web Design
 - Graphic Design
 - Software Developers
- Traditional and Digital Marketing

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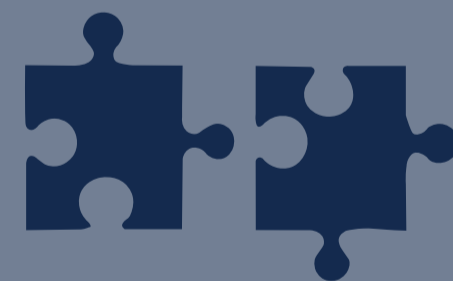
A global workforce, with the team working from the UK, Turkey and Ireland!



Works with World Cup referees to create ground-breaking referee training



Developed and delivered projects to all corners of the globe



Courses used to train Olympic athletes, doctors and surgeons, and even professional footballers and coaches!



Worked alongside the UNA (United Nations Association) of Greater Lincs to deliver creative content and eLearning

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AWARD-WINNERS

- The Lincolnshire Technology and Innovation Awards 2020
Innovation in Education and Training Award
- The Lincolnshire Technology and Innovation Awards 2020
Digital Agency of the Year | Highly Commended
- The Learning Technology Awards 2021
Excellence in Design of Learning Content (public & non-profit) Award | Shortlisted
- The Learning Technology Awards 2021
Learning Developer of the Year Award - Richard Pipe | Shortlisted

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NOTABLE PROJECTS

International Olympic Committee - Female Athlete Health

First Media collaborated with the International Olympic Committee (IOC) to develop an engaging and tailored program focused on promoting the health and well-being of female athletes worldwide. The interactive course delves into sensitive topics, such as sexual harassment and drug testing, with a highly personalised approach.

The IOC is excited about the ongoing impact the eLearning will have. They believe it will raise awareness and support female athletes on many issues vital to their performance levels and general well-being.

NHS - Primary and Secondary Care Interface

This eLearning course was created to help to save the NHS valuable time and money. By reducing the knowledge gap between primary and secondary care workers, the two were able to work in closer harmony. Allowing for a smoother transition for patients and better clinical care overall. Using realistic scenarios, users are guided through the varying stages of a patient's journey. Helping to identify the boundaries of responsibility for patient care between primary and secondary care.

It has been a creative and exciting experience to work with the First Media team to develop our e-module. The team has been easily accessible, flexible and has always accommodated last-minute changes or adaptations. I would highly recommend them for their services"

Dr. Satpal Singh Shekhawat, Medical Director, NHS

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Section 1

MAKING SENSE OF EQUALITY, INCLUSION AND DIVERSITY

Equality, inclusion and diversity are words that appear regularly in conversations, on TV, on social media, in newspaper articles - and it's easy to assume that we know exactly what they mean.

In this section we take a close look at each of these principles, and explain what the difference is between them, and how they should be applied in our day-to-day working lives.

NOTABLE PROJECTS

The EFL - Playing for Inclusion

The English Football League (EFL) is committed to promoting Equality and Diversity across all 72 clubs. To inspire and educate staff and volunteers on the importance of inclusion, First Media collaborated with the EFL to create 'Playing for Inclusion,' a dynamic eLearning course. The course is an integral part of the EFL's learning and engagement strategy, reflecting their strong stance on inclusion. By tailoring the course content and resources to individual roles and clubs, the team ensured that the course is engaging and relevant to all learners.

As with all of First Media's designs, the Playing for Inclusion course is modern, user-friendly, fully traceable, and responsive, meaning the client can view progress and individual learner achievements.

INCLUSION MATTERS

working environment, in and around



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