

Case Study - Electrical Safety Council: Interactive Quiz (E-Learning)

ESC – The Challenge



The Electrical Safety Council (ESC) contacted AVT to produce an interactive

e-learning quiz for use at the exhibitions throughout the UK.

The ESC is an independent charity committed to reducing deaths and injuries through electrical accidents at home and at work.

AVT also produced a home safety DVD and exhibition stand design. This multi-platform project was of vital importance in developing the ESC's external communications, and to re-inforce their brand and message by reaching as many consumers as possible.



AVT – The Solution

AVT's digital team has a wealth of experience in creating CPD (Continuing Professional Development) and CME (Continuing Medical Education) projects. These skills and knowledge were used to consider the format of the quiz such as layout, Q&A options and the navigational route of the user. By making it play like a game AVT made the quiz interactive, fun and educational for users.

When watching the video, the viewer is taken on a journey that shows the dangerous consequences of not following safe electrical practices. AVT decided to replicate elements of this journey for the interactive e-learning quiz through a series of related questions.

Information obtained from the quiz results was of great significance to the ESC as they wanted to measure people's electrical

safety knowledge. AVT created a back-end database solution which enabled the results from people playing the interactive e-learning quiz at the exhibitions to be analysed.

The Results

At each exhibition the DVD played on a loop at the Electrical Safety Council stand and the interactive e-learning quiz also helped to attract a very high number of visits to the stand compared to previous exhibitions.

Feedback from stand visitors and other departments was extremely positive about the interactive quiz, it was played by hundreds of people and all

the results logged and analysed for future initiatives.

This project was turned around in a very short lead time and the Electrical Safety Council's Events Manager was extremely happy with the outcome, and also full of praise for the exhibition stand design and DVD production.

