



Expanding educational reach with enhanced collaboration

Cisco® Adoption Acceleration Service for Collaboration helps the National Theatre deliver education to colleges across the United Kingdom.

“Cisco’s collaboration and expertise are helping us achieve our goal of being the premier theatre educational resource in the UK.”

- Paula Hamilton, Deputy Director of Learning, The National Theatre

Collaboration can enable and enhance distance learning like never before. But first, users must understand how to get the most from collaboration and video conferencing.

Challenges

- Support distance learning with rich collaboration
- Encourage employees and educational partners to adopt collaboration tools

The National Theatre stages up to 30 productions each year from its three theatres located on London’s South Bank. From Greek tragedies and Shakespearean plays to contemporary works, there is always something happening at the National Theatre.

“Theatre isn’t just about acting,” explains Paula Hamilton. “We want to develop learning programs that support students interested in technical theater and production arts.”

National Theatre wanted to bring a more collaborative, digital approach to the learning services it offers schools, colleges, and drama groups across the United Kingdom. “We wanted to extend the reach of the learning programs

Case Study | The National Theatre

Size: 1,000 Employees

Location: London, United Kingdom

Industry: Charity, arts, and culture



that we offer around our touring productions,” says Hamilton. “Typically these programs require sending a representative to the location which limits the number and variety of sessions that National Theatre offered.

Cisco Adoption Acceleration Service for Collaboration helped identify and implement an adoption strategy.

Solutions

- Provided holistic adoption support for collaboration, driving awareness and education
- Extended training to educational partners for better workshops

Becoming a truly national theatre

National Theatre is now able to deliver distance learning to its educational partners in the United Kingdom, using Cisco collaboration tools to optimize teaching outcomes.



“Having the Cisco collaboration solution was a start. But working with Cisco to help us understand how to fully use the solution has allowed our creative organization to reach students across the country and connect them with NT artists,” says Melanie Whitehead, Regional Programme Manager for the National Theatre.

New learning opportunities for college students

Recently, National Theatre gave college students the chance to create their own sets, costumes, lighting, and video designs in a competition. Students shared their creations with production teams using a Cisco WebEx® solution and Cisco DX80 devices in front of subject matter experts at the London site. The competition received 40 design entries in categories of set design, costume design, lighting, sound and video design from six colleges across the country.

Collaboration capabilities enabled National Theatre to share its vast experience and knowledge with the students, who in turn used these learnings to enhance their work. The same distance-learning design competition experience would not have been possible without these capabilities.

“It was an amazing opportunity for the students,” says Whitehead. “And it wouldn’t have been possible without the skills we learned through Cisco Adoption Acceleration Service for Collaboration.”





Productivity up, travel costs down

Driving collaboration organization-wide and eliminating the need for onsite coordinators at remote workshops has increased productivity without travel costs.

“As a registered charity, we need to be mindful of travel costs,” says Hamilton. “And understanding how we can best use the Cisco collaboration technology allows us to easily meet with third parties anytime without the usual cost associated with meetings and offsite visits.”

A personalized training approach

As National Theatre’s adoption journey continues, Cisco provides advice and suggestions with a key focus on outcomes and pace of change.

“It’s reassuring to work with an organization that respects our culture and understands the best way to help our team effectively use our collaboration tools,” says Whitehead.

Results

- Demonstrate leadership in theatre education
- Expand distance learning opportunities in the United Kingdom
- Enrich education experience while managing travel costs and personnel time

Offering more advanced, interactive learning

In the future, National Theatre plans to offer even richer experiences to students. “Cisco collaboration tools and expertise are helping us achieve our goal of being the premier theatre educational resource in the UK,” says Hamilton.

Products & Services

Collaboration	• Cisco DX80
• Cisco Adoption Acceleration Service for Collaboration	• Cisco TelePresence® SX80 Codec
• Cisco video conferencing	• Cisco WebEx Collaboration Meeting Rooms



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