



## **BDP Media Group embarks on new period of expansion**

BDP Media Group has embarked on a new period of business expansion, starting with the relocation of its London offices into new operational headquarters.

The investment in a single new central site in Aldwych follows the acquisition of the award-winning creative digital agency Atticmedia 18 months ago.

The integration of the Group's portfolio allows clients better access to the complete range of specialist learning communications services and rich media resources which are available through Atticmedia, BDP Learning and Skill Boosters.

BDP Media Group founder and CEO Bryan De'Ath said: "We are entering a new period of investment to drive all of the businesses forward in their market sectors.

"It's also about bringing the Group businesses closer together. This benefits our clients as it allows us to offer efficient, centralised and high quality services and solutions which meet a range of different learning communications needs."

BDP Media Group's people sit at the leading edge of social learning, pedagogy, CPD, organisational change and communication programmes delivered through the deployment of pioneering digital marketing communications, creative media and events.

This allows for the creation and implementation of learning communications programmes which engage hard to reach consumers and niche audiences with complex, difficult and often life changing messages.

Current projects include the roll out of the Learning and Skills Improvement Service national eCPD workforce programme for FE teachers which delivers enhanced learning, the virtual parenting centre Dads Space for the Department for Children, Schools and Families and delivery of a range of blended learning solutions for the Home Office.

The Group's extensive client roster also includes leading public and private sector organisations such as The Department for Work and Pensions, the BBC, the Audit Office, AstraZeneca and LSIS.

BDP Media Group has also been appointed a supplier for Buying Solutions, the national procurement partner for UK public services and has just won a place on the Teaching and Learning Scotland framework.

From Monday, May 11, BDP Media Group is based at Aldwych House, 81 Aldwych, London WC2B 4HN.

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**Ends**

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### **About BDP Media Group**

BDP Media Group was launched by the entrepreneur Bryan De'Ath in 1991 and has grown to encompass an integrated portfolio of specialist companies which position it at the leading edge of the social learning, training, UK skills and communications agendas. BDP Media Group is listed as one of Britain's rising commercial stars in the Sunday Times Tech Track 2008 (published September 28 2008) which ranks the country's fastest growing private technology companies.

BDP Media Group has stakes in the leading urban youth publisher RWD and independent drama producer Shimmer Productions both of which will relocate to the new Group HQ.

Overseas, BDP Media Group operates a sales and technical development division out of its office in Delhi, India.

**learning communications ~ n.**, a targeted interaction or dialogue with audiences using a range of channels, such as face-to-face training, the internet, mobile, video, DVD, press, television and radio, to assist in and promote skills development, knowledge awareness and behaviour change. Learning communications may use a single approach, but more frequently combines several to ensure both media and learning styles can be broad enough to appeal to the target audiences.

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