

Education, Education, Education...

Smart Learning wins 2007 BETT Award

Cambridge-based, independent educational publisher Smart Learning was announced as winners at the celebrated BETT Awards 2007 which recognise outstanding education sector products and learning solutions.

The awards dinner, held at The Grosvenor House Hotel, London on 10 January 2007, saw company directors Liz Nuttall and Sarah Baron collecting the award for Digital Content – Primary (Core Subjects) having been short-listed for two awards.

Smart's winning product - Interactive Literacy Year 3 and 4 – was short-listed from a total of 310 entries (58 of which were in the Digital Content Primary category) to 49 products across the 11 award categories.

A panel of 69 judges and 8 moderators reviewed each entry based on criteria including design, cost-effectiveness, support of higher order skills, and effective learning and teaching styles. The judges commented that Smart's product "is very good at delivering literacy and the development of cross-curricular sections, while also helping to embed ICT into the curriculum". Interactive Literacy Year 4 offers excellent interactivity for pupils and teaching tools for teachers and a holistic approach to reading, writing and speaking and listening. The audio-visual resources allow teaching points to be delivered effectively and interestingly whilst the product's interactivity and functionality, combined with quality of text and graphics, helps every student to interact at his or her own level. It is extremely easy for non-specialist teachers to use at whole-class or individual levels.

Peter Thurlow of South Leeds City Learning Centre was a referee for Smart's nomination. He commented:

"The Year 4 module is an excellent example of Smart Learning's approach to combine quality written resources with fully complementary software which engages children and inspires them to achieve more. I would recommend this product for its ease of use, quality of teaching resources, variety of styles and humour, effectiveness of cross-curricular ICT and close links to the requirements of the National Curriculum."

The Interactive Literacy series is published and distributed by Smart Learning and an online demonstration is available at www.smart-learning.co.uk.



NOTES TO EDITORS:

Smart Learning is an independent publishing company, providing resources for schools that are affordable, save teacher's time and inspire and inject energy into teaching.

From inception to publication every product has a committed and enthusiastic team of educational specialists behind it.

www.smart-learning.co.uk

The BETT Awards represent a partnership between industry specialists Becta, the Government's leading agency for ICT in education and BESA, the trade association representing the educational supply industry, and Emap Education who organise BETT – the largest educational technology show in the world.

www.bettawards.co.uk

For more information contact:

Liz Nuttall

Smart Learning:

liz.nuttall@smart-learning.co.uk

01223 477550.

www.smart-learning.co.uk

Smart Learning, PO Box 321, Cambridge CB1 2XU Tel: 01223 477550 F 01223 477551