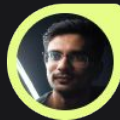
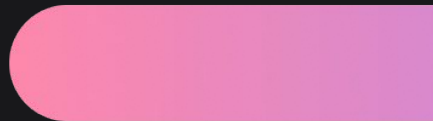
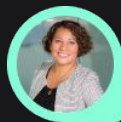




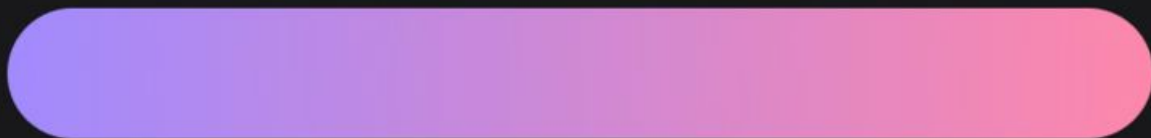
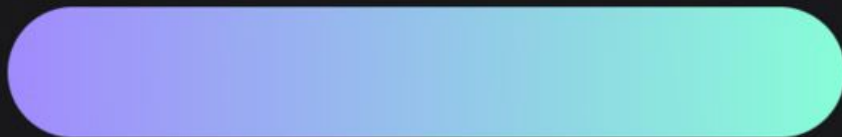
Zapnito x Mark Allen Group

How Mark Allen Group transformed their Tes SEND Show into a thriving year-round digital hub





SEND
network



Mark Allen Group successfully leveraged Zapnito's functionality to enable SEND professionals to network, share insights, and access expert resources, achieving rapid growth, high engagement, and lasting value for their community.

Key highlights

- Year round engagement
- Networking and collaboration
- Easily accessible expert knowledge
- Data-driven insights for optimization

The Community Challenge

Torie Hart, Head of Communities and Products at Mark Allen Group, had a clear mission: to extend the impact of their Tes SEND Show beyond just an annual event. Mark Allen Group, a leading media company specializing in niche sectors like healthcare, education, and business, wanted to create an ongoing, year-round platform for Special Educational Needs and Disabilities (SEND) professionals. Based on feedback from members, Torie knew there was demand for knowledge sharing beyond an annual gathering.

Peer networking

SEND professionals were looking for a platform where they could continually network and share insights

Expert knowledge sharing, on the go

The platform needed to be accessible and fit with the busy working life of SEND professionals.

The Zapnito Solution

Zapnito's platform offered the flexibility and tools needed to build a hub for ongoing engagement and resource sharing.

Year-Round Engagement

Torie ensured that the community stayed active beyond the annual Tes SEND Show by using Zapnito's platform to regularly share expert articles, host webinars, and foster discussions. This kept members informed and engaged with valuable content throughout the year, making the platform a constant source of learning and insight.

Centralized Knowledge Hub

By integrating a wide range of content into a single, easily navigable space, Torie transformed the SEND Network into a go-to resource for SEND professionals. Whether members sought advice, best practices, or the latest developments in their field, they could easily search and discover relevant knowledge.

Facilitating Networking

Understanding the importance of peer support in professional development, Torie leveraged member profiles, directories and discussions to help members to connect, share experiences, and exchange ideas. The platform became more than just a content hub; it evolved into a thriving community where SEND professionals could support and learn from one another.

Analytics for Growth

To ensure the network continued to meet the needs of the community, Torie used Zapnito's advanced analytics to track member activity, retention, and content performance. These insights were critical in refining strategy, closing knowledge gaps and providing new value to members.

Results

+1,000

In just two months, the SEND Network attracted over 1,000 registered members—far surpassing the initial target by four times.



25%

Demonstrating year round value by retaining 25% of it's members as monthly active users

100-200

Nearly 200 new members joining each month, since launch



17,000+

Attracting an average of over 17,000 monthly visitors to the site since launch.



Why Zapnito?

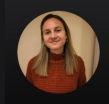
Zapnito was a clear choice for The Mark Allen Group as the platform's flexibility made building and managing 4 separate branded community platforms possible. Zapnito's customisable interface allowed Torie to build a space specifically tailored to SEND professionals' needs, enhancing member experience with its user-friendly design. Simple navigation meant members could easily access resources and participate in community interactions.

Zapnito's dedicated customer support also played a pivotal role as well, providing Torie with a team to bounce ideas off and provide strategic advice. With Zapnito, Torie and the wider team at The Mark Allen Group successfully transformed a traditional professional networking event into an innovative digital membership product.

Now, Torie looks forward with optimism, confident that the SEND Network will continue to evolve and serve SEND professionals with the growth, connection, and knowledge sharing they need to succeed.

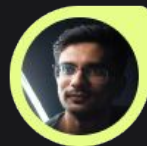
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The support from the Zapnito team is great - there is always someone to advise on community strategy and provide expert opinion.



Torie Hart

Head of Communities and Products, Mark Allen Group



Thank you

Find out more at <https://zapnito.com>