The University of Essex has been breaking boundaries for fifty years. Now our wealth of expertise is helping to drive business forward across a range of sectors from technology to the creative industries. Tap into our world-leading consultancy and get practical support for your business or organisation. We call our business community the Knowledge Gateway. It’s where experts collaborate, great ideas are developed, and where businesses prosper.
**ART GOES DIGITAL**

Explore how our digital humanities expertise can help your business. This area combines history, literature, art history, contemporary curation, and linguistics with computing-based tools, such as data visualisation, information retrieval, data and text mining and digital publishing. Projects we’ve supported include curation of online art collections, text and data mining for large art collections, creating a methodology for digitally cataloguing film archives, and a major project to use digital coding and classification schemes for historical census data for Great Britain.

**INTELLIGENT GAMING**

Our expertise in software design techniques, artificial intelligence, networking and internet technology can boost your business. We explore how software applications and computer games of the future may mimic human behaviour to open new gateways of innovation. Projects we’ve supported include a 60-strong partnership of organisations across the UK digital games industry to train PhD students to become the next generation of designers, developers and entrepreneurs in this fast-growing and hugely important sector.

**TAP INTO CULTURAL HERITAGE**

Bring history alive to increase interest and footfall for your organisation. We have broad experience of working with national and regional heritage organisations, including the National Trust, on archive and archaeology projects. Whether it’s broadening public interest in your organisation to attract more visitors, or innovating the past using new technologies to appeal to younger history enthusiasts, our historians can help you explore new avenues. Projects we’ve been involved with in this area include producing materials to help visitors discover a lost Jacobean mansion, creating new children’s activities at a well-established National Trust property, and a partnership that’s helping to increase visitors to the high street by using smart networks, backed by data modelling expertise from within our Department of Mathematics.

**CREATIVITY AT OUR CORE**

Get connected with our powerhouse of creative skills. We’re home to outstanding humanities expertise, skilled at education and training as well as research and the practical application of their subjects. Our East 15 Acting School, for example, can bring staff development to life through forum theatre workshops. In a world of 24/7 media, where communication is king, the skills of our journalism, literature and creative writing students can help keep your information flowing. From writing dynamic copy and updating your social media channels, to proof-reading and editing, our skilled students – who are taught by leading experts in their fields – can step in on short-term or mid-term placements to add intelligence and flair to your corporate communications.

**KEY BENEFITS**

- Give projects a digital boost
- Explore future technologies
- Unleash data power for projects
- Innovate the past in new ways
- Create interest with technology
- Unlock your potential

**CASE STUDY – FINDMYPAST**

Our Department of History worked with genealogy company FindMyPast to produce a standardised, integrated data set for UK censuses between 1851 and 1911. FindMyPast already had digitised datasets from the British census, but they needed to be standardised for use by historians. Normally this would be a time consuming manual process, with limited results. Having secured grant funding, our team of historians digitised parish-level tables of population counts by census year, linked it up with data from FindMyPast, creating a unique online resource.

**NEXT STEPS**

To find out more about how our business knowledge can help boost your organisation, please telephone: 01206 872922 or email: business@essex.ac.uk and visit www.essex.ac.uk/business for further information.