



Recently, the ISARR team headed to the NEC Birmingham for the UK's premier emergency services exhibition. Over two intensive days, we showcased our Organisational Learning and Lesson Management (OLLM) platform, connected with brilliant professionals from across the sector, and learned valuable lessons of our own.

Why We Were There

The Emergency Services Show brings together the people who keep our communities safe – from fire and rescue services to police, ambulance, and specialist rescue teams. For ISARR, it was an opportunity to demonstrate how systematic lesson management can transform emergency response effectiveness.

Our mission was simple: show how capturing and sharing lessons learned can save lives, improve outcomes, and strengthen collaboration across agencies.

The Highlight: Operation Boxboard

The standout portion of the show came when Neil Sadler and Matt Butler from Northamptonshire Fire and Rescue Service presented their Operation Boxboard case study. This real-world example involved a complex multi-agency response to serious flooding in Northamptonshire – exactly the type of scenario where effective lesson management proves its worth.

Their presentation powerfully demonstrated why structured approaches to capturing and sharing knowledge matter. When multiple agencies must coordinate under pressure, having accessible, searchable repositories of lessons learned isn't just helpful – it's essential.

Watching emergency services professionals connect the dots between Operation Boxboard and their own operational challenges was incredibly rewarding. This is what ISARR is all about: turning experience into expertise that can be shared across organisations.

Conversations That Mattered

The variety of professionals who stopped by our stand reflected the broad appeal of lesson management principles:

- **Scottish Fire & Rescue Service** showed keen interest in how we could support their operations
- **Rise Mutual** explored innovative applications for training and development
- **Academic institutions** such as Buckinghamshire New University connected on how lessons learned integrate with professional education
- **International partners** from Germany demonstrated that effective learning transcends borders
- **Technology providers** saw opportunities for collaboration and integration

These were meaningful conversations with decision-makers who understood the value of what we're building.

What We Learned

Every exhibition teaches you something, and this was no exception:

- **The Power of Real Stories:** The Operation Boxboard case study opened more doors than any sales pitch ever could. Emergency services professionals respond to authentic examples from their peers – and rightly so.
- **Team Strength:** Having four team members present meant we could engage deeply with multiple visitors simultaneously, share expertise, and support each other through two demanding days. The collaboration between everyone exemplified the teamwork we advocate for.
- **Technology Matters:** Reliable connectivity can make or break an exhibition. Our backup 5G router ensured smooth demonstrations when venue WiFi proved patchy – a lesson learned that we'll definitely apply to future events.

Looking Forward

The conversations we had at the Emergency Services Show have opened doors to partnerships, collaborations, and opportunities we're still exploring. More importantly, they've reinforced our conviction that there's genuine appetite in the sector for better ways to capture, analyse, and share operational learning.

To everyone who visited our stand, engaged in demonstrations, or simply stopped for a chat – thank you. Your insights help us build better solutions.

To those we didn't get to meet this time: we'll be back. The emergency services community is doing incredible work every day, and ISARR is committed to supporting that mission through smarter, more systematic approaches to organisational learning.

Connect With Us

Missed us at the show? View interviews from the show [here](#).

Want to continue the conversation? We'd love to hear from you:



Explore how lesson management could work in your organisation



Discuss partnership opportunities



Share your own experiences with organisational learning

The Emergency Services Show reminded us why we do what we do. Now it's time to turn those connections and conversations into real impact.

ISARR provides Organisational Learning and Lesson Management solutions for emergency services and beyond.

Contact us today to find out more about how we can support your organisation.



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