

# B&H Worldwide and Temasek Polytechnic Bring Aerospace Logistics to Life Through Student Podcasts

*B&H Worldwide has collaborated with Temasek Polytechnic to give Communications & Media Management students the experience of working with a real client*

SINGAPORE, SINGAPORE, SINGAPORE, September 1, 2026 /EINPresswire.com/ -- [B&H Worldwide](#), a specialist [aerospace logistics](#) company, has collaborated with [Temasek Polytechnic](#)'s School of Business to give Communications & Media Management students hands-on experience of working with a real industry client, culminating in the B&H Worldwide x CMM Audio Production Podcast Awards.



BH-Worldwide-Temasek-Poly-CMM-Awards Top 3 Winners

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*Wei Koon Goh, Group Head of Marketing*

Over 12 weeks, Year 2 students were challenged to step into the unfamiliar world of aerospace logistics and turn complex industry topics into compelling audio documentaries. Developed jointly by B&H Worldwide's Global Marketing Team and Temasek Polytechnic lecturers, the graded group assignment required students to research the industry, identify a story angle, interview subject matter experts and produce and publish a 10-minute podcast documentary.

The project offered an experience beyond a conventional classroom assignment. B&H Worldwide provided students

with access to subject matter experts from its global operations, giving them the opportunity to ask questions and gain first-hand insight into an industry that many had little prior knowledge of.

Students explored themes including cross-border logistics, supply chain disruption, risk management, the people behind global logistics and the balance between speed and safety. They were also required to consider their target audience and develop a promotion strategy for their completed documentaries.

Wei Koon Goh, Group Head of Marketing, B&H Worldwide, said:

“This collaboration gave students the opportunity to work with a genuine B2B challenge and an industry that many of them had never encountered before. Aerospace logistics can be complex, but the students showed that with curiosity, research and creativity, they could turn specialist knowledge into stories that people want to hear. For B&H, it was particularly rewarding to open our organisation to the students and allow them to learn directly from the people doing the work.”

The project concluded with the B&H Worldwide x CMM Audio Production Podcast Awards, where students, lecturers and B&H Worldwide representatives gathered to celebrate their work. The finale featured a showcase of the leading podcast productions, a fireside conversation exploring creativity, storytelling and the future of audio content, followed by awards for the top three productions.

Li Yann Long, Course Chair, Communications & Media Management, Temasek Polytechnic School of Business, said:

“The students had to step into a sector that was unfamiliar to many of them, ask better questions, understand complex subject matter and then turn what they learned into a story worth listening to. Working with a real industry partner gave them an experience that is difficult to replicate in the classroom. The awards were a wonderful celebration, but the real achievement was the journey – seeing students stretch themselves, develop new skills and produce work they can take forward into their portfolios and future careers.”



BH-Worldwide-Temasek-Polytechnic-CMM-Awards



B&H Worldwide logo

For B&H Worldwide, the collaboration demonstrates the value of industry and education working together to provide students with practical experience of real-world communications challenges, while giving the next generation of media and marketing professionals greater exposure to the aerospace industry.

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