

TRAINERBASE PRESS PACK

information about us ...

Company information:

TrainerBase is a trade mark and trading name of GirlingMayes Ltd the directors are Heather Girling and Peter Mayes.

TrainerBase was set up in February 2002 as an independent trading entity to help trainers find business and businesses to find trainers.

TrainerBase is based in west Wales and much of its activities are conducted online.

TrainerBase was highly Commented in the Wales regional E-Trading Category of the DTI sponsored Ecommerce Awards in 2004.

Services offered

TrainerBase is a marketing conduit between the suppliers of training and the purchasers of training. The services it offers therefore have a dual role:

Suppliers of training

TrainerBase provides a portal for independent training contractors to be registered and raise their profile amongst the many purchasers of training who visit the site. Independent contractors are able to subscribe to the site which provides them with a viewable profile. Within this profile that are able to promote their company by:

- Uploading sample resources
- Displaying a client list and testimonials from clients
- Indicating the custom programmes they run and the open courses they hold

This profile helps purchasers decide whether to contact a trainer direct and start contract negotiations. A recent survey suggests that this is happening and valuable contracts are being won by members.

TrainerBase does not require a subscription for members and non subscribed members are listed on the site with a single line entry (just like yellow pages).

Purchasers of training

TrainerBase provides a single point of reference for over 2,000 registered training providers. The site offers two distinct way for a purchaser to find a trainer.

- Search facility
 - TrainerBase is a search engine for trainers and allows visitors to the site to search for trainers in over 350 different disciplines. No registration is required to use this facility and there are approximately 2,000 searches per month. Purchasers are then able to review the trainers' entries on the site.
- Posting opportunities
 - TrainerBase allows members of the site to post contract opportunities. Notifications of these opportunities are emailed to members that match the Subject, Sector and Levels criteria. Subscribed members then contact the potential client direct.

The use of both of these facilities is free for the purchaser to use. TrainerBase does not get involved in any way with regards to awarding contracts nor does it take a commission.

Services to all members

TrainerBase runs professional and CPD events for its members. TrainerBase has an annual conference and arranges speakers on topics requested by the membership. TrainerBase has also been asked to run business development and train the trainer courses and workshops and is currently putting together a programme, again, based on feedback from members.

Key personnel

Peter Mayes

Peter Mayes (AKA Ed) is the founder and editor of TrainerBase. He is a director of the parent company GirlingMayes Ltd. Peter has had a variety of career choices, originally qualifying as a Technical Illustrator. in the 70's. During the 80s he lived in Cheltenham and worked as an Illustrator, Graphic Designer, Photographer, Tutor/Trainer, Bus Driver and Night Club DJ. In the late 80's after moving to west Wales he set up his own garden design business which he ran for 4 years. In the early 90s, after returning to graphic design work he became more interested in computers and in 94 while working as a freelance IT and design contractor went back to university to study Business Information Systems. Whilst working full time, building his own house (which he designed with his partner) he studied for his degree and after 6 years, part time, qualified in 2000 with a 2.1 honours degree. His dissertation was in eCommerce. In April 2000 he left full time employment as a systems analyst to set up in business. It was as a result of running the training business that he had the idea to create TrainerBase. Peter is now working on the design and build of a 90ft wooden sailing yacht for use as a training venue in the Mediterranean. He still undertakes some training, running "Anyone can Draw; the art of challenging self limiting beliefs" workshops. He also support his partner Heather Girling in her side of the business and helps facilitate and coach on the LifeCraft Experience personal development retreats in Turkey.



Heather Girling

Heather Girling is a fellow director of GirlingMayes and acts as administrative support for TrainerBase. Heather has a background in HR, personnel and payroll and returned to full time employment in 1992 after running her own business and looking after her young family. Heather left full time employment in 2002 to join Peter in the business and now runs her own side of the business called LifeCraft. In 2003 Heather went back to University to study Psychology and Business. She graduated in 2005 with a 2.1 honours degree.



Company values and ethos

Vision:

To be a successful business,
run by motivated people providing
innovative products and services
that inspire.

Values:

A values-based company that:

- understands and is supportive of the needs and wants of others
- is trusted to practice honestly, ethically and with integrity
- is innovative, creative, dynamic and flexible to change
- is committed to quality and excellence
- believes in balance, self-awareness, growth, and the fulfilment of potential.

Past papers and research

There are a number of articles papers, surveys and research reports many of which are on the site and can be found in the TrainerBase documents and material section of the Downloads page at:

<http://www.trainerbase.co.uk/ResourcesShop/resources.asp?CategoryID=37>

It is necessary to join TrainerBase to download these documents from the site. If you do not want to download them from the site then please contact Peter Mayes at ed@trainerbase.co.uk and he will forward them on to you direct to your email.

Human trust in a virtual world.

Executive summary

Human beings are a social animal and despite a huge amount of experience of personal interaction, still manage to misplace our trust and hire the wrong people.

Getting used to using the Internet as a cheaper substitute for conventional recruitment is going to be a long hard struggle.

Communications and interactions within the virtual world can take a lead from the conventional.

- *Spare lots of time and take your time*
- *Get to know people*
- *Be personal*
- *Be proactive*
- *Make things as easy as possible*
- *Offer lots and lots of information*
- *Become a skilled communicator*

The Internet offers huge benefits to those courageous enough to use it. This article offers an insight into the above within the human centred world of trainer recruitment.

A preference for gender in training

Executive summary

Gender based inequality is prevalent within the employed workforce (recent ONS figures) and evidence indicates that the same is true within the freelance/contract training market. Training purchasers and attendees exhibit unconscious stereotypical preferences, there is a definite gender split between soft skills and technical skills, and the top rates according to TrainerBase's investigations are charged by male trainers.

Trainer Rates Research 05

Executive summary

The training sector provides services in a range of topics classified as Soft, Management and Technical Skills. The results of this research concludes that most trainers do Associate work and that the day rate for this is close to half what they would normally charge. Technical Skill training pays the least, Female trainers are the predominant providers of Soft Skills, Male trainers still get the top rates and the average turnover for an independent contractor is hovering near or just over the VAT threshold. It also suggests that some trainers are not making their business pay, whilst a few others are spending a lot of time on income generating days.

Member contract review 1205

Overview

Towards the end of 2005 I asked trainers for their feedback on how successful they had been in securing work during 2005. I am extremely gratified to hear that a significant number of respondents believe the site to be worthwhile and a good number have won contracts.

The review request was sent to just over 1,700 UK based trainers. No distinction was made as to whether these trainers were subscribed or not. There is currently no indicator of whether the trainer is an in house staff trainer or an independent consultant.

How for does outsourcing go? (Commissioned but unpublished article for US HR magazine)

In a recent survey conducted by TrainerBase.co.uk, 89% of UK training providers indicated that they would be interested in working in the USA.