

AN INVITATION TO

Influence those who influence others



It is one thing gaining access to Learning Practitioners
as purchasers of products and services.

It is something else when you have access
to a group who have access to
millions of your potential customers.

 Sponsorship/partnership offer

TrainerBase

The Association for Learning Practitioners

TrainerBase is offering a number of unique opportunities to product and service providers to gain access to a growing and influential market.

TrainerBase: The Association for Learning Practitioners, has over 9,000 named individuals on its database of Trainers, Suppliers and Others with an interest in the training sector, all of whom are potential purchasers of your products and services. This potential eye contact includes SMEs, large private corporations, local, regional and national government and public sector agencies. And that is just in the UK; TrainerBase has a growing international appeal with the UK learning sector being seen as an exemplar and UK Learning Practitioners acknowledged as some of the best in the world.

THE SPONSORSHIP PACKAGES INCLUDES:

TrainerBase has a number of existing and proven channels to market and is developing a number of new channels that will provide substantial eye contact for sponsors. With respect to various channels, the following activity is expected:

Conventional communication

TrainerBase is being set up to champion the needs and wants of freelance and independent learning practitioners and providers. To this extent, letters, memos, emails will form a significant channel for sponsorship exposure. Intended correspondence will be between TrainerBase and:

- private sector training purchasers including FTSE 100 & 250
- government departments especially those associated directly with learning
- government agencies especially those charged with the development of the skills remit highlighted by the Leitch report
- sector skills councils and other bodies and institutions engaged in the learning and development sector.

Branded products and services

TrainerBase has a market for a number of branded products in support of Learning Practitioners. These products include:

- TNA/LNA template
- sample client contract
- sample associate contract
- selection of energisers
- selection of workshop materials
- proposal template
- overview of running a business

Surveys and research

TrainerBase conducts a number of surveys during the year. These reports are very popular and provide an authoritative vehicle for sponsors. To develop research opportunities further TrainerBase expects to engage with one or more academic institutions. The use of on-line and conventional survey tools also provides a vehicle for sponsor displays. Sponsorship space is available on both the printed and electronic versions of these products.

Web site

The TrainerBase web site is being re-designed to provide a streamlined experience for both Learning Practitioners and purchasers of learning. Display space is available to sponsors on all the most popular pages.

Exhibition stands

TrainerBase exhibits at a number of learning related exhibitions and conferences per year with a combined attendance of over 20,000; with both providers and purchasers of learning attending. Professional exhibition stands are necessary and display space will be allocated to sponsors.

Conferences

TrainerBase currently runs the Trainers' Conference which attracts up to 100 Learning Practitioners. Sponsors will be eligible to have space and or product offers at this event. TrainerBase is currently in talks with a conference organiser, looking to run a number of events specifically aimed at purchasers of training. Sponsors will be eligible to have space and or products offers at these events.



Press releases

TrainerBase has an account with Training Press Releases and is expected to post between 30 and 60 press releases a year on this site.

TrainerBase is engaging a PR consultancy to ensure that trade journals, local, regional and national press are supplied with articles and comment. The PR consultancy will also actively pursue news stories from within the membership, raising the profile of individual learning practitioners, the Association and its sponsors. It has also been suggested that sponsors will be able to showcase their own training news stories via TrainerBase.

Advertising

TrainerBase is expecting to take out quarter or half page adverts in a number of training and HR journals and magazines. Each advert will contain visual identification of the Association's sponsors.

Articles and journals

TrainerBase is gaining note as a source of information and comment on aspects of interest within the purchasing and delivery of training. It is expected that TrainerBase will submit a far greater number of articles to various journals and press and will include mention of sponsors where appropriate. This will also include journals and magazines.

Other routes

TrainerBase believes there is huge benefit to be gained by sponsors by being associated with the Association. TrainerBase will actively seek all manner of routes within which its sponsors can be seen by their potential purchasers.

The sponsorship package offers your organisation targeted annual eye contact within one or more of the following existing channels:

- 900,000 emails sent out
- 300,000 human and 300,000 search engine robot visitors to the TrainerBase web site
- 180,000 readers of People Management (26 editions per year)
- 18,000 readers of TJ including senior decision makers (12 editions per year)
- 20,000 visitors to training, learning and HR exhibitions
- 11,000 users of Training Press Releases (media 2,500) (providers 9,000)
- 9,000 individuals registered on TrainerBase web site

As well as the above channels, TrainerBase is also developing a number of new channels including:

- Regional CPD events for Certified Learning Practitioners
- CPD training courses for members
- Training courses for purchasers of training/learning activities
- The Association handbook (5,000 print run)
- The Training Purchasers bulletin (5,000 readership)
- The Learning Practitioner (1,000 readership)

TrainerBase staff expect to carry a selection of sponsor materials for distribution at any and all occasions where appropriate.

AND THE POTENTIAL BENEFITS:

To determine potential client value, TrainerBase has conducted marketing research into the purchasing requirements of the membership for the next 12 or so months. The following is a suggestion of potential purchasing intention directly within the membership excluding anyone else that may be influenced by a Learning Practitioner in the course of their activities:



- Just over 40% of members who responded indicated that they were considering changing their banking facilities, 8% indicating this would happen in the not too distant future.
- Nearly 45% of respondents indicated they would be taking up to 2 short haul return trips during the next year, 28% indicated they would take up to 5 return trips and 15% indicated they would be making more than 6 return trips within the next 12 months.
- Half, 50% of respondents indicated that they are or soon would be in the market for a new mobile phone service.
- Just over 42% indicated they would be looking to change their personal computer system and just over 60% indicated they would be looking to change or upgrade their computer peripherals.
- Just over 55% of respondents indicated they made periodic purchases of office consumables, whilst 21% made regular and medium value purchases and 3% made consistent and high value purchases.
- Over 64% indicated that they hire training venues, 14% on a regular basis and 2% are constantly looking for venues.
- Just over 78% of respondents purchase training resources, 14% on a regular or constant basis.
- Over 73% have a need to find overnight accommodation, 48% needing to find between 5 and 25 nights per year, 18% needing to find between 26 and 50 nights and 7% needing to find over 51 nights accommodation.
- Close to 42% of respondents indicated that they were considering changing their car.

The results of this survey indicate that the membership of TrainerBase is a worthwhile targeted audience for products and services.

And what is more:

a significant 76% of respondents indicated that they would be influenced to purchase from a Sponsor.

This included 17% suggesting they would be heavily influenced and a further 13% indicating they would definitely choose a sponsor.

THE OFFER

The offer provides a substantial opportunity to support and influence Learning Practitioners and be seen as potential PREFERRED suppliers for their business needs. And of course being seen as a sponsor of their Association, your organisation will be looked on favourably by our Learning Practitioners.

Our Learning Practitioners will be the ones educating and influencing a significant percentage of the UK work force in the coming years; indirectly bringing your company to the attention of a potential market of millions.

The investment in sponsorship is dependent on channels required with the 'Founding Sponsors' signing up for 2 years.