



TRAINING BAROMETER

ANNUAL BAROMETER 2012 - 2013



Foreword

There were a number of interesting developments in the training industry in 2012. Along with the ongoing economic downturn, many companies in the UK went through organisational changes which impacted on learning and development strategies. However, rather than having a negative impact, training buyers looked to the training industry to adapt training and establish new ways of 'doing more with less'. Emerging trends include 'reactive training' relating to the how and why businesses are pursuing training; the increased role of procurement departments; and how social media is infiltrating the training process. New training techniques will continue to emerge in 2013 as L&D professionals find more innovative ways to train when budgets are stretched.

This Training Barometer is an annual statistical compilation that gives you an overview of the training industry during 2012, and a prediction of what to expect throughout 2013/14.

Findcourses.co.uk is the UK arm of FindCourses Global, part of Educations.com Media Group (EMG). As the market leader in Northern Europe, we operate the most visited educational search engines in the UK, Denmark, Finland, Germany, Norway, Sweden, The Netherlands and a number of international sites including SearchMBA.com that attract over 2 million visitors per month.

At our headquarters in Stockholm, we have a growing team of over 120 highly experienced employees and many more at our local offices in Denmark, Finland, Germany and Norway, with plans to open offices in all the countries we target.

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NEWS

FindCourses Global experienced unprecedented growth across all markets in Europe, none more so than in the UK where we experienced a 40% growth in visitors and Information Requests to our Training Providers. Factors which have contributed to this increase include our new media partnership, The London Evening Standard, that puts our providers in front of a larger target audience. The changing climate within the Learning and Development community means that in 2013 training buyers will be looking at a number of varying factors before going ahead and booking courses, including price, flexibility, expertise and professionalism. According to the Learning and Talent Development Report 2012, 80% of organisations “intend to conduct leadership development activities in the next 12 months” (CIPD & Cornerstone), which mirrors our own experience, and is an area we will be focusing on throughout 2013. Below we highlight some of the trends and predictions for the coming year.

2012: WHAT HAS HAPPENED?

NEW RECORD

During 2012 more than 651,000 unique visitors used findcourses.co.uk to find and source training providers and courses. This is an increase of 40% compared to 2011, which is a reaction to the latest trends and reflects specific targeting.

TRANSFERRED LEADS

We transferred almost 15,000 Information Requests to the training providers we worked with during 2012. Many of the leads were for more than 1 delegate, and in total equated to more than 34,500 course participants.

NEW SEARCH

We launched a new state-of-the-art search function that was built by our In House Technical Department and is further aligned towards Google's search algorithms. It's faster, more streamlined and has several new filters, improving usability immensely.

REGIONAL FOCUS

We reduced the steps in the search process through the regional breakdown of courses in our search engine. This made it easier for training buyers to find courses in their local area – meaning our users are more satisfied & convert into booking more easily.

NEW PARTNERSHIP

We secured a new cooperation with the Campaign for Learning, and actively promoted National Learning at Work Day. Through our Match-Making Service we helped put more than 40 companies in touch with training providers.

NEW MEDIA PARTNER

We partnered with London Evening Standard in December 2012, and now power the London Evening Standard's Online Course Guide furthering our position in the market, extending our reach to more users, particularly in the London and South East regions.

USER SURVEY

We conducted a user survey to find out the training needs of current training buyers so that we can improve our service and tailor our site to the trends in the industry.

2013: WHAT'S COMING?

IMPROVING USABILITY

During 2013 our In House Tech Department will be further developing our platform to increase usability and site speed so that more people can find the right training in our search engine.

MOBILE SITE

As the market moves more towards mobile technology, we will launch a custom mobile version of our site aimed at meeting the markets increased need to search from their phones / tablets.

ONLINE CHAT

Following a successful trial at the end of 2012, we will be launching a personal online chat service for users of Findcourses.co.uk. Our experienced advisors will be online (during office hours) and able to guide users to the courses they are looking for; a service we hope will further improve our conversion rate.

EVENTS & EXHIBITIONS

In our endeavour to strengthen our position in the market and further our reach, Findcourses.co.uk will be exhibiting at several events during 2013 including Learning & Skills in January 2013, and the CIPD's HRD Conference & Exhibition in April 2013, with more events being confirmed.

FOCUS ON REVIEWS

During 2013 we will put more focus on reviews: encouraging users to review courses, and training providers to generate more reviews, as their impact in search results and user decision making is so valuable.

LEARNING AT WORK DAY 2013

After a successful partnership with The Campaign for Learning in 2012, we will be raising awareness of Learning at Work Day, 23rd May 2013 through offering an even better Match-Making service for companies and training providers.

COMPANY GROWTH

As we have been experiencing continuous growth in all our markets, we plan to expand into two new markets, most likely the US in 2014.

WE BUILD CUSTOMISED TRAINING PORTALS

STREAMLINING THE PURCHASING PROCESS



When speaking with HR and Learning & Development departments, what we often hear that they are facing similar challenges, regardless of the company, country or industry.

The procurement process for the purchasing of training is often complicated and suffers from a lack of control, inadequate management and no clear overview. Companies say they need better structures, reduced costs and add more consistency in the quality of training purchases.

FindCourses Global is an experienced company that helps organisations to streamline their training purchasing process, cut their supplier tail and reduce their direct and administrative costs. We represent over 2000 training providers in the Nordic countries, the UK and Germany, and our corporate training portals are used by 500,000 professionals every month.

The solutions we offer companies are tailor-made corporate training procurement portals; customised to their requirements, combined with our technical platform and integrated into their procurement system. Typically our portals include all the courses that are listed on Findcourses.co.uk and their preferred supplier list. The portals offer companies efficient generation of purchase orders, booking authorisations and electronic invoicing, allowing managers and employees to search, compare and book courses according to their framework agreements.

This is an area we are investing in heavily. Currently we have developed portals for international companies such as Volvo, Swedbank, Skandia, Vasakronan, Swedish Match, Henkel, and Axel International, a list that is set to double in 2013.

 AXEL JOHNSON INTERNATIONAL

VASAKRONAN

 Henkel

ORIFLAME
— S W E D E N —

skandia ●
bank & försäkring

☆☆☆
SWEDISH MATCH[®]

OUR INTERNATIONAL SITES

Findcourses.co.uk is part of the FindCourses Global Group, the market leader in Northern Europe for online marketing of Professional Development training and courses. We operate search engines in the UK, Denmark, Finland, Germany, Sweden and internationally via www.searchmba.com. We offer training providers the opportunity to market their courses on our sites simultaneously across Europe. Additionally, we help companies throughout Europe source suitable training providers for their increasingly international training requirements.

<p>FINDUDDANNELSE.DK (FINDCOURSES DENMARK)</p> <p>finduddannelse.dk launched in 2008 and is the market leader in Denmark. Growth has been dramatic due to increasing social demand for professional development. Our search engines cater to working professionals and the unemployed. We provide training providers with new, efficient marketing channels: www.finduddannelse.dk and www.kurserforledige.com in which course providers can interact with and influence their future clients.</p>	<p>Denmark</p> 
<p>KOULUTUS.FI (FINDCOURSES FINLAND)</p> <p>koulutus.fi launched in 2009 and is the market leader in Finland which continues to grow. Koulutus.fi co-operates with media partners such as MSN.fi and Entrepreneurs of Helsinki. Koulutus.fi also hosts their own Leadership Day together with The Association of Finnish Lawyers, The Finnish Association of Business School Graduates and Academic Engineers and Architects in Finland and is attended by hundreds of company directors, and leaders each year.</p>	<p>Finland</p> 
<p>KURSFINDER.DE (FINDCOURSES GERMANY)</p> <p>kursfinder.de launched in 2011 and quickly became a recognized brand name in the German market. Showing impressive growth, kursfinder.de is the official media partner of DIE WELT, one of the leading newspapers in Germany, and the regional newspapers Hamburger Abendblatt and Berliner Morgenpost. Since the summer of 2012 kursfinder.de also operates a popular and unique MBA portal in exclusive cooperation with their media partner, DIE WELT.</p>	<p>Germany</p> 
<p>UTBILDNING.SE (FINDCOURSES SWEDEN)</p> <p>utbildning.se launched in 2004 and is the market leader in Sweden. During 2012, over one million working professionals used the site. We cooperate with media partners, academic unions, and HR departments. Our flagship Leadership Day event is offered to all training providers, which is targeted at Leaders and professionals. utbildning.se also runs Corporate Training Brokerage Services for Sweden's largest companies, purchasing all their training.</p>	<p>Sweden</p> 

FINDCOURSES.CO.UK USERS

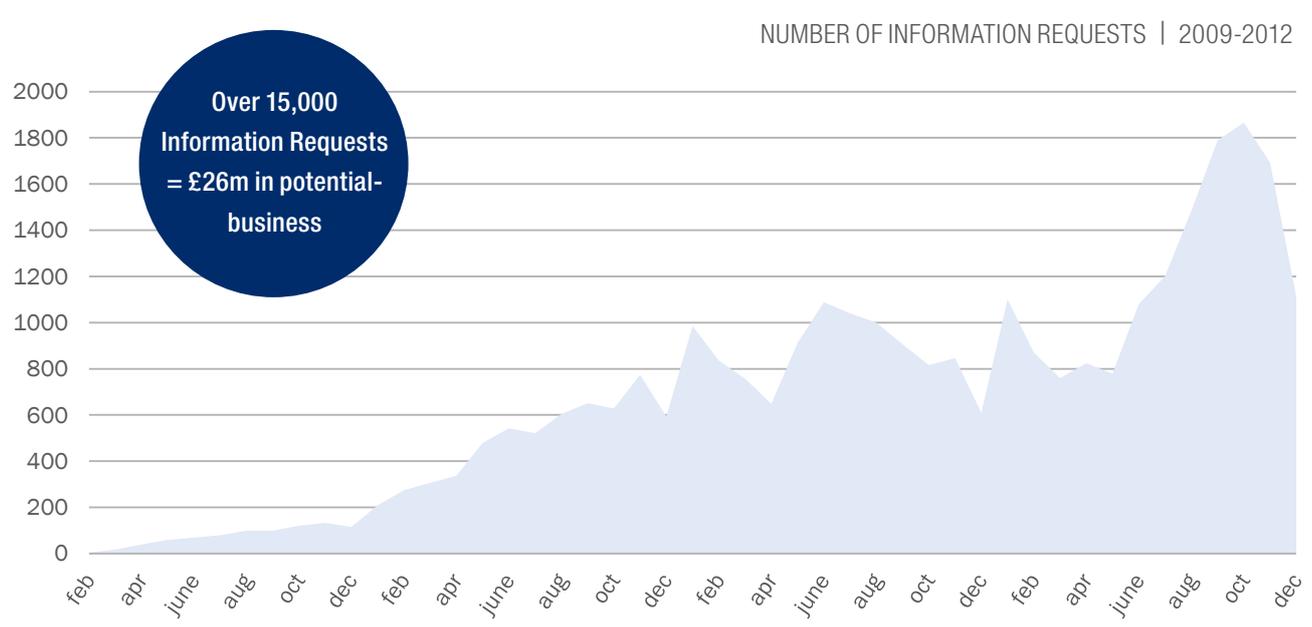
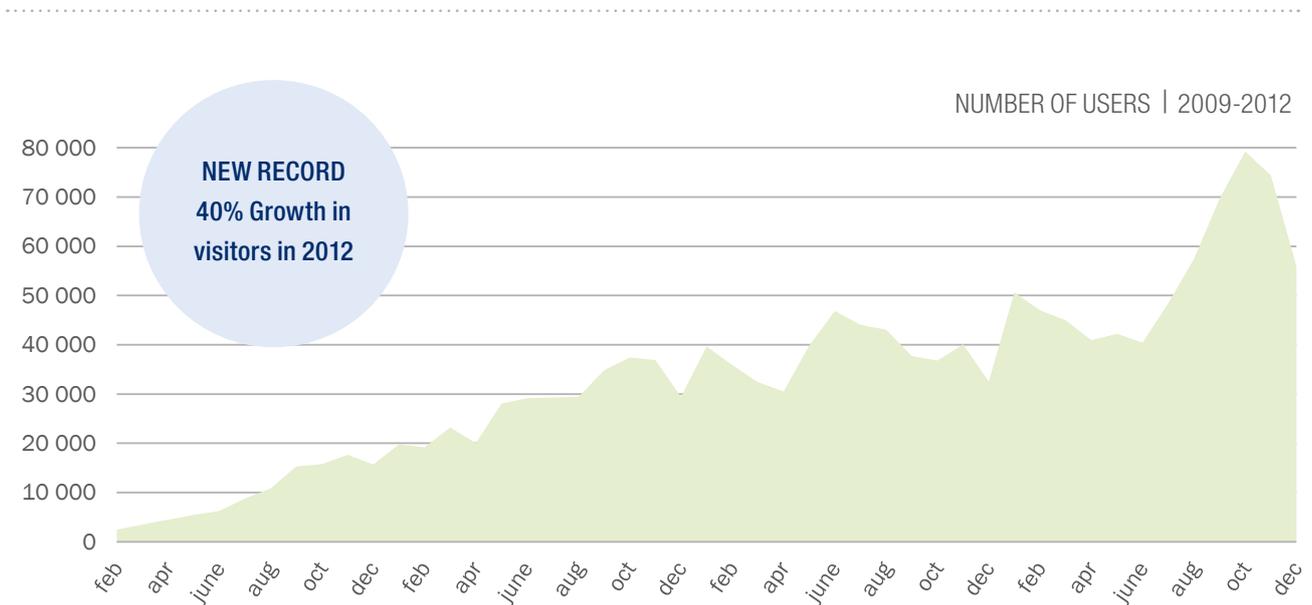
Since launching 4 years ago, we've experienced significant growth across all of our sites, a trend which we expect to continue throughout 2013/14. Reasons for this growth in a depressed market are numerous, but include training buyers being more selective and expanding their buying practices and our SEO work & online marketing knowledge.

CONTINUOUS GROWTH in 2012 led us to have more than 651,000 unique visitors and more than 15,000 Information Requests.

During 2012, we have seen an increase in the number of candidates per Information Request for public courses and in house training (2.3, up from 1.6 in the previous year) which also indicates renewed confidence in the corporate sector. We saw a

marked increase in visitor numbers in the last quarter of 2012, a trend which demonstrates a stronger UK economic output and increased confidence for growth in 2013.

OUR VISITOR STATISTICS are objectively measured by www.webtrends.com, the industry experts in webanalytics and consumer-centric marketing intelligence.

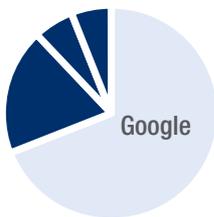


HOW DO PROFESSIONALS SEARCH FOR TRAINING?

We pride ourselves on being at the forefront of current and emerging practices. We track and review our users' behaviour on a monthly basis. Online user behaviour has changed, and will continue changing with developments in devices and technology in 2013.

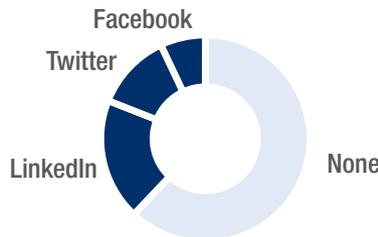
CHANNELS

69% of users claimed to use Google as their preferred channel to source training courses in 2012, compared to listing sites (19%), emails (6%) and preferred supplier lists (6%). This follows a trend where training buyers are expanding on traditional methods of sourcing training providers, and requiring more choices.



SOCIAL MEDIA

The majority of users claim they do not use social media as a channel when looking for training (62%). They do however look for social media links when considering purchasing a training course as it is viewed as a symbol of trust. 20% of users have used LinkedIn, 12% used Twitter and 7% used Facebook in 2012.



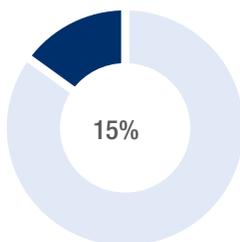
REVIEWS

During 2012, 28% of users that read course reviews went on to make an Information Request. Course reviews have been growing in importance over the last few years, with more than 80% of users saying they would be more likely to send an Information Request to a provider if the course has associated reviews.



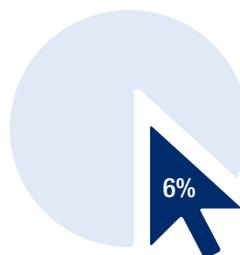
MOBILE TRAFFIC

15% of traffic to findcourses.co.uk was from users viewing the site on their mobile / smart phones in 2012.



CLICK THROUGH RATE

6% of users clicked through to the training providers own websites, often in addition to sending an enquiry.



RETURNING VISITORS

30% of users have visited findcourses.co.uk previously to search for courses in the last 12 months.



GEOGRAPHIC LOCATIONS - UK

1.	Greater London & SE	36,2%
2.	Birmingham	2,8%
3.	Manchester	2,6%
4.	Leeds	1,5%
5.	Bristol	1,4%
6.	Glasgow	1,4%
7.	Edinburgh	1,3%
8.	Sheffield	1,3%
9.	Leicester	1,2%
10.	Oxford	1,1%
11.	Newcastle-Upon-Tyne	1,1%
12.	Liverpool	1,0%
13.	Cardiff	0,9%
14.	Nottingham	0,9%
15.	Cambridge	0,8%
16.	Reading	0,8%
17.	Norwich	0,8%
18.	Milton Keynes	0,7%
19.	Belfast	0,7%
20.	Brighton	0,7%
21.	Southampton	0,7%
22.	Aberdeen	0,7%
23.	Wolverhampton	0,6%
24.	York	0,6%
25.	Northampton	0,5%

GEOGRAPHIC LOCATIONS - ABROAD

1.	USA	5,8%
2.	India	3,7%
3.	Saudi Arabia	2,6%
4.	United Arab Emirates	1,9%
5.	Germany	1,5%
6.	France	1,2%
7.	Malaysia	1,0%
8.	Singapore	0,8%
9.	Canada	0,7%
10.	Nigeria	0,5%

THE MAP SHOWS Findcourses.co.uk's UK regional user distribution



A TYPICAL TRAINING BUYER

- Manager with responsibility for staff skills development that buys training for one or more of their employees.
- Person working in a HR, L&D or Purchasing Department that buys training for employees across the organisation.
- Employees looking for information; they may have been instructed by HR or a manager to source training options.
- Employees looking information about training courses that they can present at their performance reviews.
- Administrator or Training Manager looking for information about training for themselves or their clients.
- Individual looking for a course out of curiosity for their own development, usually funding the training privately.

ABOUT THE PROFESSIONALS THAT ARE SEARCHING FOR TRAINING

As the Learning & Development market changes, so does our user base. Findcourses.co.uk conducts market research to gather relevant information about the professionals using our site.

During 2012 it was essential to keep updated with what the market needed, and how they wanted to find it. We conducted regular surveys throughout the year in order to understand and meet these needs. This was a time where the trend for most organisations was one that was resource-light and challenge-rich.

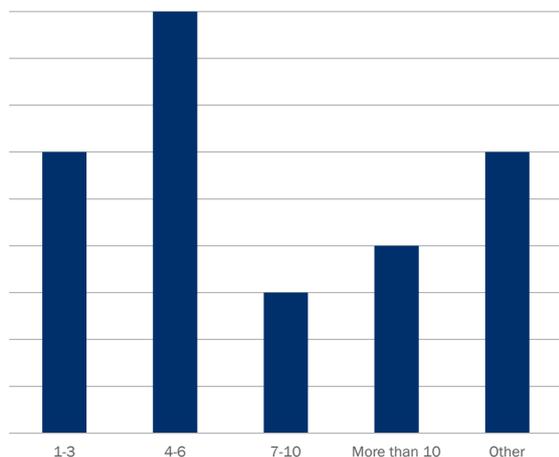
Our research shows that the professionals using Findcourses.co.uk typically work for medium-sized organisations that not only value Learning & Development, but are looking to invest more in training in the coming year(s). The training they will be investing in is shifting more towards In House and Blended Learning. Here we present data about the professionals using our sites.



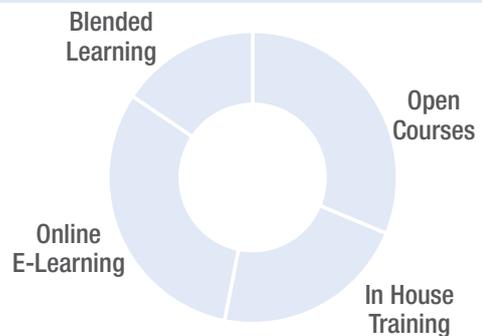
NUMBER OF DAYS OF TRAINING

Q: How many days of training does your company invest in per employee each year?

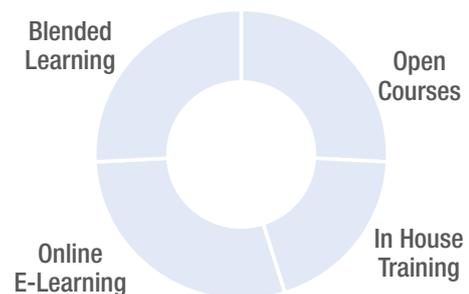
Results show that most organisations invest in 4-6 days of training per employee per year. This is in line with other European countries and is an increase on previous years. On average the professionals using Findcourses.co.uk are interested in 2 day training courses when on site.



IMMEDIATE TRAINING NEED



FUTURE TRAINING NEED



SIZE OF ORGANISATION

Q: How many people are employed by your company?

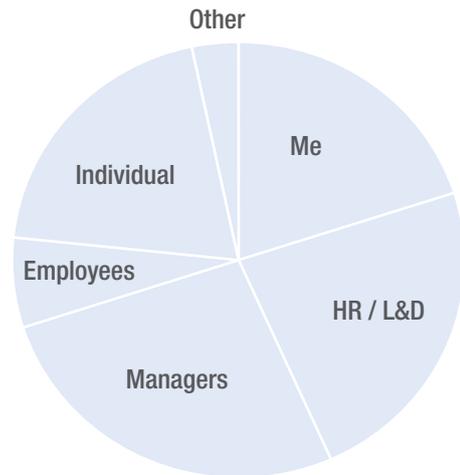
Results show a variety of professionals from many different sized organisations use our sites.

NUMBER OF EMPLOYEES	% OF USERS
0 - 10	27.3
11 - 50	13.6
51 - 100	13.6
101 - 250	18.2
250 - 500	4.5
500 - 1,000	4.5
1,000 - 5,000	13.6
+5,000	4.5
+10,000	4.5

THE TRAINING BUYER

Q: Who is responsible for buying training?

Results show that a mix of professionals use our site, depending on the type of course they require.



INVESTMENT IN TRAINING IN 2013

Q: Will you be investing more in training in 2013?

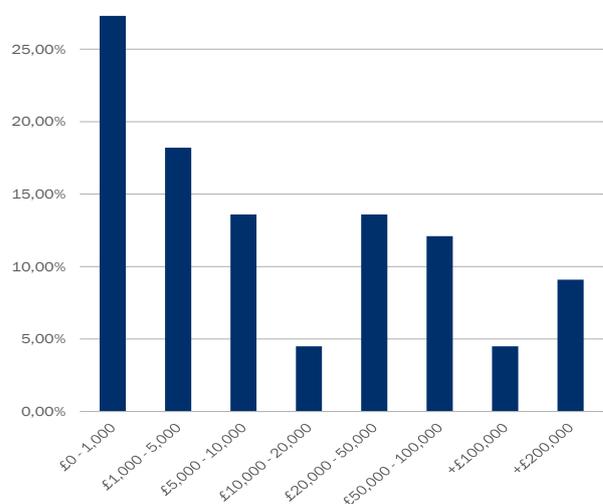
Results look promising for 2013 as the majority of professionals claimed they will be increasing their investments in training for their organisation.



ANNUAL BUDGET FOR TRAINING

Q: What's your organisation's annual budget for training?

Results show a mix of budgets, depending on the users themselves and the type of industry / company they work for.



COMPANIES AND ORGANISATIONS



TOP 10

Private sector

1	Aviva
2	BP
3	BT
4	Centrica
5	GlaxoSmithKline
6	HSBC
7	Rio Tinto
8	Tesco Plc
9	Unilever
10	Vodafone Group

TOP 10

Public sector

1	British Army
2	Department for Work and Pensions
3	Department of Education
4	DirectGov
5	HM Forces
6	Metropolitan Police Services
7	Ministry of Defence
8	NHS
9	RAF
10	United Nations

TOP 30 JOB TITLES

1. Accountant
2. Administrator / Admin Assistant / PA / Secretary
3. Auditor / Compliance Manager
4. Business Consultant / Business Analyst
5. CEO / Owner / Chairman / Director / Vice President
6. Engineer
7. Environmental Specialist / Manager
8. Facilities Manager / Operations Manager / Controller
9. Finance Manager / Officer / Controller
10. Health & Safety Manager / Safety Supervisor / Officer
11. HR Manager / Advisor / Assistant / Coordinator
12. Insurance Officer / Reinsurance Officer
13. IT Director / Manager / Specialist
14. Learning & Development Coordinator / Manager
15. Legal Advisor / Officer / Lawyer
16. Logistics Assistant / Officer / Manager
17. Office Manager / Team Leader
18. Payroll Administrator / Coordinator / Manager
19. Procurement Assistant / Office / Manager
20. Programme Assistant / Specialist / Manager
21. Project Assistant / Coordinator / Manager
22. Purchasing Assistant / Manager
23. Quality Assistant / Manager
24. Risk Analyst / Consultant / Manager
25. Sales Account Manager / Coordinator
26. Supply Chain Manager / Coordinator / Director
27. Teacher / Teaching Assistant / Trainer
28. Training & Development Specialist / Officer / Manager
29. Transport Coordinator / Officer / Manager
30. Warehouse Controller / Operator / Manager

TOP 100 COMPANIES USING FINDCOURSES.CO.UK

1. A4e	35. Dept of Education & Children	69. NHS
2. Accenture	36. Deutsche Bank	70. Northern Petroleum Plc
3. Allen And Overy	37. DHL	71. Npower
4. Allianz	38. Directgov	72. Octapharma Ltd
5. Amazon.co.uk	39. Ericsson	73. Old Mutual
6. American Express	40. Ernst & Young	74. Oriflame
7. Ashton Graham	41. Eurostar	75. P&G
8. AstraZeneca	42. Eversheds	76. Panasonic
9. Atlas Copco	43. Exxon Mobil Corporation	77. Pearson
10. Aviva	44. FMC Technologies	78. Petrofac
11. Axel Johnson	45. Genesis Oil & Gas Consultants	79. Premier Oil Plc
12. BAE Systems	46. GKN Aerospace	80. PricewaterhouseCoopers
13. Balfour Beatty Living Places	47. GlaxoSmithKline Pharmaceutical	81. RAF
14. Barclays Bank	48. Grant Thornton	82. Rio Tinto
15. Bates Wells & Braithwaite	49. Halliburton	83. Rolls-Royce
16. BBC	50. Heineken International	84. Royal Navy
17. BNP Paribas	51. Henkel	85. Saudi Petrochemical Company
18. BP	52. HM Forces	86. Siemens
19. Brakes Group	53. HSBC	87. Sony Music
20. British Airways	54. J.P. Morgan Chase	88. South West Water
21. British Army	55. Johnson & Johnson	89. Southern Gas Construction
22. BSkyB Ltd	56. Kanutam	90. Standard Life UK
23. BT	57. KPMG	91. Statoil
24. Bunzl	58. Linklaters	92. Tesco Plc
25. BUPA	59. Lloyds TSB	93. Thames Water
26. Cadbury	60. London Transport	94. The Royal Bank of Scotland
27. Carlsberg UK	61. Mace & Jones	95. The Walt Disney Company
28. Centrica	62. Maersk	96. UNICEF
29. Channel 4	63. Mastercard	97. Unilever
30. Citigroup	64. Merrill Lynch	98. United Nations
31. Coca-Cola Enterprises Ltd	65. Metropolitan Police Service	99. Vodafone Group
32. Cooperative Bank	66. Ministry of Defence	100. Volvo
33. Deloitte	67. Nat West Bank Group	
34. Department for Work and Pensions	68. Network Rail	

HOW OUR USERS FIND YOUR TRAINING COURSES

The majority of our users come through search engines, primarily Google (85%). 15% of users go directly to www.findcourses.co.uk. Also through our Course Guide search engines that are integrated in our media partners' sites.

ORGANIC SEARCH RESULTS accounts for most of the traffic on Findcourses.co.uk (i.e. 'non-paid' traffic). Our site is well positioned in Google for the majority of our keywords associated with professional development training courses.

Our In House SEO team of experts are continuously updating all of the courses and content on Findcourses.co.uk to ensure the site is relevant and optimised for Google's search results. And due to our extensive search engine optimisation (SEO) work, we are improving all the time which ensures that we provide top search result rankings on behalf of our clients, in a variety of relevant search results.



” *Most of our traffic comes through Google. Therefore we are continuously working with **keyword optimising**.*

STEP 1

A user searches on Google for 'admin courses', often in combination with a location or type of qualification.

The user then clicks on Findcourses.co.uk or our partner sites after seeing it in on the first page of results.

Typically users click on one of the top three results that show in the search. Results that have the most relevant titles and meta descriptions are the most likely to be clicked on.

STEP 2

This leads the user onto the relevant page of admin courses.

The user then filters the result list by:

- location
- delivery mode
- course length
- start date
- price

Typically users compare 1 to 3 courses looking at the content, reviews and watching any videos to determine suitability.

STEP 3

Finally, to enquire about the course, the user then has three possibilities:

1. Send an Information Request directly on Findcourses.co.uk
2. Click through to the training provider's own webpage or Google the provider and go to their website
3. Contact the provider directly by phone and enquire about the course or training.

OUR STRATEGIC PARTNERSHIPS

We have further strengthened our key partnerships during 2012. Through co-operating with our strategic partners Findcourses.co.uk is able to reach relevant and active audiences of targeted professionals in the UK and abroad. In our mission to attract high quality visitors for our clients, we aim to establish a wider network of media partners during 2013/14. Our goal is to co-operate with new partners to reach users within specific industries and job roles.



The Independent

Since 2010, our partnership with The Independent has shown huge benefits for our providers and users. Findcourses.co.uk entirely powers The Independent's On-line Training & Course Guide, an easy to use course guide that is fully integrated into their site.

Independent.co.uk stats:

- 50 million visitors a month
- 30% of all visitors are from the UK
- Top 5 UK locations: London, Manchester, Birmingham, Bristol, Edinburgh



London Evening Standard

In December 2012 we partnered with the London Evening Standard, which as the most read paper in London and the South East, brings value to their readers by supplying course information. Their Online Training & Course Guide is powered by Findcourses.co.uk.

Standard.co.uk stats:

- 7.7 million visitors a month
- 41% of all visitors are from the UK
- Top 5 UK locations: London + SE, Birmingham, Manchester, Bristol, Glasgow



Findcourses.co.uk extended our relationship with The Independent during 2012, and launched a new partnership with iJobs, The Independent's job site. With a wide digital audience of over 5 million per month, the site is an ideal match for professionals also looking to further their careers through taking part in training.



Findcourses.co.uk continues the partnership with the growing PR tool MyNewsdesk, which allows our clients to broadcast their news to more than 40,000 business professionals - providing further opportunities for increased exposure to an active and targeted market. Contact your Account Manager for more details.



Findcourses.co.uk partnered with the Campaign for Learning in 2012 to help raise the awareness of Learning at Work Day, which takes place in May each year. Through our Match-Making service we help put HR Managers, Learning & Development Coordinators and Workplaces in contact with relevant training providers.

OUR FREE CORPORATE TRAINING CONSULTANCY SERVICE

HELPING ORGANISATIONS SOURCE AND BUY TRAINING



WE OFFER A FREE TRAINING QUOTE SERVICE to our users. Our experienced advisors help training buyers and individuals find courses and providers. Our corporate hotline is one of the most useful and time-saving features of our services and currently used regularly by dozens of international organisations.

The average corporate training quote is for 12 delegates

When looking to source providers to deliver training for their organisation, HR Managers and Learning & Development Coordinators contact Findcourses.co.uk to get the best available quotes and expand their provider network.

Typically companies request quotes from 3 -5 providers for training in order to benefit from competitive quotes for their organisation in the UK and abroad.

During 2012, we received 864 corporate training quote requests. The number of participants that each enquiry accounted for varied between 1 and 150 with a general average of 12 course delegates.

One of the trends we noticed this year was companies looking for Management and Leadership training, to deal with change, help restructure their organisation and communicate better.

THE TRAINING QUOTE REQUESTS are typically sent by HR, L&D or Training Administrators in both private and public organisations. Although 78% of the enquiries come from companies in the UK, we have seen that the number of enquiries coming from overseas (22%) is increasing year on year, as international organisations wish to commission a training provider from the UK to go and deliver training for them in their international offices.

Companies contact us by sending their quote through our online form, by email or by ringing our hotline.

CONNECTING COMPANIES WITH PROVIDERS:

- 43% of enquiries were for group bookings, 57% for individuals / private people.
- 59% of enquiries were for Open courses, 27% for In House training and 14% for e-Learning / Online courses during 2012.
- 22% of enquiries were for international organisations wanting training to be delivered outside of the UK, often in several locations.
- Companies like requests to be handled promptly, for comprehensive quotes to be delivered by email, and followed up with a phone call.

POPULAR AREAS OF TRAINING

TRAINING CATEGORIES	2012	2011	2010	2009
1. Finance	↑ 10,67%	8,69%	6,70%	4,38%
2. Business & Management	↑ 10,26%	8,65%	9,39%	9,10%
3. IT - Pro	↑ 9,66%	8,99%	10,77%	8,80%
4. Health and Social Care / Work	9,62%	11,87%	10,71%	5,95%
5. Engineering / Industry	6,54%	8,33%	6,63%	7,26%
6. Teacher & Instructor Training	↑ 5,24%	3,98%	4,40%	3,89%
7. Health & Safety / Work Environment	4,49%	6,32%	8,65%	8,73%
8. Human Resources	↑ 4,12%	3,97%	3,09%	3,14%
9. Office / Admin / PA	↑ 3,77%	2,45%	2,61%	5,26%
10. Law & Legal	↑ 3,66%	3,22%	3,18%	1,77%
11. Purchasing / Procurement	3,06%	3,23%	3,10%	0,95%
12. Communications / PR / Media	2,85%	3,26%	2,49%	4,43%
13. Quality / Auditing / Environment	↑ 2,82%	2,52%	2,22%	2,88%
14. Science & Research	2,58%	3,22%	0,44%	n/a
15. Personal Development	↑ 2,48%	2,03%	2,19%	3,14%
16. Project Management	↑ 2,17%	1,70%	1,92%	n/a
17. Coaching	↑ 1,93%	1,65%	1,30%	1,47%
18. Sales	↑ 1,71%	1,06%	2,53%	2,37%
19. IT - User	↑ 1,70%	1,64%	1,56%	3,03%
20. MBA	1,59%	2,12%	1,70%	9,88%
21. IT - Design / Multimedia	1,32%	2,23%	3,28%	6,01 %
22. Design	1,16%	1,83%	2,01%	1,88%
23. Insurance	1,06%	1,58%	1,99%	n/a
24. Hospitality / Tourism / Leisure	0,85%	1,06%	0,80%	n/a
25. Oil & Gas	0,84%	n/a	n/a	n/a
26. Marketing	0,66%	0,81%	1,24%	0,52%
27. Food & Hygiene Safety	0,63%	0,65%	1,15%	0,35%
28. Languages	0,58%	0,74%	0,95%	0,54%
29. Information Management	0,55%	0,70%	1,05%	0,32%
30. Negotiation	0,43%	0,64%	0,39%	n/a
31. Presentation Skills	↑ 0,49%	0,19%	0,82%	n/a
32. Security	0,30%	0,35%	0,54%	0,89%
33. Veterinary & Animal Care	0,13%	0,31%	0,21%	n/a

*The calculations reflect the percentage growth in views per category in 2012

POPULAR COURSES - TOP 10 LISTS

THE TOP 10 MOST POPULAR COURSES IN
EACH TRAINING DELIVERY MODE

Open / Classroom Courses

1.	Health & Social Care NVQ Level 2
2.	CIPD Foundation Level Certificate in HR Practice
3.	7 Habits of Highly Effective People Programme
4.	Effective Contract Management
5.	Successful Communication & Body Language
6.	Train the Trainer
7.	Finance for Non-Finance Managers
8.	Asbestos BOHS P402 & P405 Combined
9.	NEBOSH
10.	AutoCAD 2D for New Users

In House / Customised Training

1.	Managing and Leading Change
2.	Motivational Interviewing
3.	Know Your Customer (KYC)
4.	Conflict Resolution
5.	Team Building and Interpersonal Skills
6.	Project Management
7.	Supervisory Skills for Managers
8.	Communication Skills
9.	Asset Liability Management
10.	Stakeholder Management

Executive Education Programmes

1.	MSc in Project Management (Oil and Gas)
2.	Master of Public Health (MPH)
3.	Doctorate in Business Administration
4.	The Warwick MBA
5.	Westminster MBA (part time)
6.	Essentials of Leadership Programme
7.	LLM in International Finance and Banking Law
8.	MA Marketing Communications
9.	Executive MBA - Flexible Part-Time Learning
10.	MSc in Global Human Resource Management

e-Learning / Online / Distance Courses

1.	Business & Administration Level 2 Certificate
2.	Hospitality & Hotel Management
3.	Property Development
4.	City & Guilds PTTLS 7303 Distance Learning
5.	BTEC HND Business (Management) Edexcel
6.	Equality & Diversity Level 2 Certificate
7.	A1 Assessor Award Course
8.	Import - Export (International Trade) Course
9.	CIPP Payroll Technician Certificate
10.	Executive Secretarial Course

ATTITUDES TO TRAINING



Key factors when choosing training

Most respondents (39%) indicated that price is key when choosing training and a comparably large proportion (23%) emphasised the importance of location. 13% of respondents chose the possibility of getting a certificate while 10% opted for the type of course on offer/the delivery method. Around 8% of respondents indicated user reviews or the provider's reputation as the critical factor.

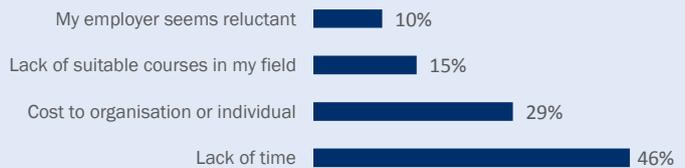
What's most important when choosing training?



Biggest obstacles to training

A lack of time is what hinders potential training buyers the most. This is what 46% of respondents answered when we asked them what the main obstacles to their taking more professional training were. 29% suggested that the cost of training was the biggest challenge, while a further 15% indicated that a lack of suitable courses in their field was the primary factor. 10% replied that their employer seemed reluctant to let them participate in training.

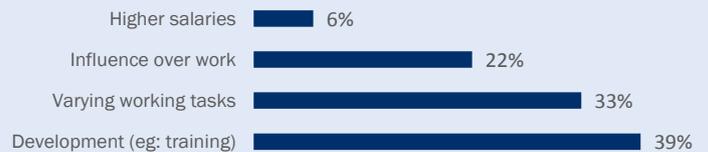
What are the main obstacles to you taking more professional training courses?



Keeping employees satisfied

We asked managers how they intended to keep their employees satisfied throughout the year, to which a majority of respondents replied development possibilities such as training. 33% said they would focus on providing varying and challenging work tasks, while 22% wanted to give employees better possibilities for influence over work. Only 6% thought higher salaries would secure employee satisfaction.

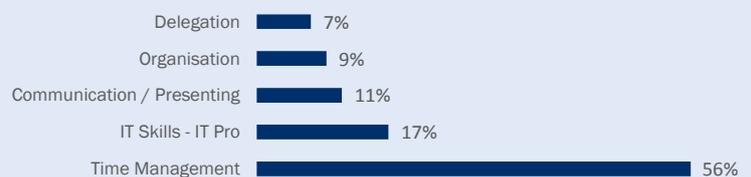
How do you keep your employees satisfied?



In demand personal development skills

The majority of respondents (56%) indicated time management as the skill-set they most need to improve. 17% of visitors chose IT skills in programs widely used in the workplace such as Word and Excel, while 11% suggested that public speaking and presenting were the areas in which they would like to improve the most. The categories that appeared least problematic were organisation and delegation, chosen by 9% and 7% of users respectively.

Which skill-set does your organisation need training in?





TAKING THE PULSE OF THE TRAINING INDUSTRY IN EUROPE

LARGE SURVEY AMONG TRAINING PROVIDERS IN NORTHERN EUROPE

IN GENERAL 2012 was a good year for the training industry compared with 2011. More than half of the surveyed companies increased their turnover in 2012, ¼ maintained the same turnover as in 2011, and ¼ had a decreased turnover. The country that fared the best was Germany with nearly 60% of providers increasing their turnover, and only 5% indicating that they had a reduced turnover. Britain had the worst development whereby only 40% of training providers have increased their turnover, and the majority either maintained the same turnover (30%) or their lost turnover (30%) in 2012.

Looking ahead at 2013 though, the British are considerably more optimistic with 65% of training companies expecting growth, and only 8% expecting a decrease. The tone is even more positive in Germany, where 7 out of 10 companies anticipate growth and the remaining 30% expect that the market will stay the same. In the Scandinavian countries, providers have a similar projection to that of the UK, with 64% of companies expecting an increase in their turnover in 2013 and only 8% believing there may be a decrease.

Training providers are anticipating that the training industry will move further in the direction of In House / Customised training with 51% of the responding companies stating that they are planning to focus more of their business on In House / Customi-

sed training during 2013. This applies in all countries except Germany, where growth is expected to be primarily driven by Open / Public courses. In other countries 30% of training providers are planning to grow in the area of Open / Public courses, and 15% in e-Learning / Online courses.

Across all countries, 30% of training providers claim that they will be raising prices of their training in the coming months. The remaining 70% of providers will maintain today's pricing throughout 2013.

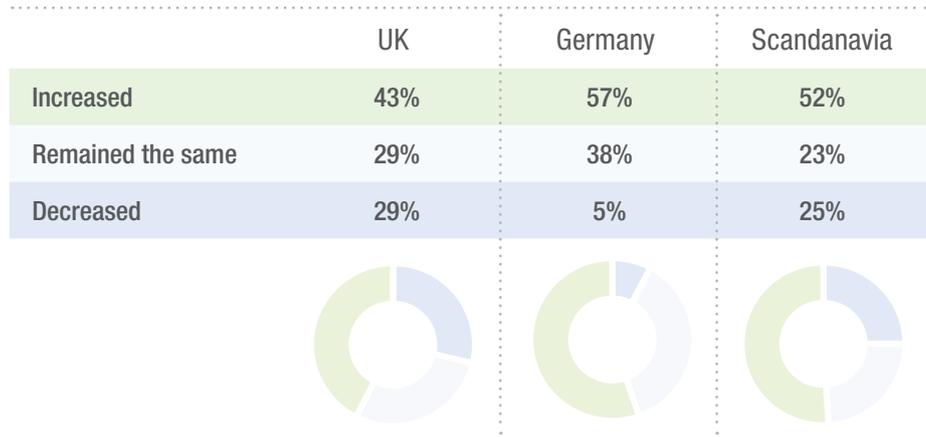
More than half of the providers surveyed responded that their marketing budgets will increase in 2013, particularly in the Scandinavian countries. The majority of training providers will be using Online Marketing as their preferred marketing channel for the promotion of their training courses with 60% of training companies claiming they will be spending most of their budgets online, a continuing trend in all countries.

MANY OF THE CHALLENGES are the same throughout Europe. The state of the economy, competition with other providers and obtaining new clients were the most frequently stated challenges. Other issues included standing out in an increasingly busy online world, as well as getting in front of a global audience for In House / Customised training solutions. Several training providers stated that converting leads into solid business was a continuing challenge for them. Despite these challenges, 6 of 10 training providers expect to grow in 2013.

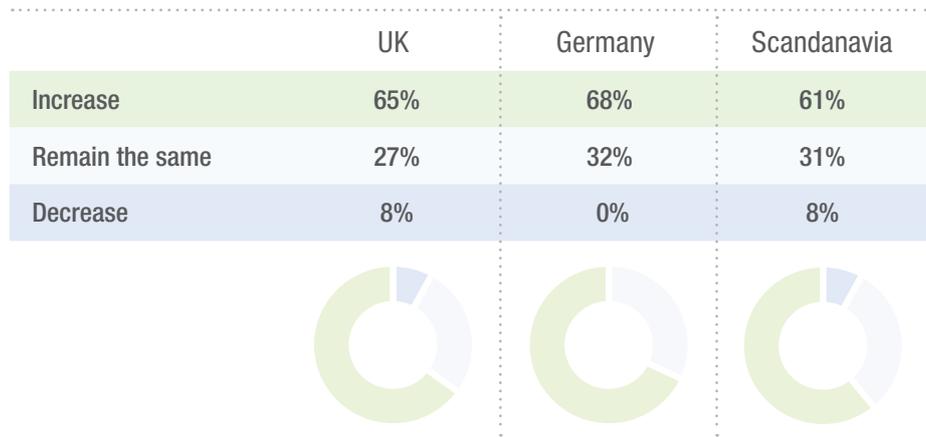
PROVIDER SURVEY

This survey examined trends in the training industry over the last 12 months. The results are based on responses from 285 training providers in Denmark, Finland, Germany, Sweden and the UK.

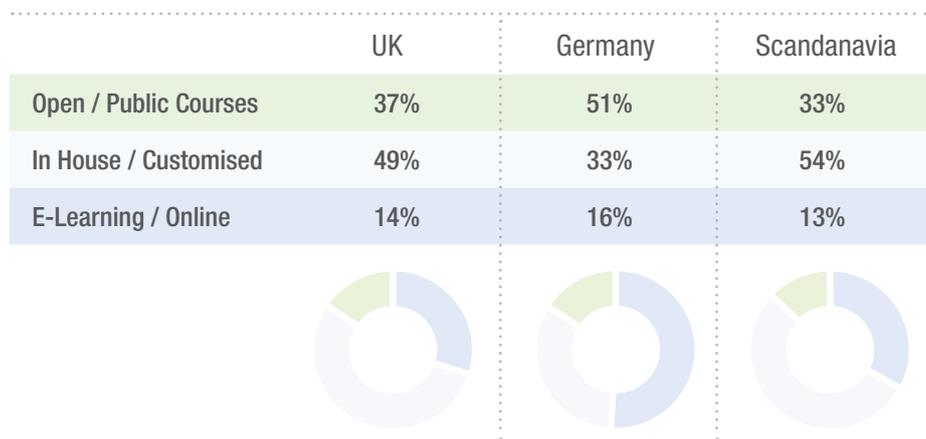
How has your turnover changed in 2012 compared to 2011?



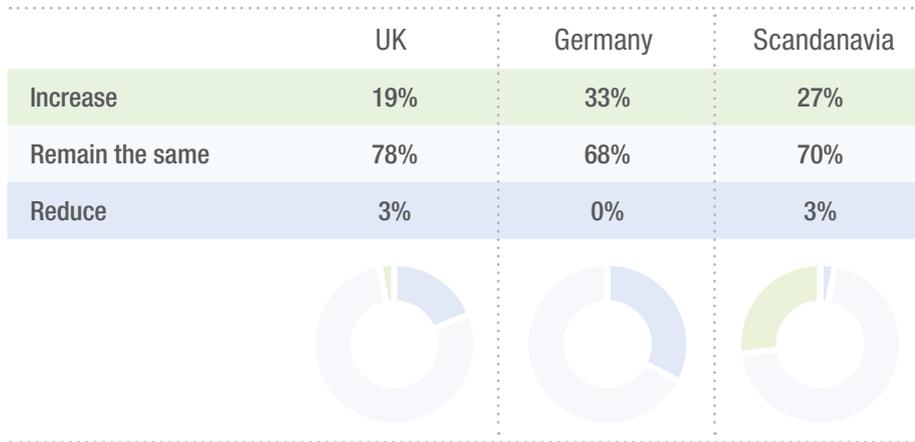
How do you think your turnover will change in 2013 compared to 2012?



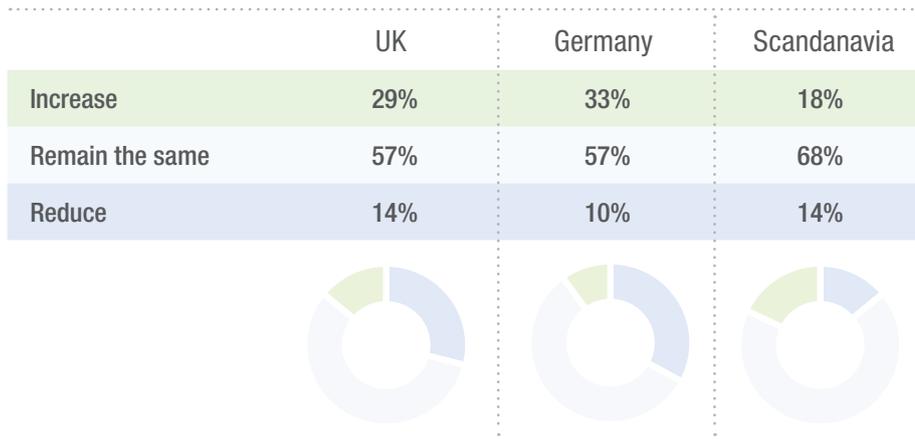
Which area of training do you expect to focus more of your business on in 2013?



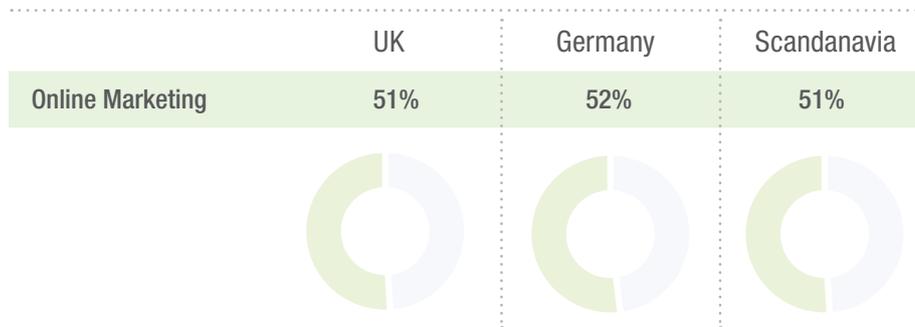
How will the price of your training courses change over the next 12 months?



How will your marketing budget change in 2013 compared to 2012?



Where do you currently spend the greatest percentage of your marketing budget?



What are the biggest challenges in 2013?

Here are some of the most common challenges faced by training providers across all of our markets moving forwards:

UK

- Competition
- Converting leads to sales
- Reaching more clients

Germany

- Competition
- Dependency on Google
- Reaching more clients

Sweden

- International expansion
- Competition with pricing
- Filling open courses

Denmark

- The economic situation
- Competition
- Filling open courses

Finland

- The economic situation
- Reaching the right audience
- Recruiting

DIGITAL TRENDS

ONLINE MARKETING AND SOCIAL MEDIA - OPPORTUNITIES AND CHALLENGES

During the past year, Online Marketing has changed a lot, both in terms of business investment and consumers' online behaviour. As online advertising revenues continue to grow, there are new channels and devices available to market your services on, which places higher demands on how companies are meeting the new requirements and staying ahead in a fast-changing environment.

A website for all devices

With new training techniques continuing to emerge, making sure your technology supports the demand is essential. One of the new innovative ways that companies are looking to invest in is training through Mobile Learning, and more recently the concept of BYOD (bring your own device).

Additionally, more people are using mobile devices or tablets to surf the Internet, and search for training. Thus it has become a requirement for companies to offer a mobile version of their website. It is no longer enough to only have a mobile-friendly website, your site needs to be optimised for smaller screens and the functionality that mobile browsing devices have. Furthermore in order to increase your conversions, you need to invest time in developing strong and easy to click calls-to-action.

Findcourses.co.uk is currently launching a mobile version of our site that allows users to quickly and easily find courses and send an enquiry from smart phones or tablets.



"To achieve a top ranking position is an art... There are no shortcuts for gaining high results on Google."



The art of gaining a top ranking in Google

To succeed in achieving a top ranking on Google today is truly an art. This is largely because Google's algorithm is continuously being updated and setting new demands on what a web page should look like and how content should be displayed. The online market never stands still and the challenges of search engine marketing are constantly changing.

In the current situation, there are no shortcuts to gaining good results and, more than ever, it is the content that counts: quality over quantity. As the online market continues to grow and more people realise the value of attracting new business through online channels, the challenges will also increase.

At Findcourses.co.uk, our In House team of SEO experts are constantly working to keep updated with developments in online marketing and search engines to ensure that our clients receive top search results and as much traffic as possible.

Social Media Trends in 2012

Over the last year, social media use for professional training purposes has been confirmed as one of the most effective ways for training providers to connect with interested learners and reach an optimal level of online exposure.

As social media became an even more integral part of the marketing mix, many training providers on findcourses.co.uk embraced the trend and launched new social media platforms to strengthen their brands and collect immediate feedback from the social network sphere. In order to benefit, and get results, it is necessary to develop a strategy, set goals and devise tactics.

In the UK market today, the majority of training companies are active on social media communication networks such as Facebook and Twitter.

Below we present an overview of the most actively used Web 2.0 tools to show how the prospective audience of professional training influences the marketing strategy of the UK's training providers.



The most actively used social media channels

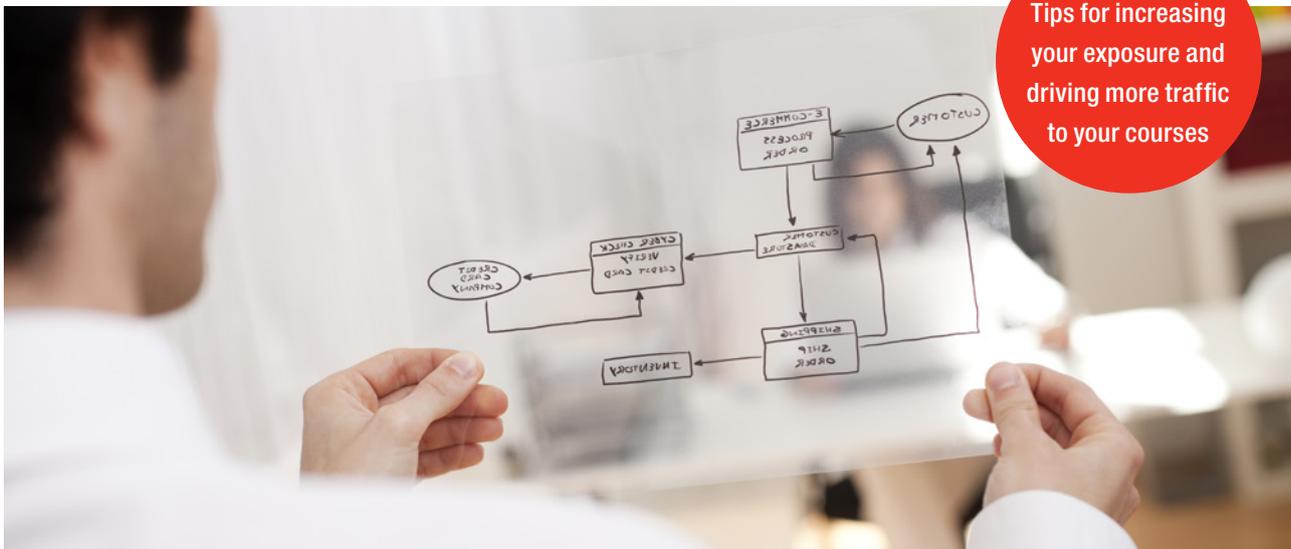
- **TWITTER** maintains the first choice in users' preferences for the fourth year in a row. (Source: Centre for Learning & Performance Technologies, October 2012). The ranking accounted for professional training searches, education institutes as well as searches of performance support and team collaboration via social media. A potential explanation for the steep growth in tweeting relates to the wider variety of hashtags surrounding the training industry and the relative greater openness of the network as compared to Facebook, which still maintains a high position among trainers' preferences.

- **YOUTUBE** has become increasingly popular for connecting with training providers, as the best way to discover and to recognise brands. Visual content has a growing importance in building long term collaborations between the interested learners and professional trainers especially in the knowledge-intensive industries. The trend that we have recognised is that providers with videos promoting their training generally get higher results.

- **BLOGGING TOOLS** with Wordpress topping the list, helped support the interaction among training companies and provided shorable informative content to interested audiences. Training providers have been able to gather reviews and map the most profitable types of training. Based on users' fresh input, information about training on blogs has been diversified and improved with new learning methods.

- **PROFESSIONAL NETWORKING ON LINKEDIN** has been enhanced with new features for interpersonal skills review. Users can now endorse their connections' skills and enhance each other's online resume. Peer-to-peer training recommendations are implicitly a part of the skills review process. In the long run, it will help training providers observe where the recruitment market is saturated and how they can provide training and intervene in potential professional knowledge gaps.

RECOMMENDATIONS



Each of our clients can influence the performance of their campaign with Findcourses.co.uk, from increasing their exposure on the site, to getting more enquiries, and improving their overall results. Ask us for help and guidance at any time. Contact our team at: info@findcourses.co.uk

1. Updating your courses

If you update your course descriptions, locations, dates, prices and images, it will help you get better results. Ensuring your key words are: specific to each course and used in headings & titles will help your target audience find your courses more easily.

2. Linking to your profile

A key factor in working with the SEO of your courses is to link to your pages on findcourses.co.uk from your own site. Adding a link tells search engines, such as Google, that you recommend a page is important and relevant, which results in more traffic to your courses.

3. More reviews

The direct benefits of online reviews has grown tremendously; users are viewing more reviews than ever before when purchasing training. Courses that are reviewed by previous delegates get more views and more enquiries than those that don't.

36%

Gain a 36% increase in your results - update your courses, improve your SEO and drive relevant traffic.

15%

Gain a 15% increase in the number of views on your courses and SEO position by adding a link to your profile.

82%

82% of onsite participants say that reviews are "crucial" to their decision making process when buying training.

Increase your course booking rate

- Call the person who made an enquiry within 24 hours. Most people appreciate personal contact.
- Send additional information via email
- Do not simply send an automatic response to an enquiry - send a personal email.
- If you haven't received a booking after 2 weeks, call them up again!
- Keep track of all of your Information Requests in your Customer Login area.



Lead follow-up - Improve your conversion rate

In order to ensure our users are satisfied with our service we send them a follow-up / feedback questionnaire two weeks after they have sent an Information Request through Findcourses.co.uk to a training provider. This user-feedback also helps training providers to keep track of their enquiries, not miss out any opportunities and improve their conversion rate.

The results below represent the responses that we received to the feedback questionnaire during the year 2012.

AFTER 2 WEEKS 52% of users have decided to start, or have already started a course with one of our providers. However 37% of users are still thinking about the training - this is a great opportunity for providers to get in contact with the user and influence their decision making process. This also shows that the training buying process can sometimes take longer than 2 weeks, which is especially true for In House / Customised training. We are pleased to see that the results for 2012 are much improved from 2011, a trend we are pushing to increase.

HAVE YOU BEEN CONTACTED / RECEIVED INFORMATION?	2012	2011
Yes, they have sent me information by email	53%	56%
Yes, they have called / rang me	25%	13%
No, I have not been contacted / received info	22%	31%

HAVE YOU RECEIVED ALL THE INFORMATION YOU NEED?	2012	2011
Yes, I received all the information I need	84%	79%
No, I have not received all the info I need	16%	21%

ARE YOU GOING TO START / BOOK THE COURSE / TRAINING?	2012	2011
I have already applied / started	23%	18%
I have decided to apply	29%	27%
I am still thinking about it	37%	48%
No, the course wasn't suitable	11%	7%

These tables show the results from our feedback questionnaire in 2012 and 2011

SUPPORTING MARY'S LIBRARY

HELPING RESIDENTS OF HOMA BAY GAIN ACCESS TO EDUCATION



FindCourses Global has been supporting Mary's Library since the beginning of 2012, which is one of the ways we are reaching our goal of helping people gain access to education for their development. We aim to help Mary's Library grow and reach out to more people in 2013.

About Mary's Library, Homa Bay

Mary's Library, formed in October 2005, is the result of a project in sustainable development with Homa Bay local Mary Ojijo. The library was set up and run by Findcourses.co.uk employee Mark Smith. Through a lot of hard work the library has grown to include over 2000 members and is the only public library in the municipality.

HOMA BAY has roughly 55,000 inhabitants, and is located in western Kenya, an area that has been described as a microcosm for the entire continent of Africa. The region suffers from some of the countries lowest levels of health care and education and is plagued with environmental problems.

Mary's Library is striving to make the internet more accessible for local people through offering the cheapest option for internet access in Homa Bay, so that even the poorest residents can benefit. So far the internet connection has led to improvements for the local community as it symbolizes growth and has gained trust in the library as a forward-thinking enterprise.

FindCourses Global's support

Users of Findcourses.co.uk help support Mary's Library by responding to a feedback questionnaire about their course enquiries, and writing course reviews. For each response/review we receive, a donation to Mary's Library is made to provide a better service for the residents of Homa Bay.



Support from Findcourses.co.uk in 2013 will go to:

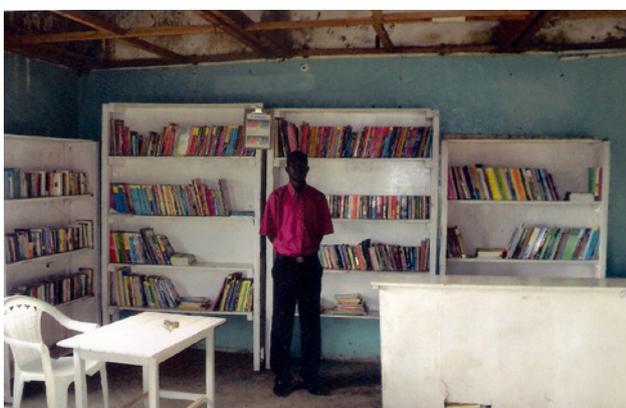
- Maintaining computers and purchasing 2 new computers
- Providing internet connection for all computers
- Employing a computer tutor
- Meeting the needs of university students

Findcourses.co.uk's goals to increase support:

- Encourage more users to write course reviews
- Encourage more providers to supply course reviews
- Encourage more users to fill in our feedback questionnaire
- Engage users and providers to come up with new ideas

Future goals

The long-term goal for Mary's Library is to continue the growth and development to create a sustainable model, in which the library is financially independent and managed entirely by the people of Homa Bay. Mary's Library will help promote the value of education to those with the least access to it. FindCourses Global shares these goals and believes wholeheartedly in the vision of education as the engine for change in the world.



ONLINE MARKETING CASE STUDIES

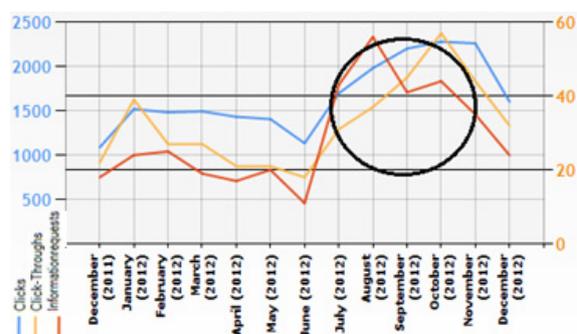
Findcourses.co.uk is more than just a listing site, we pride ourselves on listening to our clients' needs and challenges, and creating tailored marketing solutions that help them get returns on their investment and generate new business.

Open Courses Training Provider

BRIEF: A large educational institution and long-time client required assistance with the advertising of a new range of courses offered in tandem with a partner company responsible for the training delivery. A 3 month timescale was set out along with a budget of £10,000.

SOLUTION: After adding the new courses to the existing profile we added in extra services highlighting the new titles, including a custom front page feature with a call to action for the 3 months, category sponsorship and a direct email campaign delivered to FindCourses members. A custom tracking code was built into each service to fully evaluate effectiveness as opposed to the original profile content.

RESULTS: The results of this time sensitive campaign for the new course rollout showed a fantastic return on investment within the 3 months, and for a few months subsequently. The direct bookings estimated at around £90,000 for the new titles.

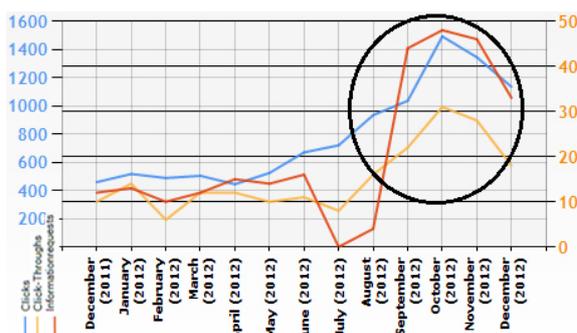


Executive Education Provider

BRIEF: This well known University wanted to refresh its position in the Exec Education market and have a bigger impact in the digital marketing arena. Key interests were engagement through Social Media, an ability to geo-target their candidates on a global and regional basis, and ensuring that definitive results were generated.

SOLUTION: After an in-depth consultancy our SEO experts optimised the programs to attract a targeted audience. We embedded Social Media tools, videos and reviews, and allowed Alumni to deliver feedback, improving the conversion rate of visitors to leads. A geo-targeted Banner campaign was implemented on those countries and regions that this University was interested in.

RESULTS: There was a significant increase in visitors (over 100%). All the Social Media tools combined resulted in a 200% increase in leads and conversion rate of over 5%. This particular client received 13 confirmed candidates from the leads alone enrolling in the 5 months to the end of the year, resulting in over £300,000 revenue.



In-House Training Provider

BRIEF: The Company in question came to us toward the last quarter of 2012 after some discussions with our staff at a training event. Whilst they are a well known brand, particularly with the delivery of business management courses, they were concerned about their lack of fresh business generation and slow pipeline turnaround.

SOLUTION: We brought the client on board with our In House package, allowing the full course catalogue to be published across the 3 main sites. The standard profile build was then supported with some extra branding tools to establish an immediate presence on the site and targeted SEO geared towards gaining group bookings.

RESULTS: The first quarter results show some well know companies requesting bespoke bookings for multiple delegates. There are already strong buying signals for up-selling opportunities, as several of the bookings will result in the rollout across these nationwide organisations.

SUMMARY

Clicks	1478
Click-throughs	21
Information Requests	17
Number of People	421

Client Testimonials

"Hemsley Fraser would like to give Findcourses.co.uk and the team great feedback. We are delighted with the service and have received fantastic support from everyone and the setup of our account was quick and easy. We have seen good return on our investment in a relatively short time. We look forward to enjoying a continued successful partnership going forward. Thank you Findcourses.co.uk."

Carlie Cole
Business Development Consultant
Hemsley Fraser Group

"Findcourses.co.uk have delivered online marketing for CIPD Training since 2010. In that time we have seen a good number of enquiries from their sites and a strong return on our investment. They are professional in their outlook, with account management second to none and I have no hesitation in endorsing them."

Michaela Strivens
Marketing Manager
CIPD Training

"Since joining Findcourses.co.uk, we have received a large number of leads and enquiries, many of which have converted into sales. This has resulted in SquareOne forming countless new business partnerships with many companies.

The additional marketing and support received from the Findcourses team has also been fantastic. Our profile was set up in a quick and professional manner, and we were delighted that the Findcourses team referred customers directly to our stand at this year's CIPD HRD exhibition. Each and every member of the team is enthusiastic and a pleasure to work with. In short, Findcourses has become an essential part of our marketing strategy and we look forward to working with them to achieve future success."

Lisa McGinley
Managing Director
SquareOne Training Ltd

"GBS Corporate Training have only recently joined Findcourses.co.uk, having worked with other organisations in the past to market our products and services. I wanted to offer very positive feedback on the short relationship that we have had so far, particularly in relation to the efficient, speedy, accurate and positive manner in which the upload of our courses was made... and all in the very busy/short month of December.

We have already had a number of interesting enquiries come through and look forward to seeing what 2013 brings. Well done to the Findcourses.co.uk team."

David Price
Managing Director
GBS Corporate Training

PROVIDERS MARKETING WITH US

Findcourses.co.uk has established itself as the UK's leading site for Professional Development training and courses. We cooperate with training providers and help them market their training programmes to our targeted audience. Listed below are some of the training providers listed in our search engine.

A – E

ABB UK
 Able Skills Ltd
 Academy Class
 ACF Consultants
 Acorn Environmental Health & Safety Ltd
 Akuro Limited
 Alistair BromheadLtd
 Amadeus Software Ltd
 Apsis Training
 Armada
 Asbestos Control & Abatement Division (ACAD)
 Aslib, The Association for Information Management
 Association of Personal Assistants
 Astutis Ltd
 ATC Risk Management
 Babington Business College Ltd
 Best Training Solutions Ltd
 Bradley Environmental Consultants Ltd
 Brighton School of Business and Management
 British Red Cross
 BSI Learning UK
 Bureau Veritas Training UK
 Business Coaching Foundation
 Business Services Support Ltd
 BVCA
 Bywater Training
 Cadassist Ltd
 CADline Ltd
 Capita Learning & Development
 Cardboard Citizens
 Cavara Ltd
 CBC
 CBES Ltd
 CCH Professional Development
 Centre for Educational Leadership (CEL)
 Change Quest
 Changescape Limited
 Charles Bloer Training Ltd.

Chartered Institute of Logistics & Transport
 Chartered Institute of Payroll Professionals
 Chartered Institute of Purchasing & Supply
 Chartered Insurance Institute
 Chartered Quality Institute
 CIPD Training
 City West Housing Trust
 Construction Study Centre
 Corality
 Corporate Coach Group
 CP Training Consortium
 CUPE Ltd
 Decorative Plastering UK
 Deleb Professionals
 Derbyshire & Nottinghamshire Chamber of Commerce
 Distance Learning Centre
 Distance Learning College UK Ltd
 DPG plc
 eDistance Learning
 Ellison-Webb Training
 ESI International
 ESRI UK
 Eureka Financial
 Euromoney Financial Training
 Euromoney Legal Training
 European University Barcelona
 Excel Partnership
 Exponential Training & Assessment

F – K

Falconbury Ltd
 Fast Lane
 Financial Fluency
 Financial Training Associates Ltd
 Firedragon Coaching
 First Friday Ltd
 First Medical Training Ltd
 Fitch Training Ltd
 FQM Ltd
 FranklinCovey
 GBC Learning & Development

GBS Corporate Training
 Glion Institute of Higher Education
 Global Knowledge UK
 Goldtrowel
 Hemsley Fraser
 Henley Business School
 Herrick International
 Home Learning College
 Host Computers
 Hult International Business School
 Huthwaite International Informa
 HW Group
 IFF - International Faculty of Energy
 IFF - International Faculty of Finance
 IIL - International Institute for Learning
 Illumine Training
 Impartica Training
 Imperial College London -School of Professional Development
 In-Sight Consultancy
 Instant Training
 International Business House
 International Career Institute
 International Compliance Training
 International House London
 IQMS
 JSB Training & Development
 Kaplan Financial
 Kaplan Hawksmere
 KBA Training / KB Associates
 KP Training & Consulting Ltd

L – M

Lewis College
 Lexis Nexis - Payroll Alliance
 London Corporate Training Ltd
 London Financial Studies
 LRQA - Lloyd's Register Quality Assurance
 Lynwood Consultancy Services Ltd
 Man and Machine
 Maynard Leigh Associates
 MBL Seminars

MDT International Ltd
 Medway Safety Limited
 Meridian1 Consulting
 Millennium City Academy Ltd
 MIS Training Institute
 MLP Training
 Morgan & Wolfe Ltd
 Natas Training Ltd
 National Council for the Training of Journalists
 National Fluid Power Centre
 NCC Home Learning
 NExT Training - A Schlumberger Company
 North Nottinghamshire College
 Open Study College
 Opposite Leg Ltd
 Orbital Training & Consulting
 Oxford College
 Parallel Project Training
 Paramount Learning Ltd
 Pareto Law 80/20
 PDP Training
 Pearson in Practice
 Pendle Consultants Ltd
 Pitman Training - London Holborn
 Pitman Training - London City
 Pitman Training - Manchester
 Pivotal Performance
 PMI - Process Management International Ltd
 PMS - Purchasing Management Services
 PNE Development
 Primary Care Training Centre
 ProSeminar
 PTP Training & Marketing Ltd

N - S

QMI Scotland Ltd
 Quorum Training Ltd
 RADA Enterprises Ltd
 Realselling Sales Training
 Redcliffe Training Associates Ltd
 Reed Learning PLC
 Resource Development International Ltd
 Risk Manager Ltd
 Risk Reward Ltd
 RRC Training
 Salford Business School

SDA Bocconi School of Management
 Senergy Training UK
 Serene Communications
 Shado Ltd
 SHEILDS Ltd
 Simplilearn
 Skillstudio Ltd
 Souters
 SquareOne Training
 SR Supply Chain Consultants
 SSG Training and Consultancy
 StayAhead Training
 Stonebridge Associated Colleges
 Study House Ltd
 Symbiosis
 TACK International
 Talking Life Ltd
 TCC
 Telecoms Academy (Informa)
 TFPL & Idox Ltd
 Thales Training & Consultancy
 The Institute of Directors
 The Health & Safety Group Ltd
 The National Design Academy
 The People 1st Training Company
 The Publishing Training Centre at Book House
 The Royal Institution of Chartered Surveyors (RICS)
 The Royal Society for the Prevention of Accidents (RoSPA)
 The Wedding Planner School
 TMS CAD Centre
 Tolley Tax Training
 TTP Recruits
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