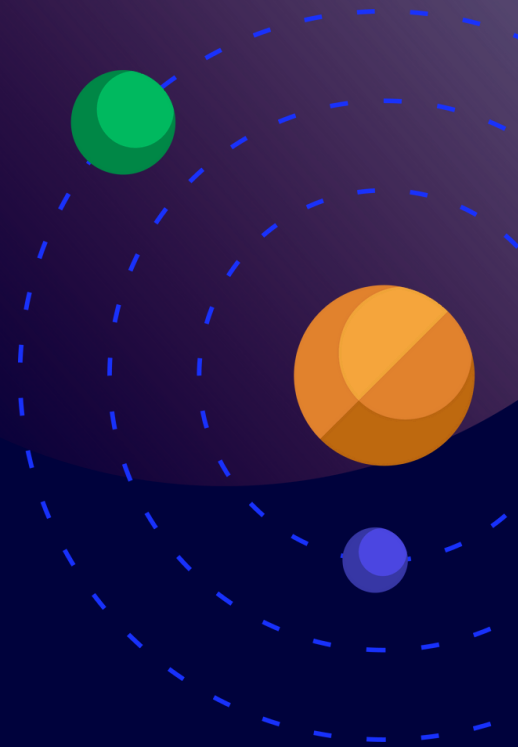


2025 State of the Training Industry Benchmark Report.



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Introduction

We are excited to present accessplanit's 2025 State of the Training Industry Benchmark Report.

Now in its ninth year, this report continues to provide invaluable insights into the evolving training landscape. From shifts in learner preferences to the impact of digital platforms and AI adoption, our research helps training providers navigate the trends, challenges, and opportunities shaping the industry.

This year's findings highlight a significant transformation in how learners engage with training; demand for intensive, in-person learning is resurging, despite continued interest in on-demand content such as podcasts. Meanwhile, reputation and word of mouth remain the most powerful marketing tools, yet a notable gap exists between how learners search for courses and how providers prioritise SEO.

With perspectives from both training professionals and learners, this report aims to inform strategic decision-making and spark discussion on the future of training.

We hope you find it insightful and valuable.

Dave Evans

Managing Director



About the survey respondents

Now in it's **ninth year**, the **State of the Training Industry Benchmark Report** captures the thoughts, feelings and attitudes across a wide demographic of training providers. Each year, we gather data from a range of **training industry experts**. This helps us to provide a realistic overview of the trends, patterns and changes to the training industry.

Each training professional has different aims, objectives and interests within their role, both for **their business** and within the **industry** more generally. For this reason, we have aimed to capture the thoughts of **4 key personas** we know to exist within the industry. This helps us to better understand the responses to each question and draw more accurate conclusions from our data.

The respondent data also sheds light on the **typical size** of training operations. **59%** train 0-2,500 delegates annually, confirming that most respondent's respective training businesses operate on a **small scale** - consistent with broader industry trends.

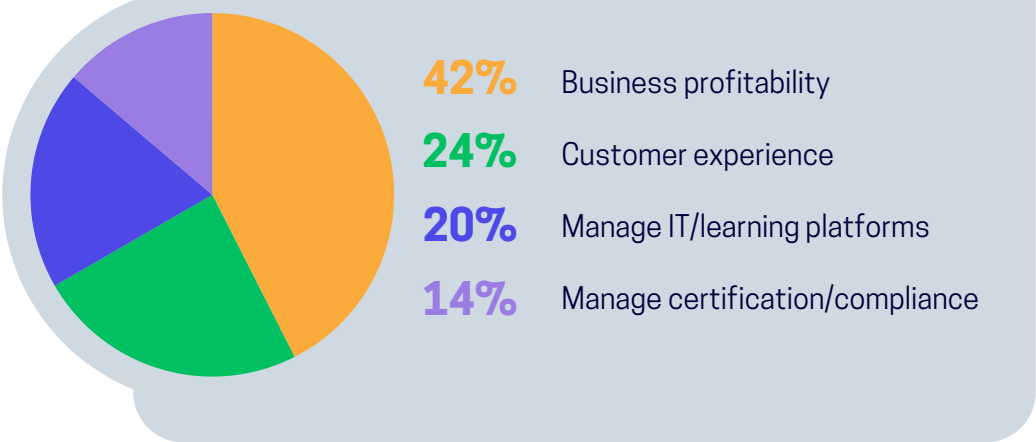
13% of our respondent's this year are part of organisations that train over 10,000 people annually, operating at an **enterprise or global level**.

What does this tell us about the training industry? The fact that nearly **60% of respondents train fewer than 2,500 people per year** reinforces that most training businesses are small, often operating in **specialised markets** or delivering **tailored learning experiences**. While there are some larger-scale providers, the industry as a whole remains fragmented, with many organisations focusing on **quality and expertise** rather than volume.

Overall, these insights confirm that while training businesses vary in size, the majority are **small-to-medium enterprises** focused on delivering impactful learning solutions within their niche.

The primary objective of respondents

What is the primary objective of your job role?



Delegates trained annually	Percentage of respondents
0 - 2500	59%
2501 - 5000	20%
5001 - 10000	8%
10001+	13%

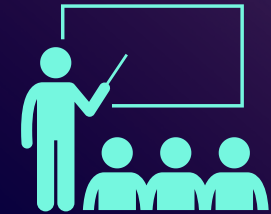
Key findings



Reputation and word of mouth (WOM) has been the most popular marketing tool for the last 6 years in our survey.



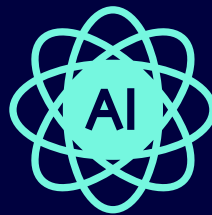
43% of learners use search engines to find courses, yet only 5% of providers cite SEO as one of their most powerful marketing tools.



41% of training providers cite “more interest in classroom learning” as one of their top opportunities this year.



29% of learners want podcasts as part of their learning journey, and only 9% of training providers are offering them.



Full-scale adoption of AI tools in training operations is still low, but most providers are using AI in some capacity to manage training.



Delegate-focused KPIs are the most important measures of success for training providers, with customer/delegate satisfaction coming out on top.

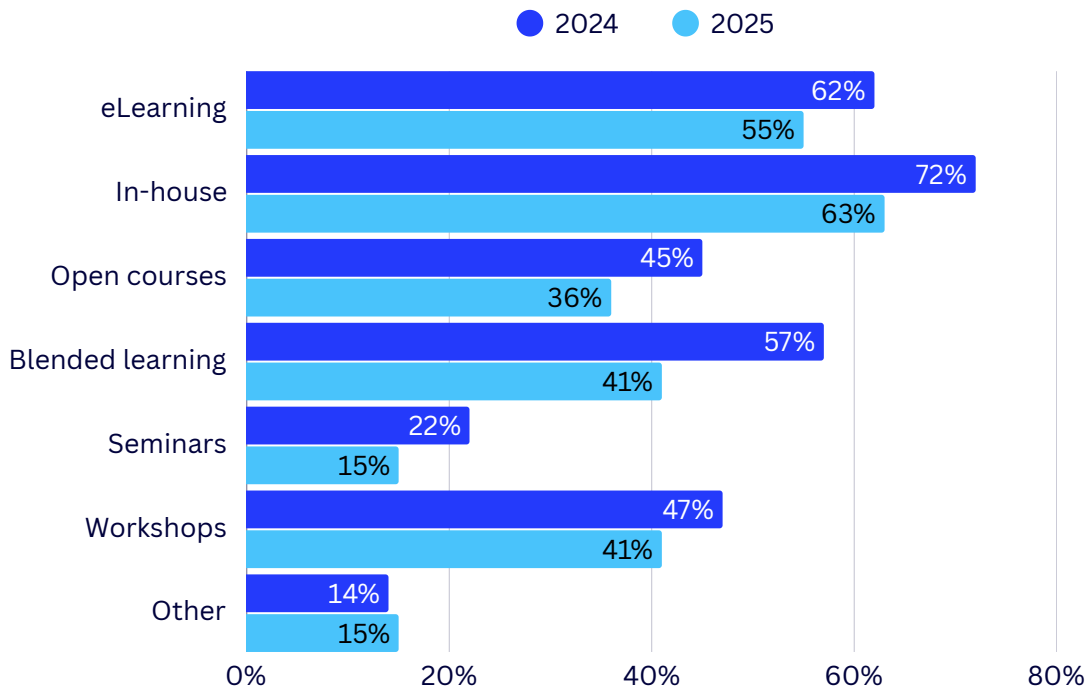
Types of courses offered

Key trends in course offerings

Since 2024, we've seen a **general decline across most course types**, suggesting shifting priorities or market challenges. **eLearning** has dropped (**62% to 55%**), though still widely used.

In-house training remains the most common but has declined slightly (**72% to 63%**). **Blended learning** has fallen significantly (**57% to 41%**), indicating a shift away from hybrid models. **Workshops** (**47% to 41%**) have held steady, suggesting continued value for interactive learning.

Courses offered by training providers 2024–2025

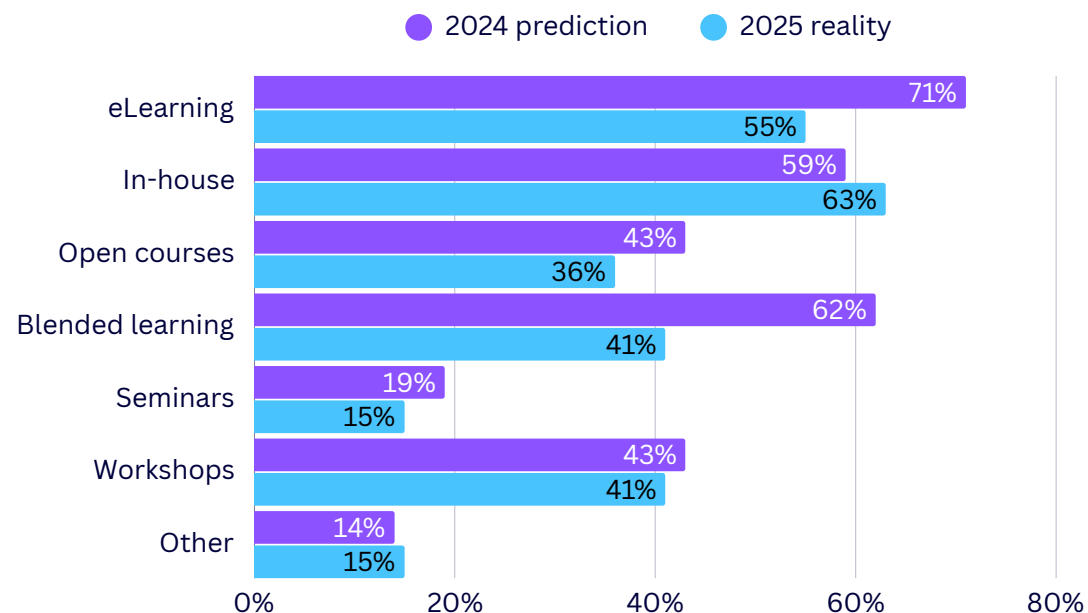


Expected course types va. reality

Last year, we surveyed training providers on what they planned to focus on in the next **12 months**. We've put this against 2025's reality of course type offerings to see how they compare. **eLearning** was overestimated (predicted **71%**, actual **55%**), suggesting expectations for digital training did not fully materialise. **Blended learning** saw the largest gap (predicted **62%**, actual **41%**), showing that hybrid models proved more challenging or less popular than expected.

In-house training was underestimated (predicted **59%**, actual **63%**), reinforcing the importance of tailored, company-specific training. **Open courses, seminars, and workshops** were slightly overestimated, but remained close to expectations.

Training providers' 12-month focus vs. reality



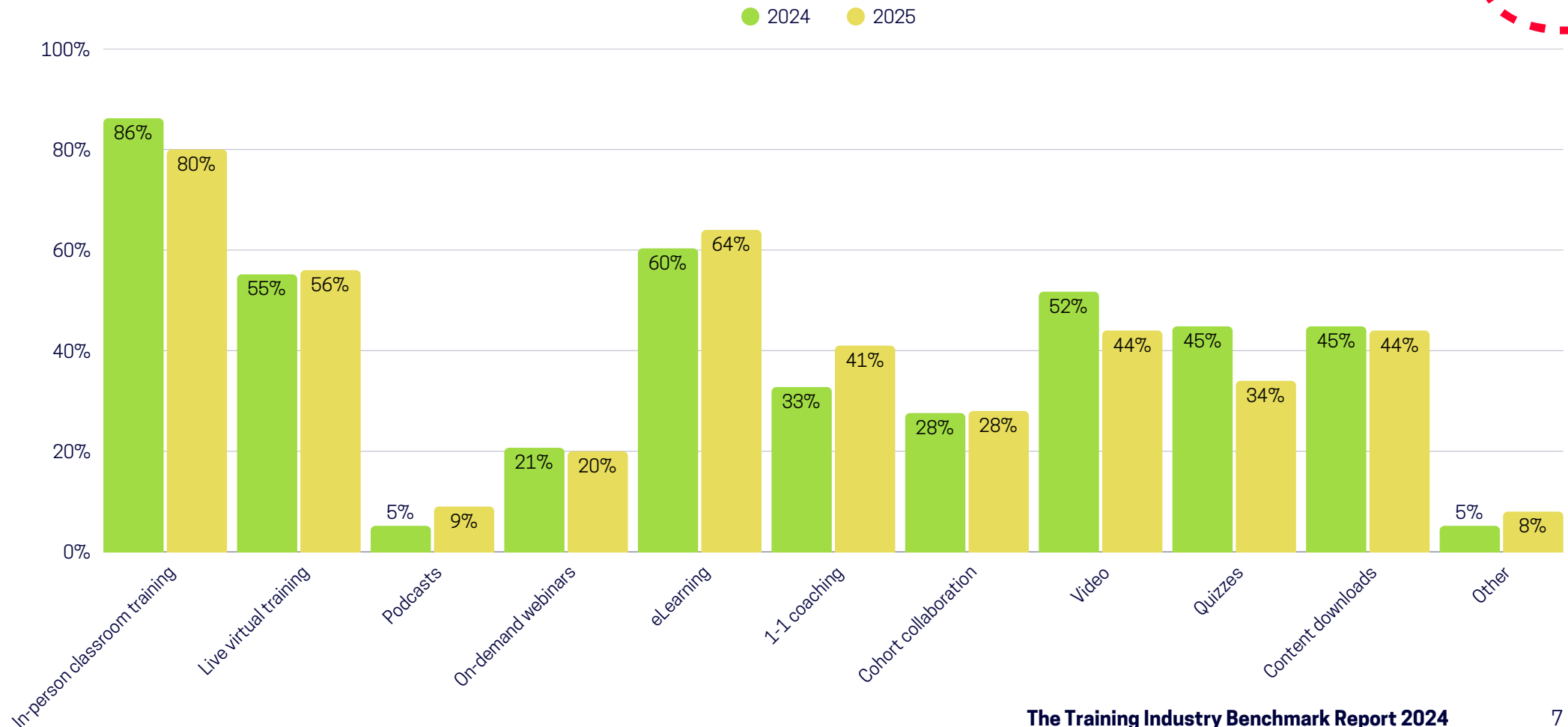
Training delivery methods



Year-on-year, **in-person classroom training** remains dominant (**80%**), but is slowly declining as digital and flexible learning options gain traction. **Podcasts** have nearly doubled (**5% to 9%**), indicating growing development of audio-based learning. **1-1 coaching** has seen significant growth (**33% to 41%**), suggesting increased focus on personalised learning.

Quizzes are being used less, suggesting a shift away from traditional assessment-heavy formats. **Live virtual training** has remained steady (**55% to 56%**), suggesting sustained demand for remote learning. **eLearning** continues to grow, confirming its importance in modern training delivery. As in previous years, providers are maintaining a **mix of approaches**, with no single method overwhelmingly taking over.

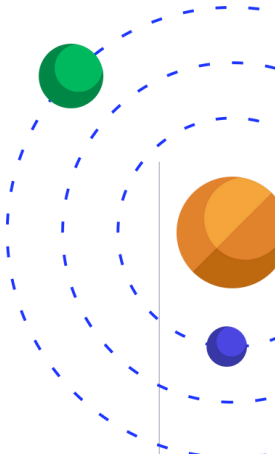
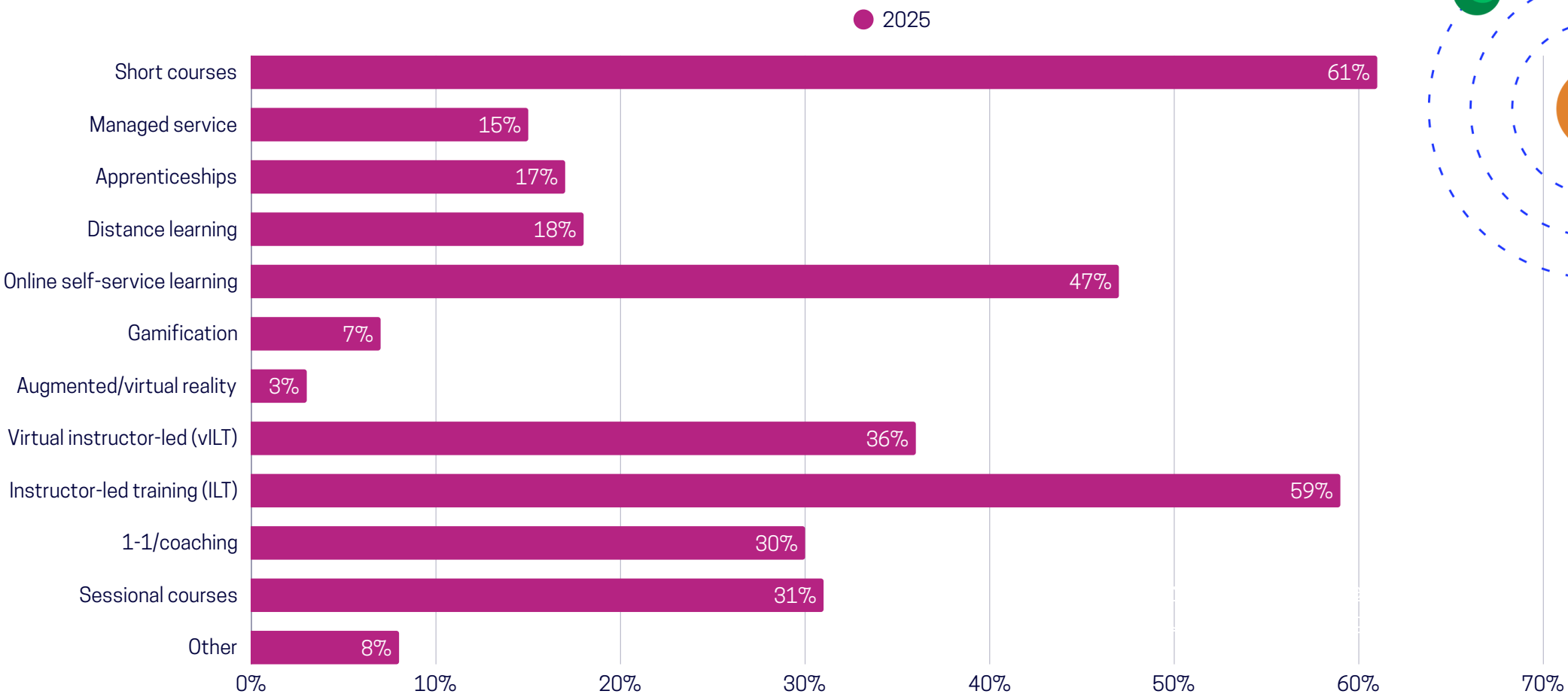
Training delivery methods last year vs. this year



Training services offered

The most popular training services offered by providers are **short courses (61%)** and **instructor-led training (59%)**, demonstrating a continued focus on structured and flexible learning models. Additionally, many providers offer **online self-service learning (47%)** and **virtual instructor-led training (36%)**, reflecting the broad range of delivery methods now standard in the industry. This suggests that while traditional formats remain essential, providers are ensuring they offer a **variety** of options to meet diverse learner needs and preferences.

Technologies like **gamification (7%)** and **augmented/virtual reality (3%)** are still niche offerings, with potential for growth but currently limited by factors such as cost and infrastructure. **Managed services** and **apprenticeships** have a smaller representation, suggesting they are more specialised services targeted to specific organisational needs or industries.



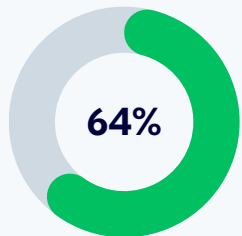
Booking methods

A slow but steady increase

Over the years, there has been a consistent shift towards more of a widespread adoption of **online booking systems** among training providers. In 2018, most providers were still taking "few" (0-25%) online bookings, but by 2025, **45%** are taking the "majority" (75-100%) of their bookings online, reflecting a **strong trend towards digitalisation**.

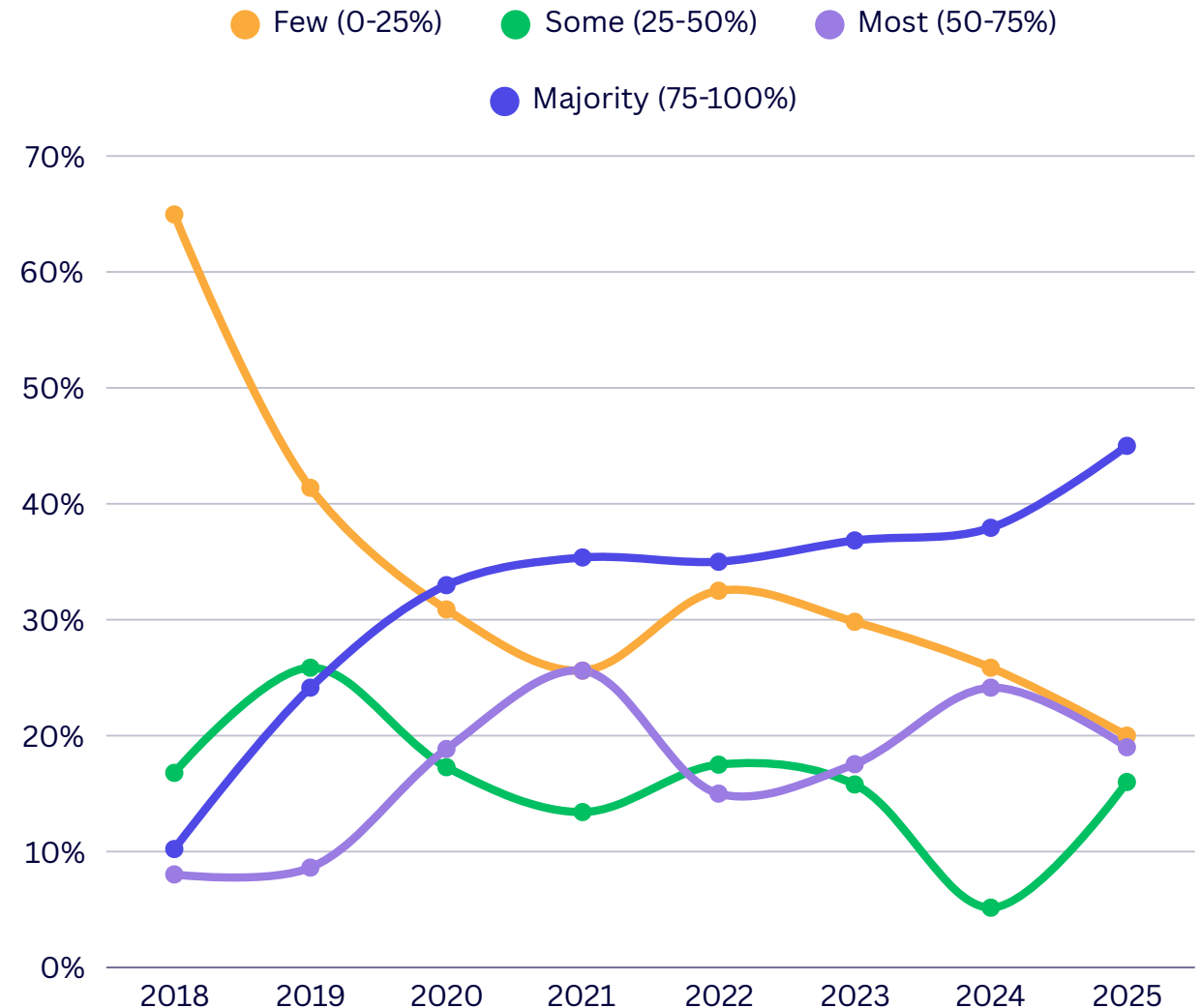
While adoption has steadily increased, there are still some providers in the "**few**" and "**some**" categories, indicating that full adoption of online booking systems has not yet materialised. The **largest growth** occurred between 2020 and 2021, likely driven by the digital transformation accelerated by the pandemic and the need for more **efficient, remote** solutions.

However, it is important to consider the context behind these figures. Not all training providers operate in a direct-to-consumer (**D2C**) model; many focus on tailored, business-to-business (**B2B**) training solutions that require customised **scheduling, approvals, and contract-based** enrolments. For these providers, a straightforward online booking system may not be **practical** or necessary, which helps explain why full adoption is not yet universal.



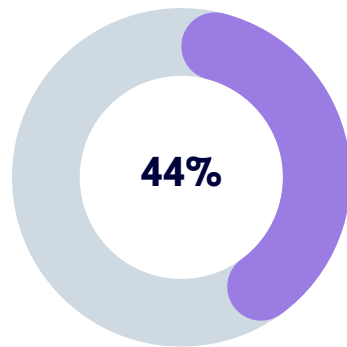
of training providers take most or majority of their bookings online

Amount of bookings and enquiries made online by year

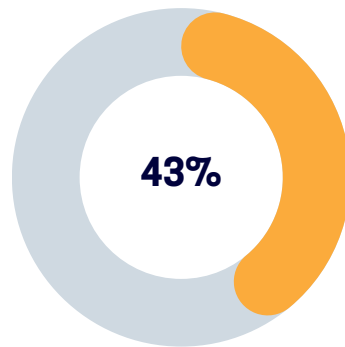


Training administration

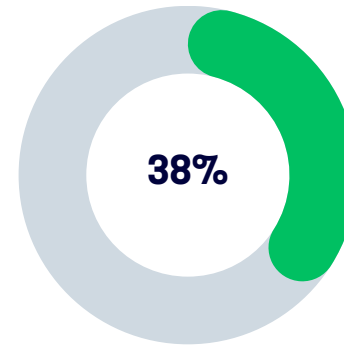
Top administrative pains for training professionals in 2024



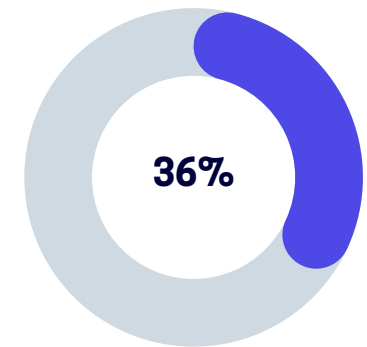
Processing
course bookings



Creating course
material



Course
promotion



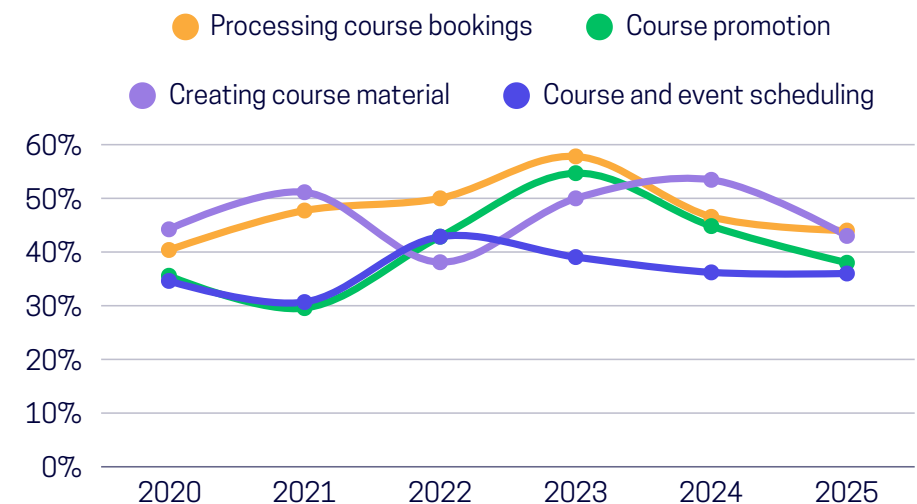
Course and event
scheduling

Never-ending admin

Year on year, **processing course bookings** has been one of the top administrative pains for training providers, with **44%** citing it in 2025. This is a decrease from **58%** in 2023; suggesting that while booking management was a growing challenge, **improvements in digital systems** and automation have helped reduce its administrative burden over time. However, the fact that it remains a **key concern** for a significant portion of providers indicates that managing bookings is still a complex task, particularly for those offering more tailored or high-volume training solutions.

Creating course material remains a significant and ongoing challenge, peaking at **53%** in 2024, still coming in 2nd place in 2025 (**43%**). The demand for new, engaging, and up-to-date content continues to be a major administrative burden for providers. **Course promotion** has been an evolving challenge. It became the second-most significant administrative pain in 2023 at **55%**, reflecting the struggle to effectively market courses in an increasingly competitive digital landscape. By 2025, it dropped to **38%**, but still remains a key issue. **Course and event scheduling** has consistently remained around 4th place, indicating that while it is still a notable administrative challenge, its impact has been relatively stable over time.

Administrative pains by year

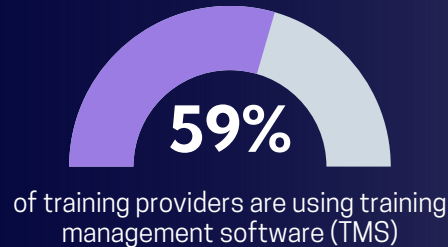


Software trends

The rise of training management software

Training providers use a range of software and apps to support their operations. **59%** of respondents already using **training management software (TMS)** to efficiently manage their courses. This indicates that TMS has become a **key tool** for modern training providers; streamlining operations, enhancing organisation, and improving overall course management.

While **41%** of providers are still exploring alternative methods, this presents a great opportunity for those not yet on board to experience the advantages of training management software.



[Learn more about accessplanit's training management software](#)

The use of software in training management

In terms of other software, **Office 365** emerges as the dominant tool, with **79%** of providers using this, indicating its integral role in day-to-day operations, including communication, collaboration, and document management.

Email marketing tools (e.g. Mailchimp) and **Google Analytics** are also essential tools, used by a substantial portion of providers (**41%** and **40%**, respectively), reflecting the importance of effective marketing and data-driven decision-making. Web conferencing tools, such as **Zoom**, remain important for online and hybrid learning environments, with **30%** of providers relying on them.

Ultimately, the data reveals that training providers rely on a **wide range** of software to manage and deliver their services. **Office 365** is the central tool, with others like **email marketing**, **Google Analytics**, and **web conferencing** also playing significant roles. Providers use both general and specialised software to streamline their operations, engage with learners, and ensure course delivery meets expectations. Tools such as **Moodle** and **Survey Monkey** are a standard in the industry, with many other providers using similar alternatives, while more bespoke solutions indicate a growing emphasis on high-quality, tailored content and operational flexibility.

Are there any other software/apps that you use in your business?

Office 365	79%
Email marketing (e.g. Mailchimp)	41%
Google Analytics	40%
Web conferencing (e.g. Zoom)	30%
Finance system (e.g. Quickbooks)	25%
Adobe Creative Cloud	23%
Survey Monkey	21%
Google Suite	16%
SalesForce	15%
Marketing platform	13%
Hubspot	12%
Eventbrite	12%
Moodle	10%
Training event specific app	8%
Other (please specify)	8%
Apprenticeship management software	7%
Bespoke software	6%
Coursecheck	5%

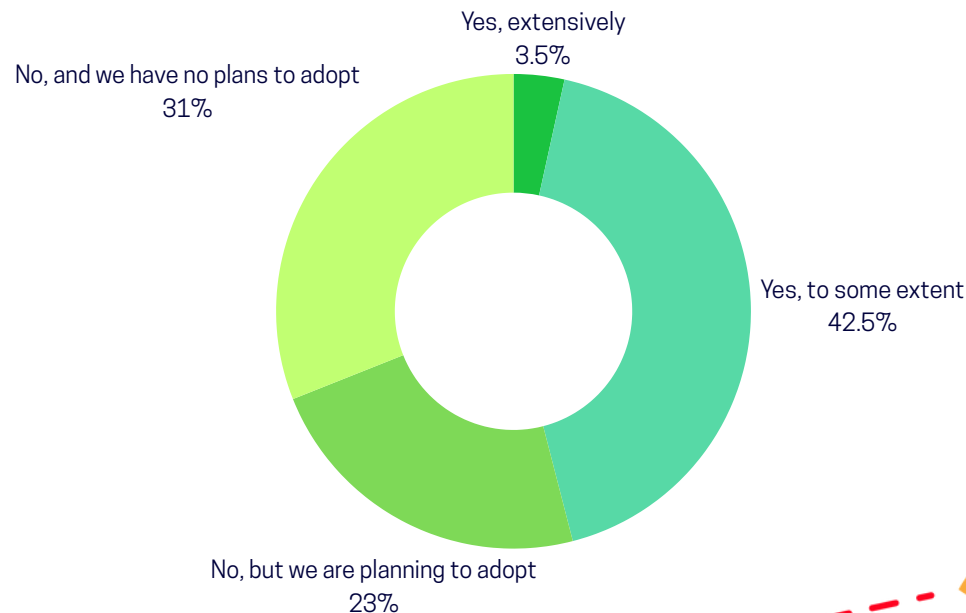
[Learn more: LMS vs TMS: Which is better?](#)

AI in the training industry

While AI adoption is increasing within the training sector, the majority of organisations are still in the early stages. A small percentage (**just over 3%**) of training providers report using AI **“extensively”** in their operations. This indicates that while AI may be seen as a promising tool, it is not yet widespread across the industry for training delivery or management. A significant proportion (**42.5%**) of training providers are using AI **“to some extent”**. AI could be used for tasks like personalising learning paths, automating administrative processes, or enhancing course recommendations.

23% of providers don't use AI currently but are **planning to adopt** the technology, which suggests that AI is viewed as a **valuable tool** for the future. Adoption is expected to grow as the technology matures and more use cases are proven in the industry. A significant **31%** of training providers are **not using AI** and have **no plans to adopt it**. This could be due to various reasons such as **lack of resources**, perceived complexity, or a lack of understanding of how AI can add value. It also may simply mean that they have no plans to right now, but **may do so in the future**. We also have to consider that full-scale AI adoption may look **vastly different** depending on industry sector or **training delivery** method.

Is AI currently used in your training organisation?

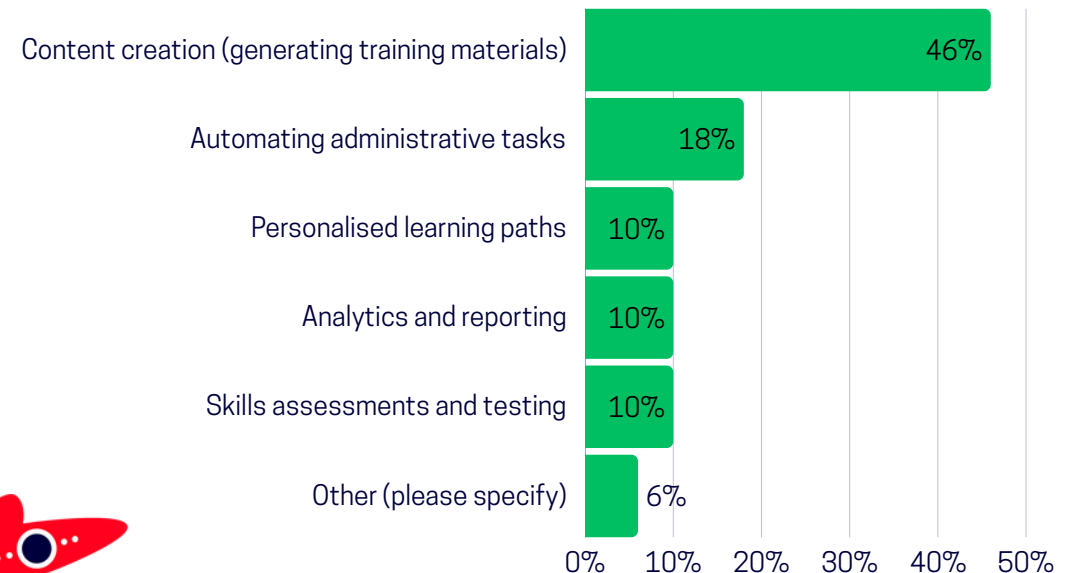


When it comes to what training providers are using AI for, **content creation** dominates at **46%**. This was to be expected, as generative AI tools such as ChatGPT or Gemini are straightforward to use, **easily accessible** and cost-effective. If used correctly, they can reduce **time and cost** spent on content creation.

Automating administrative tasks is the second-most common use (**18%**), with training providers using AI to reduce their manual workload, allowing them to focus more on **engagement and delivery**. Meanwhile, personalised learning paths, analytics, and skills assessments (each at **10%**) highlight emerging but **less widespread** applications of AI in customising learning experiences and measuring progress. The **6%** categorised as **“other”** included a mix of comments including “to help individuals’ productivity”, “I would like to explore AI but it’s not my team’s objective” and “[AI adoption is] to be agreed”.

Overall, while AI use is clearly **on the rise** in training, the **mixed adoption rates** suggest that many providers are either still in the early stages of exploration or have yet to see AI as a **valuable** tool for their needs.

For what purposes do you use AI in training?



Sales & marketing

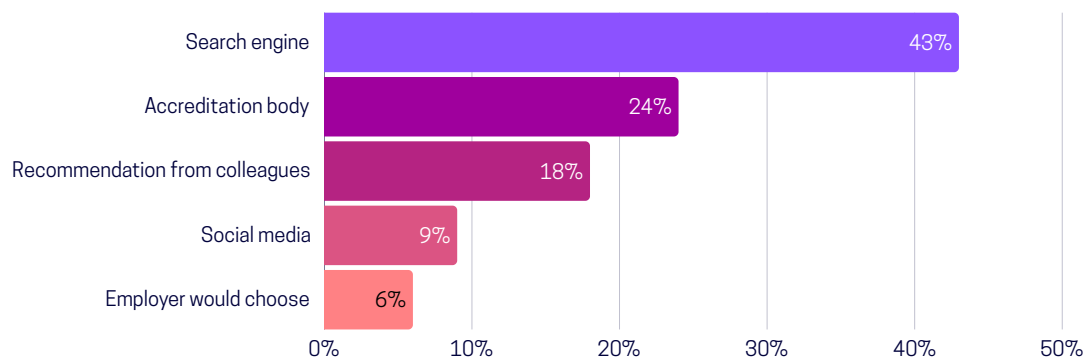
Reputation and word of mouth (WOM) has been the most popular marketing tool for the last 6 years in our survey. This year it scores top place again, with **34%** of training providers considering it as their **most effective marketing method**. The power of **WOM** is also shown in the way that learners find training courses, too; **18%** of learners book courses based on recommendations from colleagues. This highlights that **personal referrals** and **trust** are crucial for attracting new business and maintaining learner engagement.

There is a **sharp disconnect**, however, between how learners **find** training courses and how providers **market** their offerings, particularly in terms of **SEO**; **43%** of learners use search engines to find and book courses, yet only **5%** of providers cite **SEO** as their most effective marketing method. This gap suggests that training providers may be missing out on a substantial **opportunity** to capture the search traffic of learners actively looking for training courses.

Training providers are heavily reliant on **email marketing**, but it doesn't appear to be the primary factor for bookings from learners; **26%** of providers cite **email campaigns** as their most effective marketing tool, but email campaigns do not directly correspond to learner behaviour, with no clear evidence that learners frequently book via email.

However, it's important to note that we asked **learners** how they *themselves* would book a course, whereas employers frequently book courses on their employee's behalf's, so that's not to say that **email marketing** isn't effective to the bookers/managers. Social media (**10%**) and paid ads (**8%**) are lower in the rankings, suggesting that while useful for engagement and brand awareness, they may not be as effective for **directly driving** course bookings.

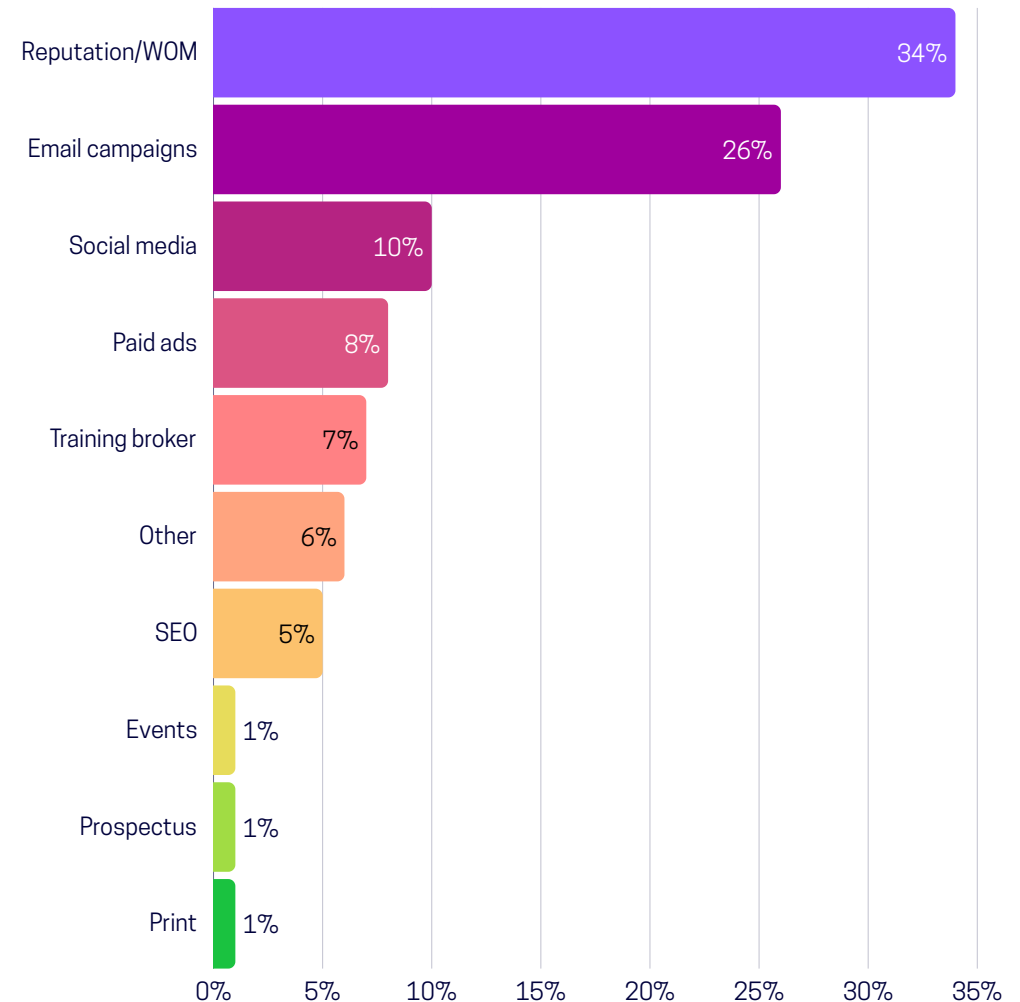
Where learners find training courses in 2025



LinkedIn remains the most popular social media platform for promoting training courses (69%), with Facebook trailing behind at second with 40%.

[Learn more: How to promote training courses on social media](#)

Most effective marketing methods used by training providers in 2025



Sales & marketing

The use of social media to promote training courses

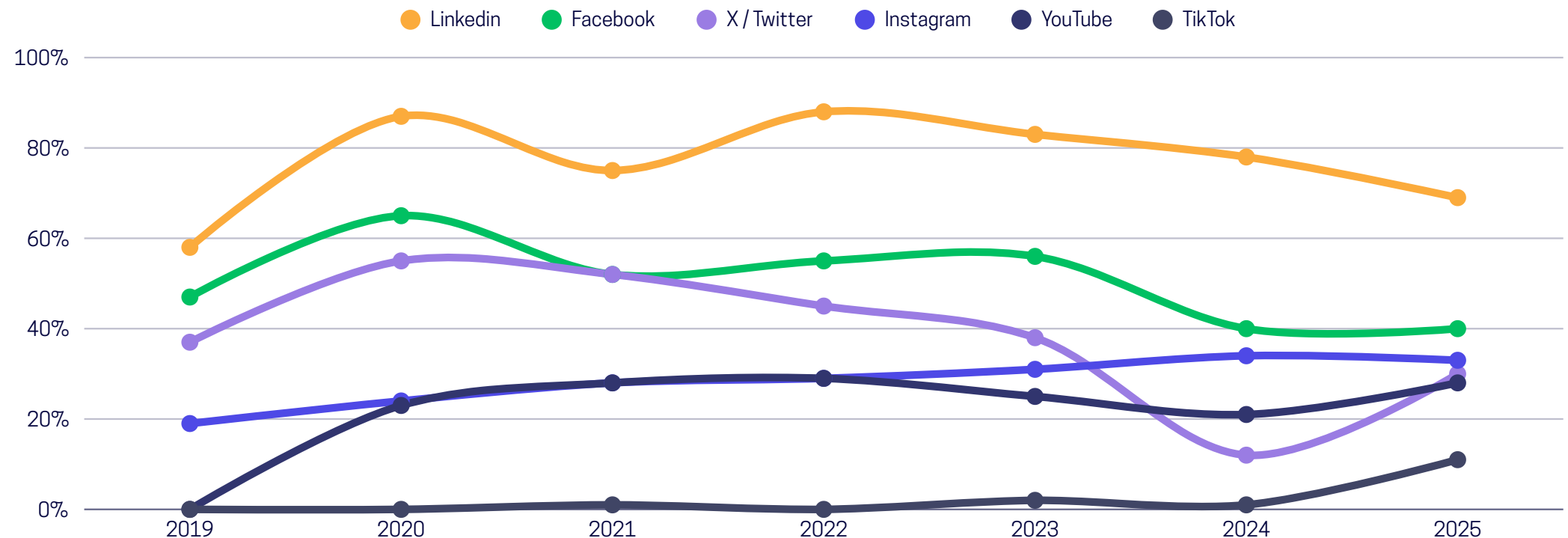
LinkedIn remains, and has consistently been, the most popular platform for training providers. **69%** are using it in 2025, though its usage has declined slightly from **87%** in 2020. It continues to be the go-to platform for **professional networks** and course promotion.

Facebook usage has remained relatively stable over the years, with **40%** of providers using it in 2025, down from **47%** in 2019. **Twitter (X)** saw a drop in usage, from **37%** in 2019 to **30%** in 2025. This decline reflects a broader trend of shifting preferences towards other platforms. **Instagram** usage has remained fairly consistent, increasing slightly to **33%** in 2025, showing its continued relevance for visual content promotion.

TikTok has seen significant growth, jumping to **11%** in 2025 from no usage in 2019. While still a smaller platform, its rise suggests providers are increasingly exploring **short-form video content** for engagement. This rise is significant also as we know that many training providers operate **B2B**, with TikTok primarily being a **B2C**-dominated space in terms of business use.

In summary, **LinkedIn** and **Facebook** remain dominant platforms for promoting courses, while **TikTok** has grown significantly in the past few years. Providers are gradually shifting their focus towards (traditionally) more **B2C** platforms like **Instagram** and **TikTok**, indicating that there's a potential shift in trend in social platform use for businesses.

Training providers' use of social media to promote courses 2019–2025



Top sources of industry news

Where do training providers find key industry updates and trends?



LinkedIn

69% using it for industry news in 2025



Podcasts

up from 10% to 17% for industry news



Networking events/conferences

Remained at 60% last couple of years

17% of respondents answered 'Other'. Some responses included:

"I don't, I wish I did more – it would be helpful but I 'firefight' in my job everyday."

"TSIA"

"Customer relationships"

"Commissioned research"

"Market research platforms"

"Awarding body newsletters and seminars"

"HSE"

"Industry memberships"

LinkedIn	69%
Networking events/conferences	60%
Webinars/online forums	38%
Social media groups	28%
eLearning Industry	26%
Podcasts	17%
Other	16%
Facebook	14%
TrainingIndustry.com	14%
Twitter	13%
Refresher courses	13%
TrainingJournal.com	8%
TrainingZone.co.uk	6%
TD.org	6%
trainingmag.com	3%

Measuring success



Customer/delegate satisfaction



Course attendance

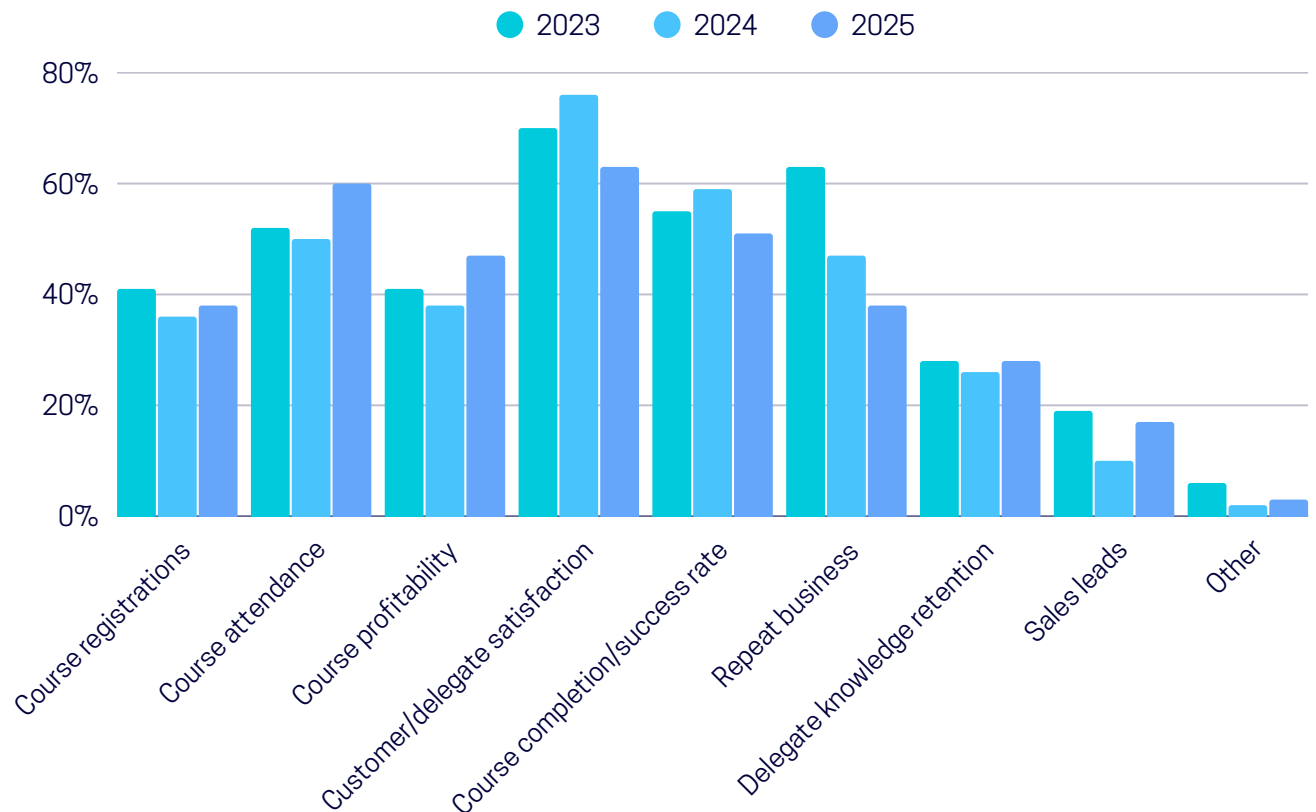


Course completion/success rate

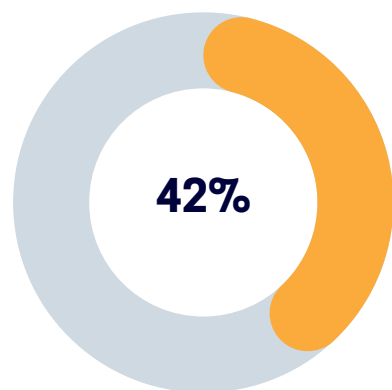
Delegate-focused KPIs are still most important to training providers

Training providers measure success using several key metrics that reflect the effectiveness, engagement, and financial viability of their programs. **Customer/delegate satisfaction** continues to score top place (**63%** this year) for training providers. Coming in second is **course attendance (60%)**, followed by **course completion/success rate (51%)**. We've seen similar patterns in previous years, too. This means that for most training providers, **delegate-focused KPIs** are the most important measures of success.

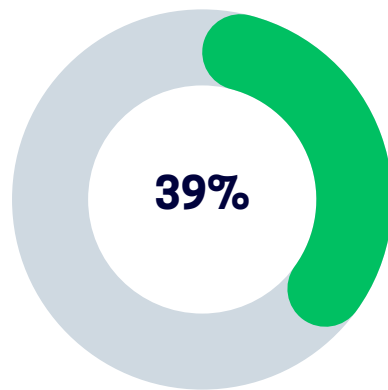
The metrics used to measure success: 2023 - 2025



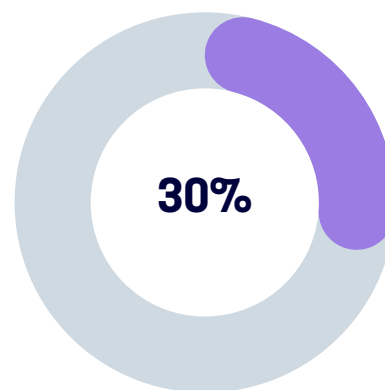
Biggest challenges for 2025



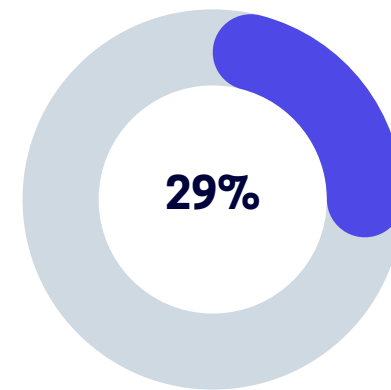
**Lack of
resources**



**Increasing
costs**



**Effective course
promotion**



**Cost of living
crisis**

Lack of resources is the biggest challenge for training providers in 2025, with **42%** citing it as their top concern. This highlights the strain on staff, budgets, and infrastructure within the training sector. **Increasing costs** are also a significant issue, with **39%** of providers highlighting it as a major challenge. This could be related to both operational expenses and the need to invest in new technologies or resources.

Effective course promotion remains a key challenge for **30%** of providers. Despite the rise in digital marketing, finding the most effective ways to reach potential learners continues to be a struggle. The **cost of living crisis** is a challenge for **29%** of providers, reflecting broader economic pressures that are affecting both providers and learners, potentially leading to reduced budgets for training.

In summary, **lack of resources** and **increasing costs** are the most pressing challenges for training providers in 2025, while **course promotion** and the **cost of living crisis** are also significant concerns.

“We train mostly for businesses and their payment terms are very slow which makes it difficult for a small business.”

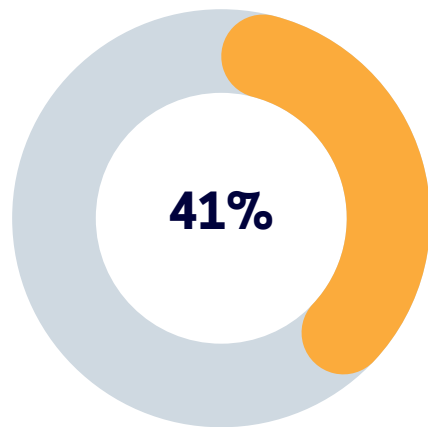
-Training provider response

Biggest opportunities for 2025

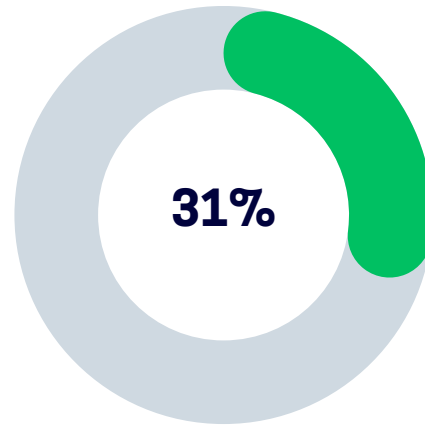
More interest in classroom learning is the biggest opportunity for training providers in 2025, with **41%** seeing it as a key area for growth. This suggests a resurgence in demand for in-person, traditional learning environments. **Talent development** is a significant opportunity for **31%** of providers. As organisations focus on upskilling and workforce development, there is potential for providers to tap into increased productivity and lower employee turnover. **Increasing visibility through digital marketing** is seen as a major opportunity by **31%** of providers. This reflects the importance of enhancing online presence and reaching learners through digital channels. Somewhat conversely to classroom learning opportunities taking our top spot this year, **the increase in popularity of online learning** also makes the top 4, and is seen as a big opportunity for **30%** of providers. Having both in-person and online opportunities taking top spots this year shows the variety and flexibility of the training market, with both offering growth potential.

"There are always challenges, however this year we are seeing positives due to the demand of our training due to how Covid lockdowns had stopped which follows a 3-year lifecycle of certification."

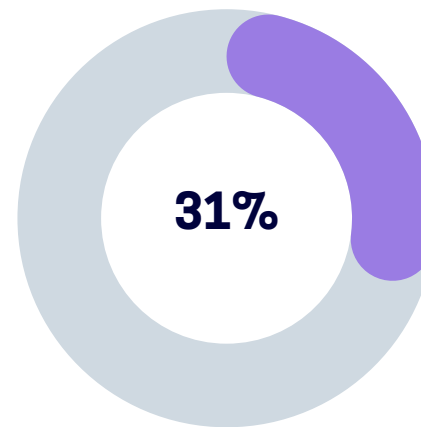
-Training provider response



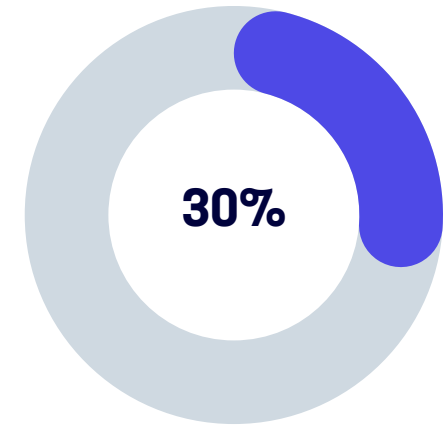
**More interest in
classroom learning**



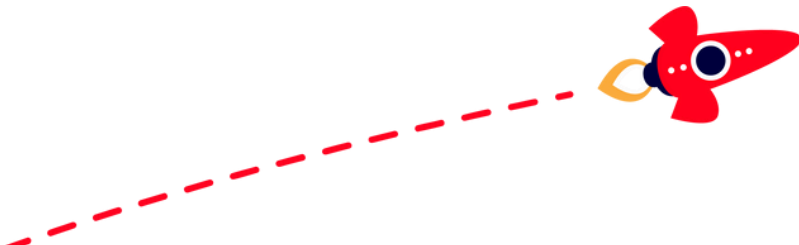
**Talent
development**



**Increasing visibility
through digital marketing**



**Increase in popularity of
online learning**



Learners' preferred training methods

When it comes to learners' preferred training delivery methods, **podcasts** are significantly underutilised (**29%** preference vs **9%** delivery), showing a major gap and a clear opportunity to expand where learners want more audio-based learning.

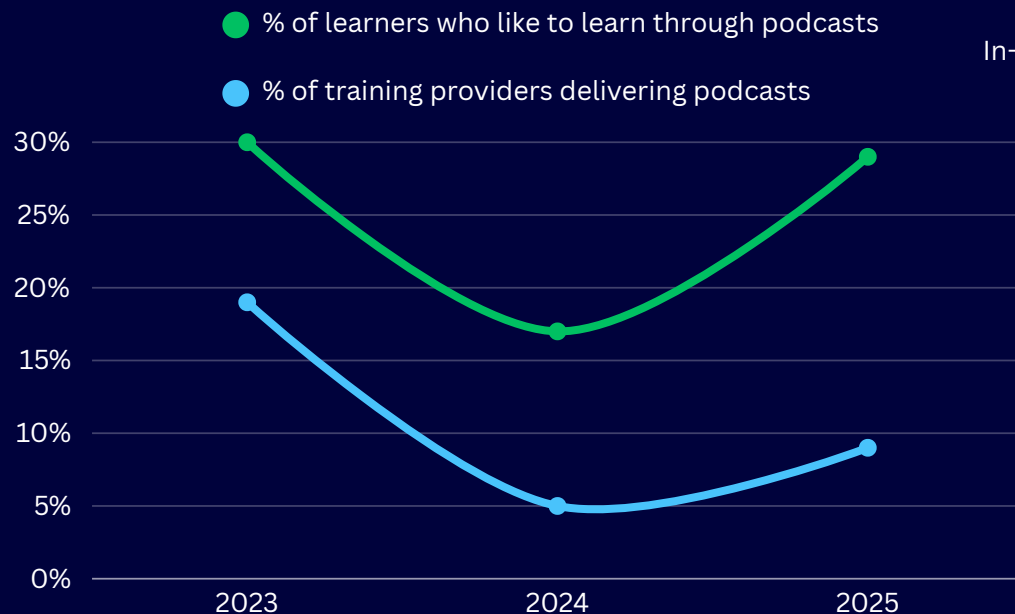
On-demand webinars are in high demand but underprovided (**43%** preference vs **20%** delivery), highlighting an opportunity for more flexible, self-paced learning.

eLearning is being delivered at twice the rate of learner preference (**31%** preference vs **64%** delivery), suggesting potential engagement issues or over-reliance on digital training. **1-1 coaching** is highly preferred but under-delivered (**57%** preference vs **41%** delivery), showing a strong demand for personalised learning experiences.

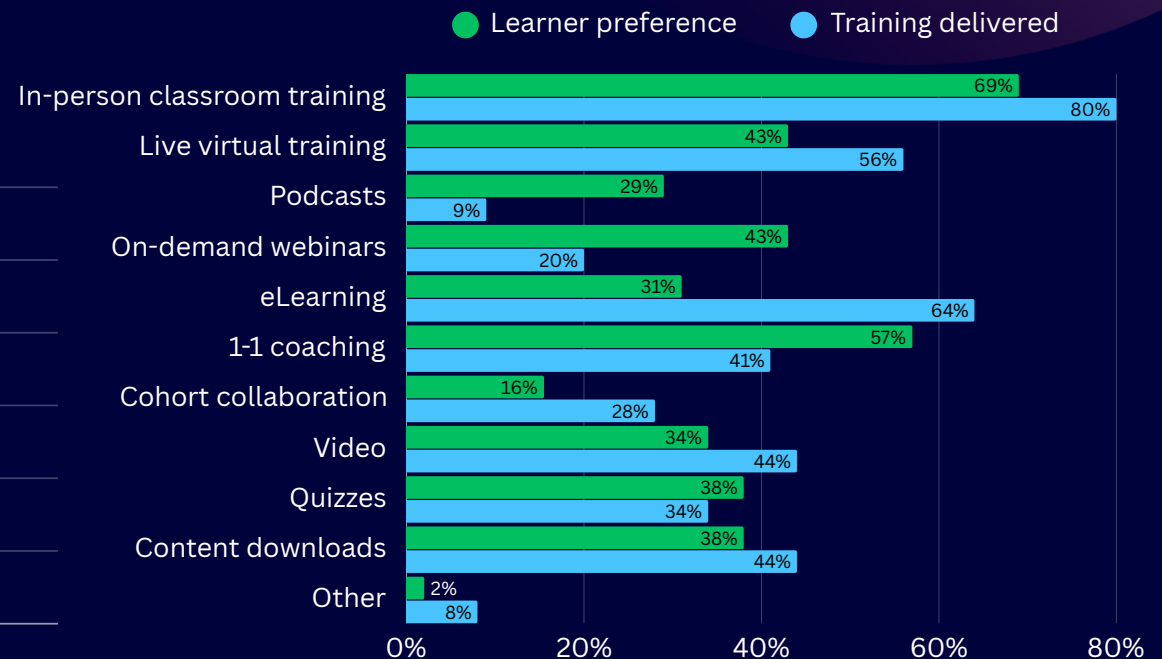
It's important to consider the **wider industry context** and nuance when looking at the data. Training providers often specialise in a **niche**, offering certain training delivery methods as it makes sense for the type of courses they run. In addition to this, we surveyed the *learners* themselves about how they like to learn in general - so the results show their preferred method for any course.

It's also important to consider a training provider's **target audience** - depending on the sector, they are often looking to attract bookings from managers on behalf of **multiple employees**, and not the learners themselves, which is something to consider when creating courses and choosing a delivery method.

Training delivered by providers vs learner preferences



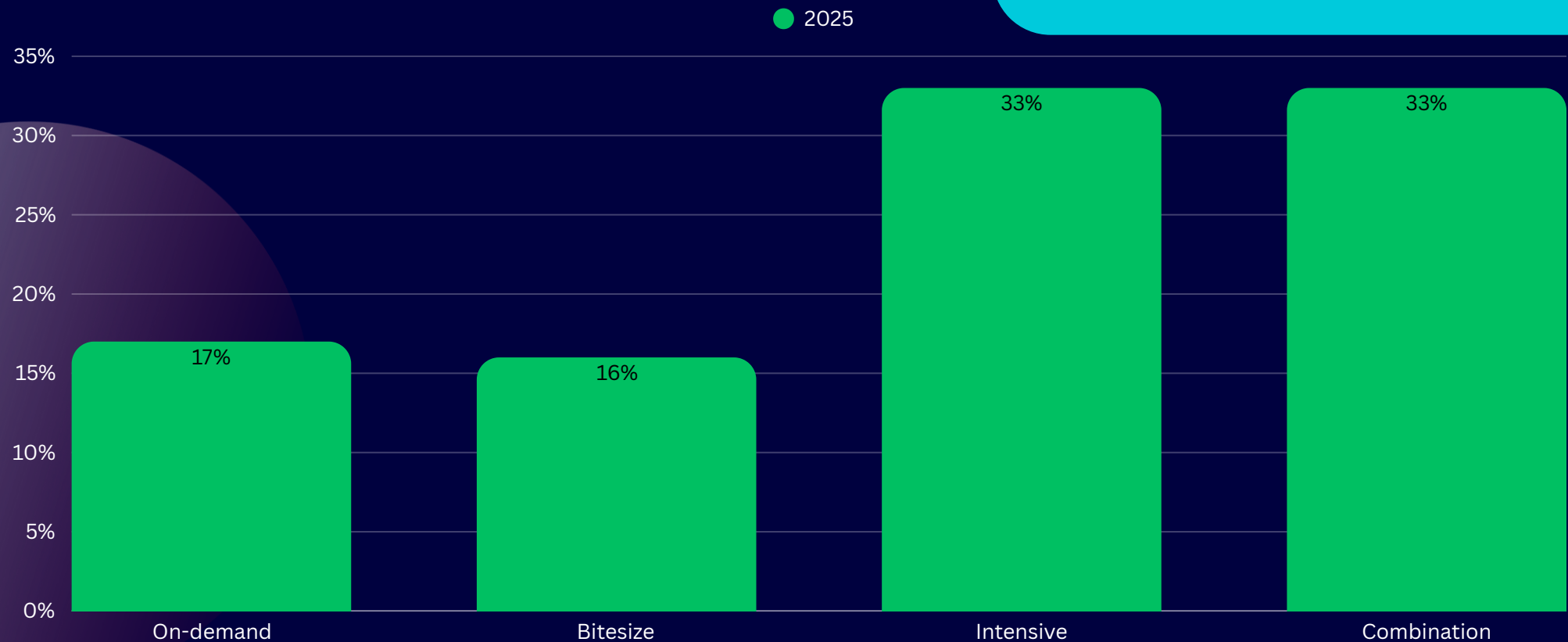
Training delivered by providers vs learner preferences



Learners' preferred delivery methods

The data suggests that a majority (**66%**) prefer either **intensive** or **combined** learning methods, indicating a desire for focused, deep learning with some level of structure. A smaller portion (**33%**) leans towards more flexible and **bite-sized** approaches, highlighting a preference for more manageable, on-the-go learning experiences.

On what timescales or schedule do you prefer to learn?



- **On-demand** - self paced online learning over many weeks
- **Bitesize** - shorter, typically live virtual sessions over a few weeks
- **Intensive** - full day short course
- A **combination** of all the above

Learners' thoughts on digital technology

What impact do you think advances in digital technology (e.g. AI) are having on the training industry?

"AI is an enabler, it allows everyone to do more."

"Technology has opened up many more options in terms of different ways of learning."

"People may use AI as a knowledge base, tailored exactly to their needs through specific prompts, delivered immediately, without the need for training, financial cost, and social demands of attending training sessions."

"AI is automating simple tasks, freeing up valuable time."

"I think there is an overload of online everything and people are drained. Screen time is affecting our wellbeing. A good combination of styles of learnings is needed."

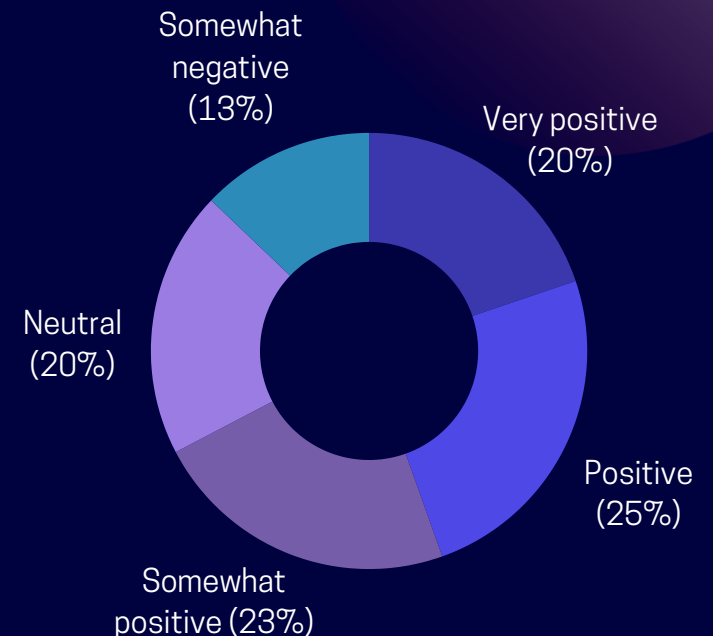
"It's available from anywhere at any time and is personalised."

"Technology obviously makes training more accessible and engaging because you can do it from anywhere, reducing the need to travel. But I feel negatively about generative AI, if a training provider ever used it to make training course material I'd be really angry, it's so lazy and low quality. It suggests to me that they don't care about delegates."

"I hate the deepfake trainers with unnerving mannerisms and dodgy accents. The reliability of AI generated content is also questionable."

"I believe that it provides assistance to training however I do believe that it is starting to be over used and abused slightly by people."

"Great tools, just need to be used responsibly and thoughtfully."



The majority (**68%**) of learners have a **positive** or **very positive** view of the impact of digital technology, suggesting excitement and recognition of its potential to enhance training. However, **20%** of learners remain **neutral** or **somewhat negative**, indicating a need for careful consideration of the challenges or limitations that come with new technologies in learning environments. Overall, while there is **optimism**, a degree of **caution** or uncertainty persists for some learners. Given that **AI** is still relatively new, many learners may have been exposed to both its **potential benefits and its risks**, influencing their perspectives. This suggests that ongoing education and transparent discussions about AI's role in training will be key to addressing concerns and maximising its advantages.

The State of the Training Industry

On average, training providers scored the outlook of the training industry this year at: **6.4/10**

This year, the comments made by training providers about **the state of the training industry in 2025** were split into a few distinct categories. The topic that was most frequently commented on was, understandably, **budgets and rising costs**. Here's what a few of them had to say:

"Training budgets are often the first to be cut when the financial climate gets tougher."

"Still suffering some training budget cuts after Covid - also affecting procurement's willingness to send delegates to site, when virtual allows an expense-free option."

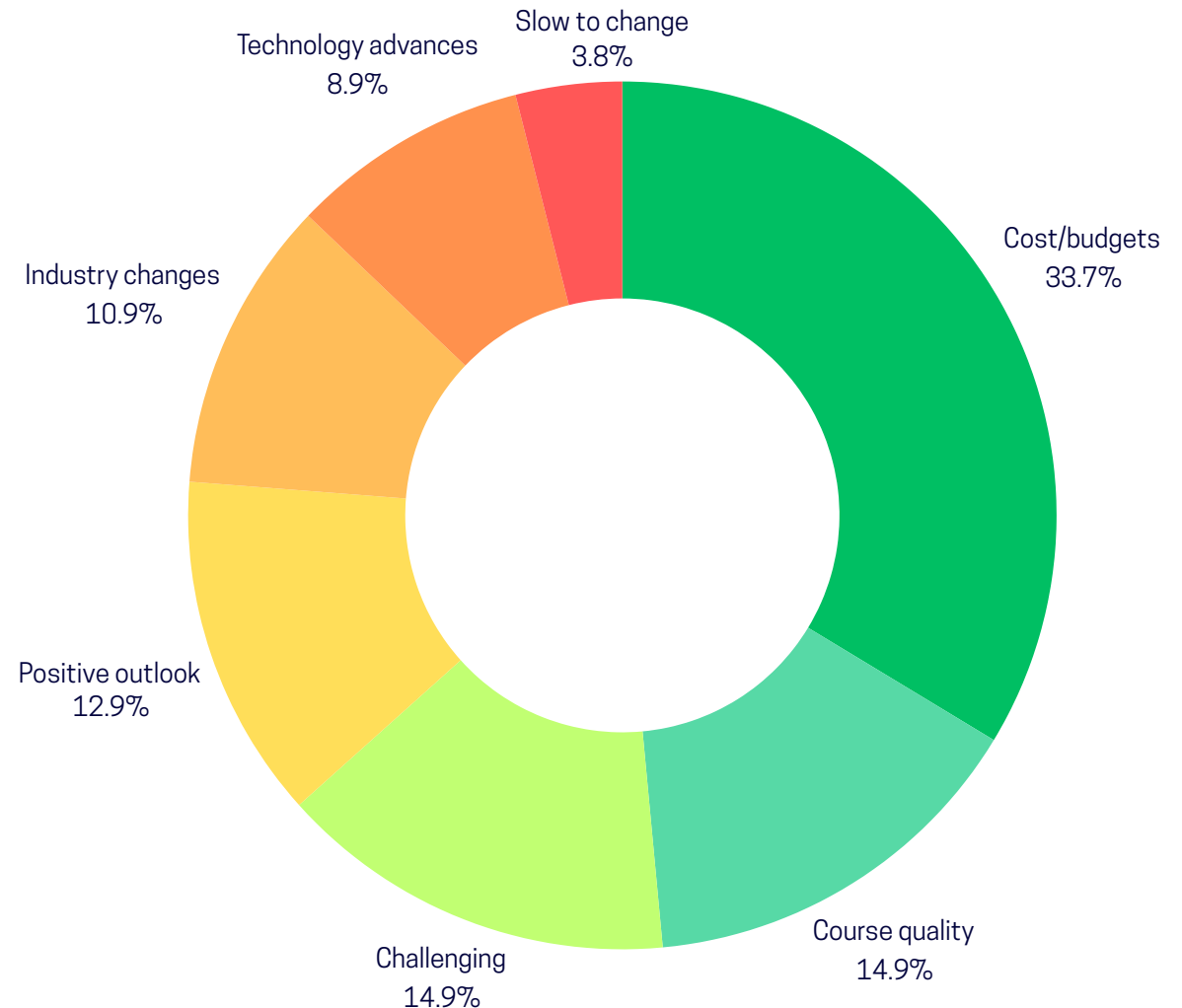
"Budgets keep getting tighter for clients."

An interesting theme that took a sizeable portion of this years' comments (**15%**) was **course quality**. Many training providers feel as though they are often competing in the same spaces as low-quality and unregulated courses, with **conflicting information** available for learners about the true difference in quality of each course. Here are some of this years' comments regarding course quality:

"Training is unregulated and as such, there is significant variation in quality."

"There's a lack of expertise and an emphasis on certification rather than skill development."

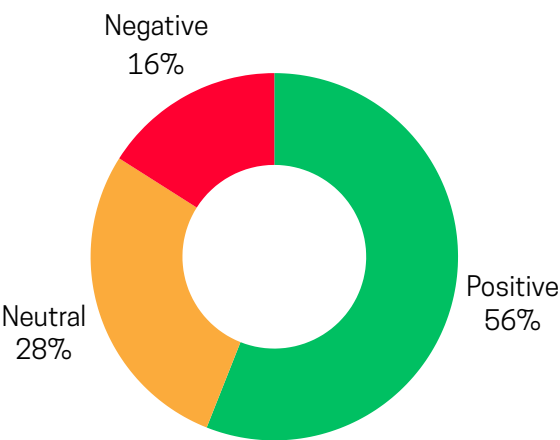
"Too many rogue centres and trainers."



Looking ahead

On average, training providers rated their personal outlook for their training business/programs in 2025: **6.1/10**

Although training providers have rated their personal outlook at a conservative **6.1/10** this year, mainly due to financial constraints, poor quality competition and lack of resources, it appears that they are also being cautiously optimistic. The largest proportion of comments received regarding personal outlook were positive (**56%**), with **28%** neutral comments, and just **16%** showed a negative outlook in their commentary. Below are some examples of comments received in the survey:



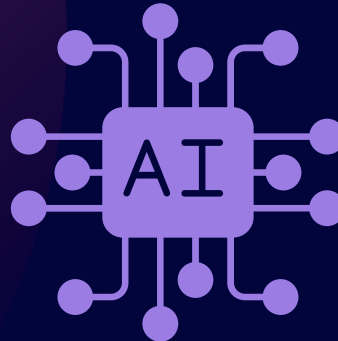
Positive	Neutral	Negative
<i>We could double our turnover if we do things right.</i> <i>Fairly positive as newly won contracts in 2025 come online.</i> <i>We are entering some exciting new partnerships and hoping that these will help to grow our business.</i>	<i>Determined to remain customer-focused.</i> <i>I am optimistic about some of our programs for 2025, but I doubt our ability to expand and find new clients where we can land and build a lasting relationship.</i> <i>The need for training is going to increase but so will competition and there is a need for training providers to be flexible to react to quick trends that might have shorter than usual shelf lives as skills keep evolving.</i>	<i>2025 will be very challenging as our PLC company expects higher and higher profit during difficult conditions.</i> <i>I have some concerns about business spending in 2025, as this could affect our revenue.</i> <i>Competition from "free" (often just content marketing from vendors) resources and low-cost (and usually low-quality) online alternatives is fierce. Our product is better than ever, but marketing is spread so thin I fear that we're not getting the right message to the right people, and sales are suffering.</i>

Conclusion

So, what have we learnt?



There is a large gap in perceived importance/effectiveness of SEO vs. how learners find training courses. 43% of learners use search engines to find courses, yet only 5% of providers cite it as one of their most powerful marketing tools.



Learners are, on the whole, positive about advancements in AI in the training industry. Full-scale adoption of AI tools in training operations is still relatively low, but most providers are using AI in some capacity to manage training.



Delegate-focused KPIs are the most important measures of success for training providers, with customer/delegate satisfaction coming out on top, followed by course attendance and course completion/success rate.



About accessplanit

At accessplanit, training is in our DNA. We know running a training business is tough.

Our training management software is configured to plan, manage and sell your training courses and resources, all in one place. Helping you to get organised, be more productive and scale your training business.

[View our case studies](#)



Plan

Improve forecasting and business visibility



Manage

Streamline operations with automation



Sell

Grow with intention and boost course bookings

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