

Training Industry Benchmark 2018: How do you measure up?

Presenter Details

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Training companies increasingly expected **to do more with less** (lack of resource as a challenge is up 47% since 2016)

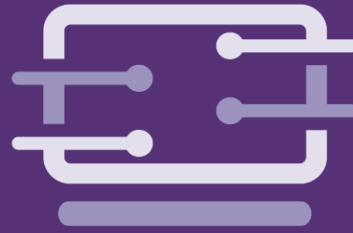
Almost **half of respondents** feel that **sales and marketing** will be **challenged by** the introduction of the **GDPR**



Less than a quarter of respondents felt that **Brexit has had an impact** on their organisation



Despite levy concerns, **apprenticeship delivery** was **up 28%** since 2016




63% of **training professionals** are yet to invest in **automated technology**

Almost **four fifths** of training companies use **face to face training** as their primary delivery method



Focus on **online learning and gamification** set to increase in **next 12 months**

The Training Industry



72%
Surveyed

Companies focussing heavily on in-house courses with focus not set to switch (main focus of 72% surveyed)

The Training Industry



+25%
Since 2016

Focus on online learning greatly increased
year on year (up 25% since last year)

The Training Industry



+28%
Since 2016

Increased uptake in apprenticeship delivery
despite of levy concerns (28% increase
since 2016)

Technology



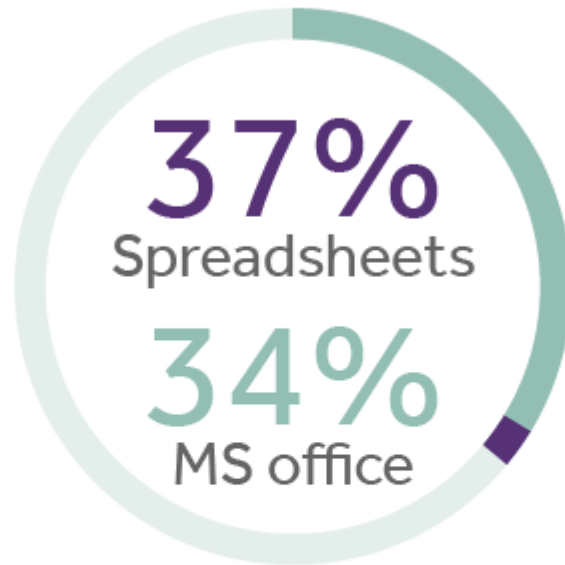
60% of respondents are still gathering feedback using paper happy sheets

Technology



63% of training professionals are yet to invest in automated technology

Technology



Spreadsheets (37%) and other software such as MS office (34%) are commonly used for business management

Sales & Marketing

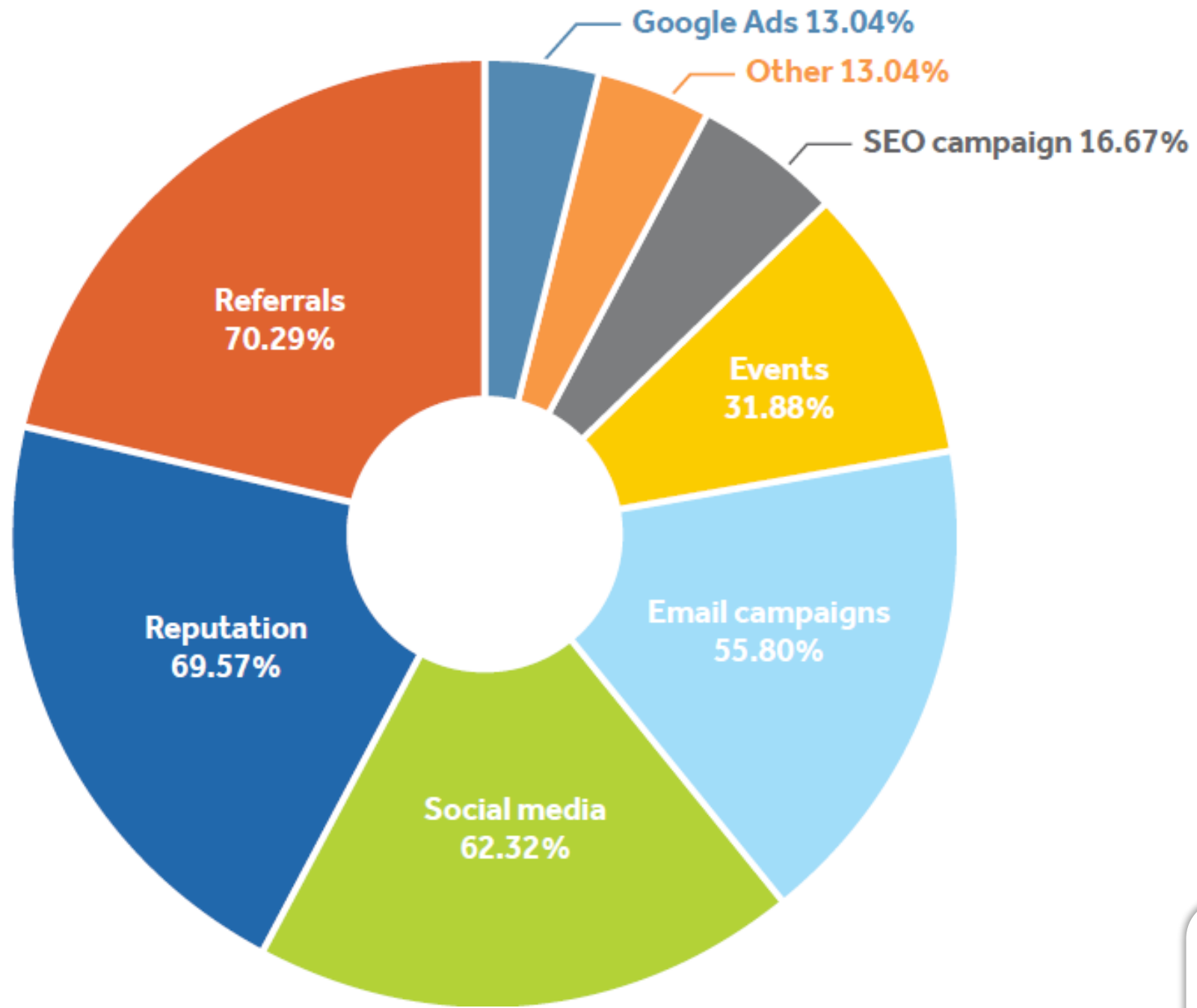


Reputation and referrals are increasingly important as part of training organisation's marketing strategy

Sales & Marketing



Digital marketing such as SEO and PPC still low on the agenda for training organisations



How would you characterise the state of the training industry today?



