YOUR Membership & Benefits Handbook

We are pleased to present more information on your membership and its benefits covering our e-publications, exclusive member meetings and webinars, support to our members, discounts and offers along with advertising and communications with AELP.

Countdown

Countdown is AELP’s weekly e-newsletter for Members, although it is also read by a wide range of influential stakeholders and policymakers.

It keeps Members up to date with everything going on across the skills and employment sector.

This includes government and funding agency announcements, consultations, publication of major reports and summaries of conferences or stakeholder meetings. It also informs about the latest provider support programmes and upcoming events, such as conferences, workshops or webinars. A popular feature of Countdown is the Chief Executive’s introductory remarks with a frank assessment of key issues and unreserved recommendations on what needs to be done to make skills and employment programmes more effective.

Countdown is automatically emailed to all FULL and Associate Members each week.

The Insider

AELP produces The Insider as a bi-monthly digest to all Members and contains all the information you need to keep you fully up to speed with the latest news and policy developments from our Sector Forums and Special Interest Groups.

Each edition will focus in on a key theme. These themes cover the key issues that impact on our sector, including: Recruitment, Law, Digital, Careers and IAG, Communications and Media, Governance and Leadership. For each edition, AELP Patrons will be submitting content and leading the agenda. This will mean that members can benefit from their expertise much more readily, as well as gaining access to best-practice advice and thought-leadership pieces. There are also advertorial opportunities for Members and partner organisations to promote products, services and events. The Insider is published bi-monthly, on the first working day of the appropriate month. If you would like to be included in the circulation of The Insider or use it for promotional purposes, email AELP at: enquiries@aelp.org.uk.

CEO Update Webinars

Every month, AELP CEO Mark Dawe provides a full analysis of the key skills and employment issues exclusively for AELP Members in an hour-long webinar.

Featuring intelligence gathered from almost daily conversations with senior government and funding agency officials, members get the inside track from Mark on what is really going on.

The commentary aims to help guide providers on their strategic planning and to look out for any opportunities or potholes on the road ahead. Members also have the chance to submit questions live during the webinar and to receive an instant response. Feedback tells us that these webinars are highly valued by Members – another good reason to join AELP!
AELP Exclusive Member Meetings

AELP’s Special Interest Groups (SIGs) and Sector Forums meet between 3 and 6 times a year. They provide AELP Members with the opportunity to discuss current and future issues specifically affecting identified industrial or occupational sectors or special interests.

They facilitate a flow of information between the AELP executive and the wider membership, ensuring that the executive is as fully informed as possible on sector-specific issues to inform overall policy and thinking. Additionally, they give members the opportunity to hear first-hand from the executive about issues that may impact upon their sector interests.

The SIGs and Sector Forums aim to lead thinking on the development of AELP policy with regard to its sector-specific issues. They help spread good practice amongst members, stimulate new thinking and new ways of working, and allow for networks of professionals to be built up to support excellence in provision.

These meetings (through the Chair) support and promote AELP policy in all public settings.

Research

AELP has a dedicated research team that provides the qualitative and quantitative evidence to back our policies and activities.

Additionally, we undertake external research work and have recently been looking at a number of key issues, such as gauging employer intentions regarding their Apprenticeship recruitment with the imposition of the levy, and assessing the actual cost of delivering English and maths provision in various settings.

We provide a Quarterly Research Briefing which summarises recent reports and statistics that members need to be aware of. We also regularly report on and analyse key briefings including unemployment figures, rates of participation in skills training, and inspection reports.

The work we do is entirely for the benefit of our members so we would urge everyone to get involved as often as possible. By all means contact our Research Manager, Cath Gladding, on cgladding@aelp.org.uk if you would like more details on what we are doing, on our plans going forward, and how you can get involved.
AELP support for members & the wider sector

AELP is regularly involved in the delivery of large government funded support programmes. These programmes benefit the whole sector but often the support available is limited. However, we use our extensive membership database as one route to letting the sector know what is available and therefore our members are often the first to know about these opportunities.

Events, Conferences & Webinars

AELP's events, conferences and webinars are key in providing members with the most up-to-date and key developments within the sector and are an integral part of AELP's membership offering. Members do, of course, receive significantly reduced delegate fees to attend.

Our experienced events team deliver over 100 events per year, including three annual conferences; Spring, Autumn and during the summer, our two-day National Conference which is a must-attend key strategic event within the Skills and Employability sector calendar delivering to nearly 600 attendees per day. Full AELP members receive one complimentary place to attend both days which is worth over £560.00 - a significant saving when compared to many of our membership fees.

Events are topical and delivered by high profile and experienced speakers or facilitators and always provide a great opportunity to network with other members. Ranging in size and type they are often delivered around the country bringing the event closer to you.

The partnerships we have with government agencies including; Ofsted, the Institute for Apprenticeships and the Department for Education ensure our events keep you one step ahead of any significant announcements and changes in the sector.

Alongside our events, AELP also frequently deliver one hour webinars which offer the opportunity to listen to the latest news and sector developments from the comfort of your office. The recording of the webinar, presentation slides and any Q&As are often sent out post-webinar and are another valuable resource for your organisation.

AELP receives excellent feedback on all our events and is proud to deliver this service for our members.

AELP Event Management Service

AELP has many years experience in delivering topical and informative events, webinars, workshops and conferences to our members and the wider sector. Events range from small workshops to large scale conferences with up to 1,000 attendees.

As well as managing our own portfolio of events, the AELP Events Team have managed numerous conferences and events on behalf of; the Department for Education, the Learning and Skills Improvement Service, the Education and Training Foundation, UKCES and have collaborated on events with organisations such as Ofsted, CESI (now Learning and Work Institute) and YEUK.

Our specialist team has a strong track record of organising and delivering events at both a national and local level and endeavour to ensure a positive participant journey whatever the event from the initial enquiry, through to booking and...
finally to event attendance. There are 7 team members with nearly 50 years combined experience in event management all with a strong focus on delivering high quality and memorable events.

If you need assistance organising your event, contact us as we can offer support, guidance and the management expertise to ensure your event is as successful as our own. Email: events@aelp.org.uk or call 0117 947 2097.

**Need a Webinar?**

We also have the facility to manage high quality live webinars with dedicated and experienced staff. Our substantial investment in this system enables us to deliver up to 1,000 attendees and as it is interactive, it includes the option to conduct live polls, use a whiteboard and to respond to attendee questions during delivery to ensure lively and compelling sessions.

The system also provides the facility to measure participant attendance including: registrations, log-ins (including the time), drop-outs/duration of attendance and feedback.

With a simple access system and an easy registration process together with a number of reminders, we can ensure attendees do not miss the date. Technical support is also provided to any attendee experiencing technical difficulties with their own equipment but as all webinars are recorded, if due to unforeseen circumstances a participant is unable to log-in, the facility to download the recording, presentations slides and supporting materials is available post-webinar.

Contact our Webinar Co-ordinator at webinar@aelp.org.uk or call 07867 305907 for further details and costs.

**Internal and/or Bespoke Events**

A number of our external events may be delivered internally for our members and other organisations wishing to hold an event either in their own premises or at a convenient location.

Some topics may also be customised to meet the needs of your organisation (subject to agreement). Our internal events are often a popular and cost-effective alternative to sending multiple delegates onto an external AELP event, reducing attendance, time and travel costs. Contact the AELP Events Team at events@aelp.org.uk or call 0117 947 2097 for further information.

**Advertising Opportunities**

**The Insider - Display Advertising**

Advertising in The Insider is exclusive to AELP members. Advertising copy must be sent to the AELP Office via email to adminteam@aelp.org.uk. The copy deadline is 5 working days before the publication date (e.g. last working day of the month).

<table>
<thead>
<tr>
<th>Display Advertisement</th>
<th>AELP Members</th>
<th>Non-members</th>
</tr>
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<tbody>
<tr>
<td>A4 Half Page - Landscape</td>
<td>£160.00</td>
<td>£320.00</td>
</tr>
<tr>
<td>A4 Full Page – Portrait</td>
<td>£280.00</td>
<td>£560.00</td>
</tr>
<tr>
<td>Headline Banner</td>
<td>£290.00</td>
<td>£600.00</td>
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Direct Email

AELP members also have the opportunity to send direct e-shots to our database of contacts.

<table>
<thead>
<tr>
<th>Description</th>
<th>AELP Members</th>
<th>Non-members</th>
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</thead>
<tbody>
<tr>
<td>Emails to AELP Member Contacts</td>
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<td></td>
</tr>
<tr>
<td>Html e-Advertorial</td>
<td>£560.00</td>
<td>£800.00</td>
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<tr>
<td>Note: excludes job vacancies</td>
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Use of the AELP Logo

We would be delighted if you wish to add the AELP logo to your website. However, to maintain impartiality and to prevent any conflict of interest, the AELP logo should not be used to endorse or support your products or services.

If you wish to use the AELP logo on other marketing communications, it would be advisable to seek permission first. A proof of how the AELP logo will be represented will also be required. Please contact the AELP Admin team via email to adminteam@aelp.org.uk for a hi-res version of the logo.

AELP Communications

To ensure you receive all AELP communications, please do both of the following:

1. Ask your IT support to whitelist our new sending address aelp@aelp.org
2. Add our new sending address aelp@aelp.org to your safe senders list

Updating your Information

To ensure we provide you with the best possible service, please update your contract details and or figures via the AELP website when any changes occur.

Go to the members login page followed by “View Profile” to edit.

Benefits Chart

For full details on your membership benefits whether you are a full member or an associate member, please view the Membership Benefits Chart for further details.
AELP Member Discounts & Offers

AELP have partnered with a number of organisations to offer a selection of discounts and member exclusive offers to members. Remember to quote your AELP Membership number to benefit from any of these offers.

**TrainSure**

With over 50 years’ experience, Trainsure remains the leading provider of insurance solutions for the Training Industry. In partnership with AELP, Trainsure have now launched a new and exclusive policy for members.

**Benefits include:**
- Lower Excesses for AELP members
- Free Policy consultancy for Government Funding contract obligations
- Higher sums insured
- Additional automatic covers

**Contact:**
- 01274 206500 | www.trainsure.com

**Istead**

Free Event Filming - hire us to provide audio visual support at your next event and our cameraman will film it for free. Using our broadcast HD camera he'll capture the buzz of your event from guest arrivals to keynote speakers throughout the day. Event footage can be great for promoting future events and is ideal for marketing purposes.

**Contact:**
- 024 7663 5530 | www.istead.co.uk | enquiry@istead.co.uk

**Apprenticeship Jobsearch.co.uk**

Advertise for your new staff on FE Careers and Apprentices on Apprenticeship job search. One dashboard, but two job boards. Your credits work on both www.fecareers.co.uk and www.apprenticeshipjobsearch.co.uk!

Unlimited job credits across both FE Careers & Apprenticeship job search AELP discount:

- **Annual:** £3000 + vat (38% off the usual rate of £4825) plus 250 CV downloads!
- **Monthly:** £299 + vat per month (25% off the usual rate of £399 + vat)
- Quote AELP discount to gavin@fecareers.co.uk

**Contact:**
- 08456 125 750 | www.fecareers.co.uk/rate-card.html

**CarpeDeem**

We all need a little help to make our marketing spend go further ...so take advantage of this exclusive AELP Member 10% Discount Offer on print or merchandising.

CarpeDeem provides innovative marketing solutions....making ideas a reality, offering excellent quality and service and all within budget

**Contact:**
- 01633 860 400 | www.carpedeem.co.uk

**AELP Members benefit from the following product discounts:**
- Complete Guide to Funding Apprenticeships – 15%
- Annual Apprenticeship Conference – 40%
- FE Week Festival of Skills – 40%
- LSECT events attendance – 10%
- Recruitment advertising in FE Week, Schools Week and online with Education Week Jobs – 20%

**Contact:**
- 020 8123 4778 | www.educationweekjobs.co.uk

**GetMyFirstJob**

GetMyFirstJob are offering AELP members an exclusive 15% discount off your initial order – on either the TalentPortal platform, apprenticeship recruitment or marketing services to their active talent pool of over 70,000 young people. Simply quote for AELP membership number to receive the discount.

**Contact:**
- 023 9387 6395 | info@thetalentportal.co.uk | www.thetalentportal.co.uk

**Reduced Sign Up Fee**

The Fellowship of Inspection Nominees (fin) An organisation dedicated to supporting the nominee, with effective quality preparation and resources, minimising risk and maximising inspection outcomes.

- AELP Members receive £100 off the sign-up fee
- AELP Patrons receive a full sign up fee discount

**Contact:**
- membership@fin-online.org.uk | www.fin-online.org.uk

**Discounted Apprentice Extra Cards**

If you’re looking for a way to incentivise your apprentices – why not give away an apprentice extra card? Cards can be bought in bulk directly from NUS at a discounted rate in the form of digital voucher codes. A minimum of 50 vouchers can be bought at any one time. Additional discount is also applied once the number of vouchers bought increases. For further information please contact apprenticecard@nus.org.uk

**Contact:**
- 0845 5210 262 | www.nus.org.uk

**10% Discount**

AELP Members benefit from the following product discounts:

**Contact:**
- 020 8123 4778 | www.educationweekjobs.co.uk
Contact Us

General Enquiries
✉ enquiries@aelp.org.uk
📞 0117 986 5389

Finance Team
✉ accounts@aelp.org.uk
📞 0117 947 2092

Jane Hickie
Chief Operating Officer
✉ janehickie@aelp.org.uk
📞 07909 966 621

Member Meetings Enquiries
(Special Interest Groups and Sector Forums)
✉ memberevents@aelp.org.uk
📞 0117 947 2099

Membership Enquiries
✉ membership@aelp.org.uk
📞 0117 947 2090

Events Team
✉ events@aelp.org.uk
📞 0117 947 2097

Helen Bourke
Director of Membership Services
✉ hbourke@aelp.org.uk
📞 07891 529 393

Jane Hickie
Chief Operating Officer
✉ janehickie@aelp.org.uk
📞 07909 966 621

Helen Bourke
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✉ hbourke@aelp.org.uk
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