

Training Industry Benchmark 2019: How does your business stack up?

Presenter Details

Joe Nixon

E: joe.nixon@accessplanit.com

T: 0845 543 0229





Three Quarters of all training professionals are **visiting training events** this year



Customer satisfaction is seen as the **biggest measure of success** in the training industry today



In-House and Short Courses are still by far the **most popular** method of training delivery



Use of **online evaluation forms** has **doubled** in the **past three years**



3 fifths of all training providers will be focusing on some form of eLearning in the **next 12 months**



One third of businesses are already feeling the **impact of Brexit**

The Training Industry



+36%

The focus on eLearning is growing exponentially, year-on-year- with a 36% rise since 2016



+ 14%

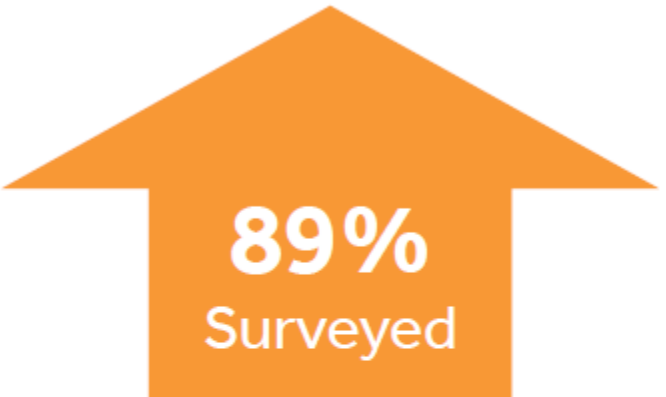
A rise in companies considering implementing eLearning within the next 12 months, compared to last year

The Training Industry



Gamification is on the rise, with triple the amount of providers focusing on it, compared with last year

The Training Industry



89%
Surveyed

89% surveyed expect to focus on some sort of short-course offering in the next 12 months

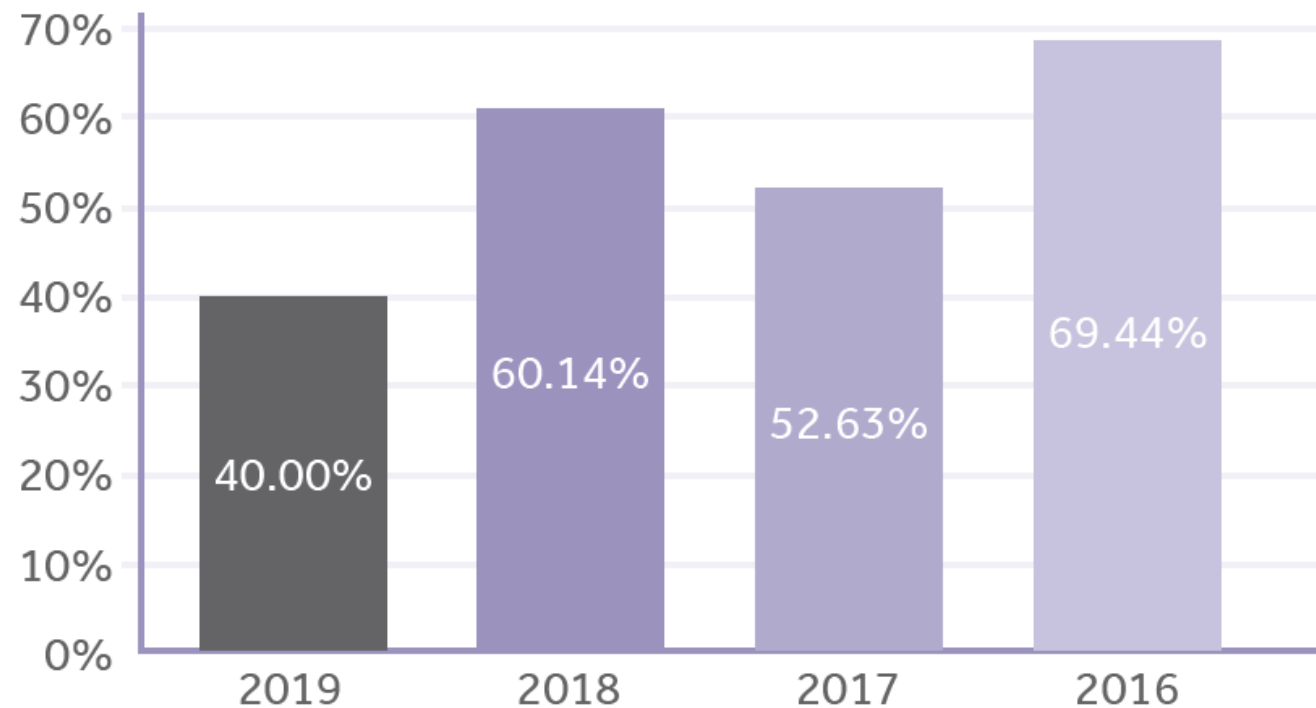
Technology



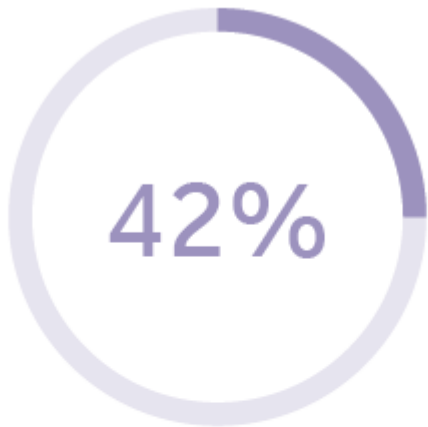
A huge rise in online bookings being the main source of course bookings for businesses

Technology

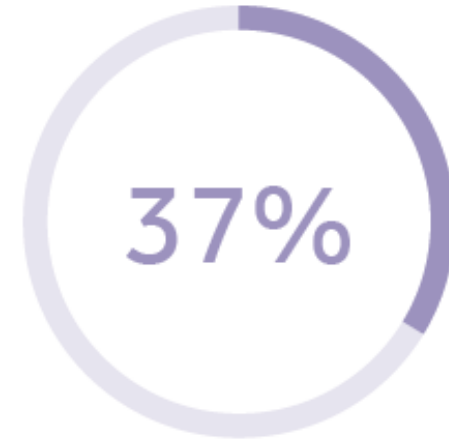
*How do you collect pre- and post-course feedback from your delegates?
(Paper happy sheet)*



Technology



Companies believe that their current management system is not effective



Companies not using a training management system that are still using spreadsheets to manage their training business admin

Sales & Marketing



76%

A monumental rise in the use of email marketing, with most training companies now using it as a marketing tool.

Sales & Marketing



100%

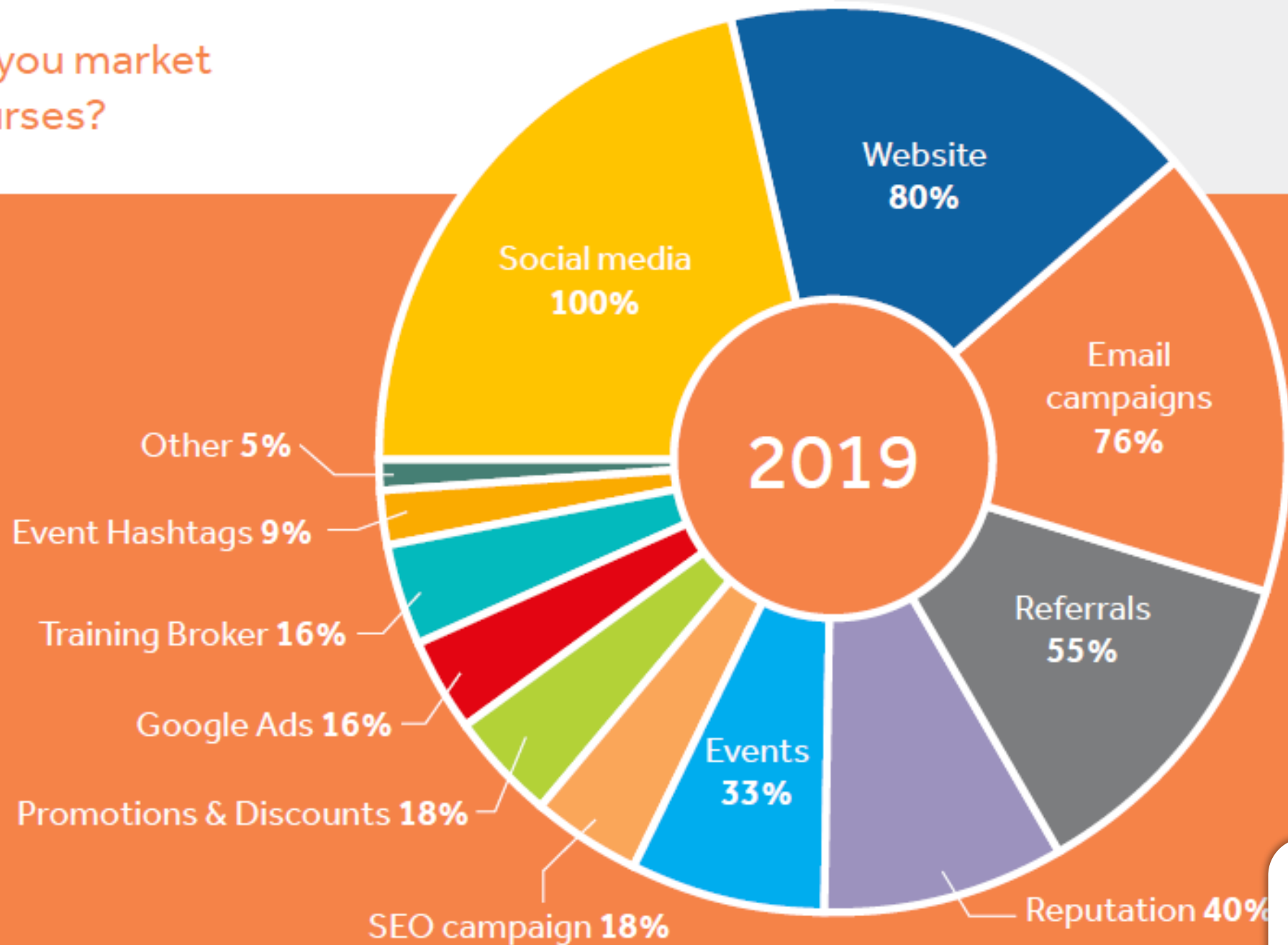
Everyone surveyed uses some form of social media to market courses.



56%

LinkedIn has the highest use within the training industry

How do you market your courses?



State of the training industry



