
National Training Awards 2010



Entry guidance booklet for organisational categories



The National Training Awards (NTAs) are the premier accolade for training and development in the UK and are run by UK Skills on behalf of the Department for Business, Innovation and Skills.

For over 20 years the Awards have highlighted the vast amount of excellent training going on in the UK. These Awards help to identify, celebrate and inform others about what is going on in the field of training. By doing this, the aim is to increase the amount and quality of training taking place, helping to achieve greater UK competitiveness, which is more important now than ever before.

Winning an Award can bring you national recognition and excellent external endorsement which can help raise your organisational or personal profile and promote the work you are doing.

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1 Small Employer category

2 Medium Employer category

3 Large Employer category

4 Providing Education and Training category

5 Partnership and Collaboration category

6 Now is the Time category

7 Individual category*

* This entry guidance booklet only covers the six organisational categories. If you are interested in entering the Individual category, please download the separate entry guidance booklet for individuals available at: www.nationaltrainingawards.com

Choosing the right category

There are seven Award categories in the National Training Awards as outlined below. If you are looking to enter a piece of training that you delivered for your own staff then please refer to the Employer categories in the first instance. If you are looking to submit training carried out on behalf of a client or clients then please refer to the Providing Education and Training category. If you are involved in a partnership or collaborative approach to learning, please refer to that category first. The Now is the Time category is aimed at training designed and delivered specifically in response to the economic situation and the Individual category is aimed at individuals who have really benefited others through their own commitment to learning.

Entrants are encouraged to submit more than one entry if these entries concern different programmes and different organisational benefits (not applicable to Individual entrants). However, two entries that concern the same training will not be accepted, even if they are entered in different categories.

1. Large Employer category (over 250 employees)

2. Medium Employer category (50–249 employees)

3. Small Employer category (up to 49 employees)

The three Employer categories seek to acknowledge and celebrate employers' commitment to training and development and how this is creating positive impact and achieving success. These three categories are aimed at varying sizes of organisation where the entry concerns the development of the organisation's own staff (or their volunteers), not those of a client or members of the community.

Please note that colleges, schools and other training providers should enter in the Employer category if the training described is for their own staff. If you are entering on behalf of a regional branch or subsidiary organisation please see the website for more guidance on which category is right for you.

4. Providing Education and Training category

The Providing Education and Training category seeks to acknowledge and celebrate a provider's commitment to offering a quality training and development service to clients and showing how this is creating a positive impact and achieving client success. This category is aimed at those who provide education and training both in a business

context and/or in the community. The entry must reflect your client's story, their needs and how the learning has benefited them.

5. Partnership and Collaboration category

The Partnership and Collaboration category aims to acknowledge and celebrate the positive impact and success created through the use of a collaborative approach to learning. This category is aimed at two or more organisations combining resources to work together on the development and delivery of the training. The arrangement will include significant and detailed contribution from all partners throughout the process. There will be clear demonstrable benefits to each partner, far beyond the financial incentive associated with a customer/client relationship, often through development opportunities on both sides and sharing of expertise. The relationship will often be a longer term arrangement not just an organisation contracting a provider for a particular project.

It is key that entrants in this category clearly define the contributions of each partner, the benefits to each and how the partnership itself is managed and evaluated. One partner must act as the lead for the purposes of the entry and they will be the main point of contact for NTA (this should be the client organisation if applicable).

6. Now is the Time category

The Now is the Time category is focused on recognising and celebrating excellent training which has effectively enabled an organisation to combat the effects of the global economic downturn and survive the recession. This category is open for private companies of all sizes as well as voluntary organisations that have improved their business performance through effective training during the recession. The training entered for consideration in this category must have started no earlier than September 2008 to be eligible and needs to have been designed and delivered as direct response to the current economic climate and the challenge this posed to the organisation.

7. Individual category

The Individual category seeks to acknowledge and celebrate an individual's commitment to training and development and directly benefiting others through this commitment.

If you are interested in entering the Individual category, please download the separate entry guidance booklet available at: www.nationaltrainingawards.com

Other recognitions

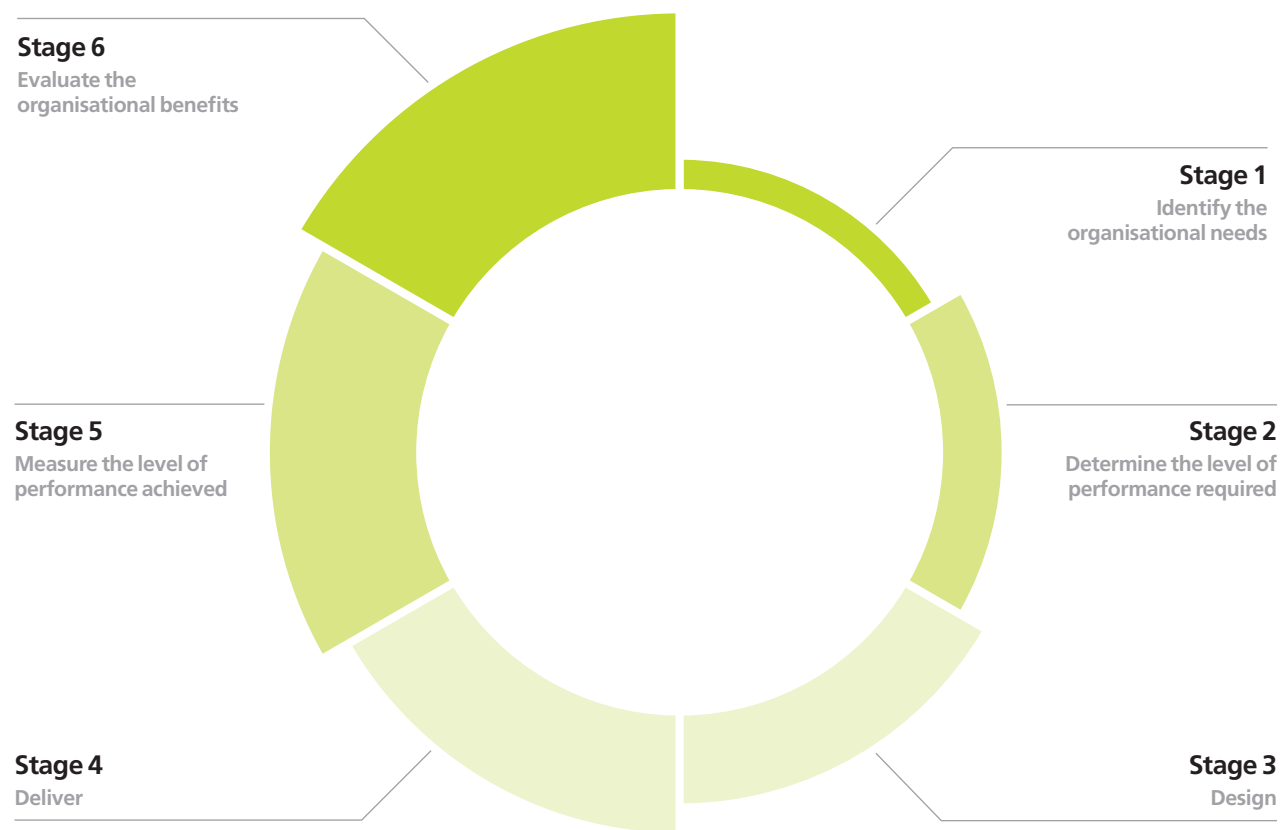
Skills Pledge

The National Training Awards promote organisations that commit to learning and development through making the Skills Pledge. The Skills Pledge is a voluntary, public commitment by an organisation to support all its employees to develop their basic skills, including literacy and numeracy and work towards relevant, valuable qualifications to at least Level 2. If you have made the Skills Pledge please tick the box in the entry form and if you are a finalist your commitment and your pledge will be recognised at the ceremonies and in our press releases (England and Wales only).

London 2012 Olympic and Paralympic Games

UK Skills is hosting the WorldSkills Competition in London in 2011. The following year London is also hosting the Olympics and Paralympics. The skills needed to successfully prepare for and run these competitions are amongst those celebrated by UK Skills and the National Training Awards. So, if you are providing goods, services, facilities or training for the Olympics please tick the box on the entry form and if you are a finalist your involvement will be recognised at the Regional and National Awards Ceremonies.

For the last 24 years the National Training Awards have offered organisations a key evaluation tool in the form of the learning framework model below. This is based on widespread experience of excellent training and the processes that surround it, from the initial business need and skills required, through design and delivery to the ultimate impact on the individuals and the organisation. You will find it helpful to consider this model when completing your entry, many past entrants have incorporated this into their longer term evaluation strategies as a result!



The entry forms for all six categories are set out as follows:

Section A

About your organisation or partnership

Section B

Description of your organisation or partnership

Section C

Your training story

Question 1

Question 2

Question 3

Question 4a

Question 4b (Resubmissions only)

Section D

Endorsement

You can download the entry forms and/or apply online at the NTA website: www.nationaltrainingawards.com

If you have any questions about putting together your entry please contact the NTA helpline:
T 0800 0191 475
E info@nationaltrainingawards.com

Choosing your training story

The Judges are looking for you to tell them an inspiring story about a piece of training you have undertaken which you can demonstrate has made a real difference. Wherever possible, you should focus your entry on a specific learning initiative which can be clearly linked to the resulting impact on the organisation and/or community.

The first thing to do is to define which training story you want to tell. When choosing, look for the story you feel most enthusiastic about and for which you have real evidence of the difference the training has made.

The best entries are those which avoid jargon and provide the key facts in an accessible and inspirational way.

What kind of training can be entered?

The NTAs celebrate learning in the widest sense, through both formal and informal ways of developing people's skills. The term 'trainee' is used throughout this entry guidance booklet to broadly describe anyone who is undertaking this development.

The need for evidence

To be considered for an Award, you will need to be able to put forward tangible and clear evidence of your success. The sort of evidence the Judges are looking for includes:

- Statistical evidence (for example profit, cost savings, numbers helped into employment, reduction in staff turnover etc).
- Quotations from the learners and other beneficiaries illustrating performance changes, qualifications and awards gained.
- Survey evidence.
- Brief, relevant case studies as appropriate.

Check that your entry

- Describes results that you are proud of.
- Has clear organisational/community benefits that have been measured.
- Has evidence to support the achievements you have included in the entry.

The most important thing to remember when completing the entry form is to make sure that you provide enough information in each section. This needs to support any claims you make about the benefits of the learning. Judges will be looking for clear links between the learning undertaken and the benefits to the organisation and/or community.

Putting your entry together

Award categories 1–5

1 Small Employer category

2 Medium Employer category

3 Large Employer category

4 Providing Education and Training category

5 Partnership and Collaboration category

If you are entering the Now is the Time category please go to page 14

You can download the entry forms and/or apply online at the NTA website: www.nationaltrainingawards.com

If you have any questions about putting together your entry please contact the NTA helpline:
T 0800 0191 475
E info@nationaltrainingawards.com

Section A

About your organisation or partnership

In this section, you must give the Judges some specific information about your organisation or each organisation involved for Partnership and Collaboration entries and allocate a title for your entry (in no more than 15 words). This should summarise in one sentence the focus and context of your entry for the Judges, e.g. “leadership development in the construction industry” or “developing the skills and employability of ex-offenders”.

Your NTA entry will be judged and celebrated on a regional basis. The region is allocated based on the postcode you provide on the front page of the entry form. If you would like your entry to be judged and celebrated in a different region you will need to select this on the entry form. The judging region should be where the impact of the training is mostly felt. It is also where the Judges may be visiting you and other key people relevant to your entry.

The words you use in this section are not subject to a word count (except for the entry title), unlike sections B, C and D.

Section B

Description of your organisation or partnership

(Up to 150 words for Large, Medium and Small Employers and Providers of Education and Training. Up to 300 words for Partnership and Collaborations).

When describing your organisation, please tell the Judges about what you do and the sector you work in. If the learning you are describing applies to just one team or department, explain how this fits within the organisation as a whole. Providing Education and Training entrants should briefly describe their organisation but focus the majority of this section on their own client organisation(s) that are relevant to the entry.

Partnership and Collaboration entrants must also include:

1. A description of all organisations involved.
2. A description of how the partnership came about and the contribution made by each partner.
3. A description of the benefits to each partner and how you monitor and evaluate the effectiveness of the partnership.

Section C

Your training story

The questions in this section relate to the NTA Learning Framework model on page 4 and are designed to allow you to fully evaluate your training and successfully tell the Judges your story. Previous entrants have found this model to be an invaluable tool to assist their evaluation on an ongoing basis. You will find it helpful to work through this when you prepare your entry. Remember that if you are entering as a Provider of Education and Training then the focus of the entry will be on your client or client group.

Section C

Question 1

Please describe the organisational and/or community needs which motivated this training and the skills your trainees needed to develop (up to 350 words).

This question relates to Stage 1 of the Learning Framework



You must include

- 1. The organisational/community need for the training:**
 - Consider the internal and external drivers for the learning. For example, a need to improve your organisation's performance in response to a changing marketplace or to respond to a specific community based need.
- 2. The position before the training, e.g. organisational/client performance or community need:**
 - Please give performance figures as relevant to the need identified above, e.g. turnover, market share, staff retention etc. It is important for Judges to accurately understand your starting point in order to judge the success the training has had in moving the organisation forward.
- 3. What you planned to achieve, the targets set for improvement and how you planned to measure your success:**
 - Consider what you wanted to change or improve in the organisation or community in response to the needs identified above. What were your objectives and what measures of success would tell you that you had achieved them? Measures of organisational success could be things like an increase in productivity or profit and/or an improvement in staff morale or turnover. Community based measures of success could be things such as number of learners helped into employment, reduction in re-offending rates or specific community improvements through social enterprise projects.

Section C

Question 2

Please describe how you designed and delivered the programme and how you made the best use of resources (up to 350 words).

This question relates to Stage 3 of the Learning Framework



You must include

- 1. The programme content and design, the learning approaches chosen and why:**
 - Consider what needed to be learned to improve performance as described in question 1. Describe the learning activities that you chose (for example, workshops, coaching, mentoring, videos, role plays, project work).
- 2. How this design was tailored to meet the needs of the trainees (and clients for Providing Education and Training entries):**
 - Judges are keen to see how you designed the learning to best meet the learner's, organisation's, client's or community's needs. For Providing Education and Training entries Judges also want to see the extent to which the training was 'demand led'.

This question relates to Stage 4 of the Learning Framework



You must include

- 1. How the programme was delivered, by whom, to how many trainees and in what timeframe:**
 - Consider what actually happened. How many people took part in the learning and when? How did you manage the programme? Was delivery internal or external and who were the staff involved in managing it.
- 2. How closely the delivery matched initial plans and if there were any unexpected challenges to be overcome:**
 - How did the actual delivery match the plans you outlined above in the design stage? Were there any unforeseen challenges and if so how did you deal with these?
 - Were any problems avoided by good planning and were there any adjustments made during the programme as a result of reviews?
- 3. The number of trainees completing each programme, how many non-completers there were and how they were supported:**
 - Include the number of learners that started in comparison to those that successfully completed. Describe any flexibility/assistance given to those that struggled to complete.
- 4. A full cost breakdown including (as appropriate):**
 - Costs of training materials, venues, delivery staff (fees or salaries), cost of taking trainees away from the workplace and any funding or external support received. This is essential information for the Judges to determine the value for money offered by the programme. Please note: all information provided in the NTA entry form is confidential.
 - How this compares to the planned costs and resources you allocated.

Section C

Question 3

Please describe the learner achievements as well as the direct benefits from the training on the organisation and/or community (up to 400 words).

This question relates to Stage 5 of the Learning Framework



You must include

- 1. Actual examples of how trainee performance or behaviour has changed as a direct result of the training, what they can now do differently in comparison to before:**
 - Consider how the trainees have directly applied their learning and how it has impacted on their performance. Provide evidence which supports your description of how trainees behaviour and performance have changed. This could be statistics, examples, quotes, observations or survey results.
- 2. How this met your initial expectations and targets set:**
 - Have performance outcomes matched or gone beyond your aims for trainees' performance, as set out in question 1? If not, why not?
- 3. How improved learner performance will be maintained and evaluated:**
 - Consider the structures in place to maintain trainee performance, e.g. performance reviews, plans for ongoing development etc.

This question relates to Stage 6 of the Learning Framework



You must include

- 1. Actual examples of the direct benefits from the training to the organisation and/or community and the trainees. An evaluation of how well this met the needs and targets identified at the outset. Include performance improvement statistics and examples of the benefits gained:**
 - Consider the factual evidence you can provide to show how the organisation/community has benefited. Include statistics, examples, quotes, observations or survey results. Give evidence for any benefits you did not expect. Consider how the organisational and/or community benefits can be linked clearly to the training and the extent to which the organisational and/or community needs as outlined in question 1 have been met.
- 2. An evaluation of the value for money provided by the programme (a comparison of the benefits described above weighed against the costs of the programme given in Question 2):**
 - Consider the benefits you outlined above against the costs associated with the programme (as outlined in question 2). On balance, did it represent good value for money?
- 3. How the positive impact on the organisation and/or the community will be maintained and how learning will be used to ensure further development in the future:**
 - Consider how this programme is currently embedded in the organisation and how it fits with the organisational strategy, e.g. are there plans for future programmes or was this a one-off? Will this programme be rolled out to a wider internal or external audience?

Section C

Question 4a

What makes this story exceptional? (Up to 100 words).

You can consider

- 1. Any particular areas of exceptionality, such as challenges overcome, innovation, outcomes, etc.**
- 2. How this initiative compares with others in your sector, if this information is available.**
- 3. What other organisations could learn from your achievements.**

This is an opportunity to give the Judges a taste of why you are passionate about the work you have done and the contribution it has made!

Section C

Question 4b

Resubmissions only.
Please describe the key progress you have made since the submission of your last entry (up to 100 words).

Please describe what has happened since your last entry, including any further cohorts of learners or additional roll-outs of the programme. It is also important to include any further benefits and achievements.

Section D

Endorsement.
Please describe how this training and development impacted upon your organisation and/or the community (up to 200 words).

All entries require an endorsement. For Large, Medium and Small Employer entries the endorser needs to be a member of the organisation's senior management team. For Providing Education and Training and Partnership and Collaboration entries the endorser needs to be a senior manager of the client organisation. The Endorser is asked to provide a statement describing the impact and to endorse the success of the training and learning.

Putting your entry together

Award category 6

6 Now is the Time category

You can download the entry forms and/or apply online at the NTA website: www.nationaltrainingawards.com

If you have any questions about putting together your entry please contact the NTA helpline:
T 0800 0191 475
E info@nationaltrainingawards.com



Section A

About your organisation

In this section, you must give the Judges some specific information about your organisation and allocate a title for your entry (in no more than 15 words). This should summarise in one sentence the focus and context of your entry for the Judges, e.g. "leadership development in the construction industry" or "developing the skills and employability of ex-offenders".

Your NTA entry will be judged and celebrated on a regional basis. The region is allocated based on the postcode you provide on the front page of the entry form. If you would like your entry to be judged and celebrated in a different region you will need to select this on the entry form. The judging region should be where most impact of the training is felt. It is also where the Judges may be visiting you and other key people relevant to your entry.

The words you use in this section are not subject to a word count (except for the entry title), unlike sections B, C and D.

Section B

Description of your organisation (up to 150 words).

When describing your organisation, please tell the Judges about what you do and the sector you work in. If the learning you are describing applies to just one team or department, explain how this fits within the organisation as a whole.

Section C

Your training story

The questions in this section relate to the NTA Learning Framework model on page 4 and are designed to allow you to fully evaluate your training and successfully tell the Judges your story. Previous entrants have found this model to be an invaluable tool to assist their evaluation on an ongoing basis. You will find it helpful to work through this when you prepare your entry.

Section C

Question 1

Please describe the challenges your organisation was faced with as a result of the recession and why you decided to use training to overcome these challenges (up to 350 words).

This question relates to Stages 1 & 2 of the Learning Framework



You must include

- 1. A description and measure of the impact the recession had on your organisation and your organisational performance prior to the training:**
 - Consider the impact on the organisation created by the recession and why the training was needed. Please give performance figures as relevant to the need identified above, e.g. turnover, market share etc. It is important for Judges to accurately understand your starting point in order to judge the success the training has had in moving the organisation forward.
- 2. Why you chose to use training as a way of addressing this need.**
- 3. What the intended benefits were for the organisation, the targets set for improvement and how you planned to measure your success:**
 - What were your strategic objectives and what measures of success did you put in place to know when you had achieved them?
- 4. A description of the trainees, the changes in their performance you expected to see and how you planned to measure their progress against the targets set:**
 - Consider who the trainees were and how they performed/behaved prior to their learning. Why was this group of people selected? Compare the 'before' picture with what you planned for people to do differently after the learning and how you planned to monitor the improvements. How would this change in performance/behaviour help you to meet the objectives you outlined above and therefore meet the ultimate need?

Section C

Question 2

Please describe how you designed and delivered the training (up to 350 words).

This question relates to Stages 3 & 4 of the Learning Framework



You must include

- 1. The programme content and how the training was designed to meet the challenges your organisation faced as a result of the recession:**
 - Consider what needed to be learned to improve performance as described in question 1. Describe the learning activities that you chose (for example, workshops, coaching, mentoring, videos, role plays, project work).
- 2. How this design was tailored to meet the specific needs of your trainees.**
- 3. How the programme was delivered, by whom, to how many trainees and in what timeframe.**
- 4. How closely the delivery matched initial plans and if there were any unexpected challenges.**
- 5. Number and details of trainees successfully completing the programme and those who are now directly benefiting from the training:**
 - Include the number of learners that started in comparison to those that successfully completed. Describe any flexibility/assistance given to those that struggled to complete.
- 6. How you have used resources effectively including a full cost breakdown:**
 - Include (as appropriate): costs of training materials, venues, delivery staff (fees or salaries), cost of taking trainees away from the workplace and any funding or external support received. This is essential information for the Judges to determine the value for money offered by the programme. Please note: all information provided in the NTA entry form is confidential.

Section C

Question 3

Please describe the direct impact of the training and how this is helping the organisation to react positively to the challenges of the recession and prepare to be more competitive in recovery (up to 400 words).

This question relates to Stages 5 & 6 of the Learning Framework



You must include

- 1. Actual examples of how trainee performance or behaviour has changed as a direct result of the training, what they can now do differently in comparison to before:**
 - This could be statistics, examples, quotes, observations or survey results.
- 2. How the programme has created real benefit and stability across the organisation, including performance improvement statistics and examples of the benefits gained:**
 - Consider the factual evidence you can provide to show how the organisation/community has benefited. Include statistics where possible.
- 3. An overall evaluation of how well these outcomes met the needs and targets identified at the outset.**
- 4. An evaluation of the value for money and return on investment:**
 - Consider the benefits you outlined above against the costs associated with the programme. On balance, did it represent good value for money?
- 5. Evidence that investing resources into training has or will secure future development and how this improvement will be further built on to enhance future business growth and/or stability:**
 - Consider how this programme is embedded in the organisation and how it fits with the organisational strategy going forward, e.g. are there plans for future programmes?

Section C

Question 4a

What makes this story exceptional? (Up to 100 words).

You can consider

- Any particular areas of exceptionality, such as challenges overcome, innovation, outcomes, etc.
- How this initiative compares with others in your sector, if this information is available.
- What other organisations could learn from your achievements.

This is an opportunity to give the Judges a taste of why you are passionate about the work you have done and the contribution it has made!

Section C

Question 4b

Resubmissions only.
Please describe the key progress you have made since the submission of your last entry (up to 100 words).

Please describe what has happened since your last entry, including any further cohorts of learners or additional roll-outs of the programme. It is also important to include any further benefits and achievements.

Section D

Endorsement.
Please describe how this training and development impacted upon your organisation and/or the community (up to 200 words).

The endorser needs to be a member of the organisation's senior management team. They are asked to provide a statement describing the impact and to endorse the success of the training and learning.

The assessment and judging process

The National Training Awards are highly respected and valued because of the rigorous and objective three stage judging process.

Stage 1 – Assessment

First analysis to check entries meet the criteria.

Stage 2 – Regional judging and on-site visits

Regional panels are held across the UK. Entries are debated and winners are awarded by a team of expert Judges. All potential winners will receive an on-site visit by the Judges to verify and further discuss the evidence described in the entry.

Awards made at Regional judging: Regional Training Awards

(outstanding in the region)
Unlimited amount can be awarded.

UK National Training Awards

(exceptional in the region)
A maximum of one awarded per category per region.

Stage 3 – UK judging

An overall Winner of the Year is chosen in each category.

Awards made at UK judging: Winners of the Year

(inspirational across the UK)
One awarded per category
(seven in total across the UK).

Who are the NTA Judges?

The Judges are volunteers who have considerable experience and expertise in the world of learning and have excellent knowledge of the National Training Awards.

The Judges come from a variety of sectors and backgrounds – which is one of the reasons why you need to avoid using sector specific jargon.

Please visit the website: www.nationaltrainingawards.com for an NTA timetable including when all the judging, on-site visits and ceremonies will be taking place and a full breakdown of the judging and assessment process.

Please note that all NTA judging and assessment decisions are final. All entrants will receive written feedback on their entry but no discussion will be entered into around the final result unless there are associated legal implications.

Entry rules and guidelines

Eligibility

- To be eligible for the Awards, the main benefits from the learning must be seen in the UK, Channel Islands or Isle of Man.
- Vocational training for young people under the age of 18 is only eligible if significant employer or community impact can be demonstrated as a result of the training.
- Your entry will not be eligible if it goes over the word count in any section.

Resubmission

A resubmission is an entry which describes training and associated benefits which have been used as part of a previous entry within the past two years.

- Resubmissions are invited from previous Regional Training Award winners and non winners.
- UK National Training Award winners and Winners of the Year from within the last two years cannot resubmit the same entry within this time period.

Resubmitted entries will only be considered for a higher level award than that previously received (if applicable). If it is not considered that the resubmitted entry has reached the higher level award then no award will be made.

If your entry is a resubmission, please indicate this on the entry form give the year of entry and the result along with a summary of the progress made since the last submission.

Documents

If you need more space when completing the entry form, please insert additional A4 sheets as necessary, but do not go over the word count. Please make sure that all charts are clear and in black and white, as your entry will be photocopied for the Judges. Photographs should not be included in the entry. If you are not submitting your entry online or by email, your hard copy entry should be loose pages, not bound, stapled or laminated, and should be typed if possible. If you write your entry by hand, it should be clearly written in black ink. Entries that are submitted by email or online must not exceed 3MB in size. Please check this before submitting as entries over this size will be automatically rejected.

Word count

The word count applies to text used in sections B, C and D, each question of the entry form has a specific word count which must be adhered to and cannot be transferred to other sections of the form. Any text used in charts, tables or graphs will also be counted towards the word count for that question. Consider using abbreviated formats such as tables, bullet points and graphs for conveying facts and statistics. Please check your word count carefully. Be aware that Microsoft Word includes bullets and paragraph numbers as part of the word count but NTA does not.

Further help and advice

NTA on the web

Further advice and guidance on how to prepare your entry can be found at www.nationaltrainingawards.com. You will see a range of tools such as a webcast, frequently asked questions and testimonials from past winners. You can also download entry forms from the site and submit your entry online.

NTA information sessions

These are short free sessions held around the UK which offer an overview of the Awards with guidance on how to prepare an entry. They will also give you the opportunity to meet other entrants and talk to past winners about their experience. Check the website for dates and locations.

NTA Helpline

This is a free-phone number for all potential entrants to answer your questions and provide information on putting together your entry. To book a place at an information session or for any other help and information call the NTA Helpline on 0800 0191 475, open from Monday to Friday 9am to 5pm.

Detailed feedback

All entrants are provided with detailed written feedback to make sure the process of entering is really valuable to you. Many of our past entrants have used this feedback to improve their ongoing learning and evaluation processes and to shape future submissions to the Awards.

Press and PR for winners and finalists

Each year, a publicity campaign is run to promote finalists and winners to local, regional, national, sector and business media. You may be referred to in press releases unless you state otherwise. Partnership and Collaboration entries please note that for our local media campaign, we will only target the media for the entry's lead partner. As part of these campaigns, case studies are also produced on each entry that are sent to the media.

If you become a finalist, you will be asked to approve the case study before it is issued. As with any publicity campaign, it cannot be guaranteed how much publicity you will get. Some finalists and winners like to increase their chances of getting publicity by contacting their local/regional media directly. NTA can provide you with press releases, press lists and PR advice. Please provide the name and contact details of a colleague in your communications team (if this applies) on the entry form, as this will increase your chances of coverage.

Training Databank

www.trainingdatabank.com

The Training Databank is a website resource for people wanting to know about training best practice. It contains in-depth case studies on past National Training Award winners.

Sending in your entry

Deadline

**The closing date for entries
is Friday 23 April, 5pm**

**You can enter the Awards
in the following ways**

Online www.nationaltrainingawards.com
Email entries@nationaltrainingawards.com
Post National Training Awards
Blaenige
Blaen-y-Coed Road
Carmarthen
Wales SA33 6EL

Entries cannot be submitted by fax.

It is your responsibility to check that your entry has been received. If you have not received a confirmation email by Friday 30th April, call the helpline (Monday to Friday, 9am to 5pm).
T 0800 0191 475

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