



Online



Email



Print

About the Institute

The Learning and Performance Institute was established in 1995 and has grown year on year to become the most prominent and relevant representation of learning professionals today.

As a membership body the Institute represents over 4,000 learning professionals, the majority of which consist of Managerial and Director level professionals from the learning sector.

As an accreditation body we accredit over 400 organisations engaged in learning activity - constantly striving to raise the standard of learning and it's impact on workplace performance.

The Learning and Performance Institute epitomises trust, integrity and quality. The relationship built between the Institute and its supporters is unique and ensures that our communications are valued above many others.

The Institute will always maintain editorial control over any communications issued to members. In doing so, we ensure that only relevant content, offers and promotions are advertised in a manner which is not considered intrusive.



As the industry's leading Institute for workplace learning professionals, the LPI can provide access to a global network of Trainers, Consultants and HR Professionals.

Websites

learningandperformanceinstitute.com

Unique visitors: 2,500 per month (average based on Jan 2011 to Oct 2011)

learningprofessionalnetwork.com

Secure Social Network with over 2,000 active members

E-mail:

Learning Today

Over 3,000 members receive the Institute newsletter on a bi-weekly basis

E-shots

Dedicated eShot campaigns can be issued to over 12,000 Institute contacts within the learning sector

Print

Whether direct mail, event branding or joint research projects print campaigns with the Institute are guaranteed to leave a tangible lasting impression on your target audience

Used to promote major industry events such as Learning Technologies and LEARNING LIVE - printed marketing delivers you to the doorstep of over 4,000 Institute contacts

Partnership Opportunities

Whether you're looking to support your event or launching a new product or service - provided your message is relevant to our members the Institute can help.

We've developed a number of different mediums which organisations can use to engage our audience.

The Learning and Performance Institute is the Institute of choice for today's L&D decision makers. Here are a few facts about our members:

71% of LPI Members are involved in the decision making process for the purchasing of learning products and services

Over 60% are looking to increase their use of Learning Technologies in 2012

Professionals working within Internal Training Departments make up the largest sector of LPI members

Display Advertising

Display advertising is a great way to drive traffic to your website or bespoke landing page. There are a number of different offerings for display advertising, which can include creative services.

Web advertising based on 230x230px

Home page:

1 month	£1,200
2 months	£1,800
3 months	£2,300

Alternative pages:

1 month	£500
2 months	£700
3 months	£1,000

Recruitment Advertising

Recruitment adverts include the following placements as standard:

- Featured web listing for upto 3 months
- Placement in quarterly Institute recruitment newsletter - issued to over 3,000 members.
- Promotion via social media links

Recruitment advert: £250

Learning Today Newsletter

Issued bi-weekly every Monday, Learning Today is issued to over 3,000 inboxes. Providing access to valuable resources such as news, white papers, research, in-depth interviews - Learning Today is a valued communication for all LPI members.

Banner advertising

Learning Today contains only one banner advert per edition. These can be purchased individually or as a block of slots for you to use throughout the year.

Single banner	£200
5 x banners	£600

Advertorial

In certain circumstances Learning Today will open up one article space per issue to accommodate advertorial which is deemed relevant to the LPI membership. Content can be upto a maximum of 70 words with a link to a dedicated web page.

Advertorial: £250

Webinars

With an average of one new webinar every week - the LPI webinar programme is a comprehensive, continually evolving, live learning resource.

Webinars are a perfect way of capturing upto 50 delegates in a live interactive environment to discuss your products and/or services.

Running a webinar with the Institute couldn't be easier - we'll hand hold you through the entire process. All we will need from you is a 30 - 40 minute Powerpoint presentation outlining your offering. The Institute will:

- Host the entire event online
- Provide any technical support needed to help run the webinar
- Mediate the online discussion during the event
- Create a bespoke marketing campaign with your branding to promote the event
- Create a recording of the event, allowing you to relive the content whenever required.

Institute Webinar: £2,300

For further information about webinar opportunities please contact the marketing team.

Research & White papers

The Institute is constantly working on bespoke research projects centred around the key topics impacting the learning sector.

Although time consuming, conducting insightful research aligned to your objectives can be the perfect way to raise the profile of your organisation whilst feeding valuable information back into the learning community.

At the Institute we are happy to take the work out of bespoke research projects by partnering with organisations to:

- Design question sets
- Collate responses
- Produce jointly branded reports
- Create PR campaigns to maximise the coverage of the results

Research Projects: £2,500

For further information about joint research and white papers, please contact the marketing team.

LEARNING LIVE September 2012

LEARNING LIVE is an interactive Conference & Exhibition dedicated to workplace learning.

The event blends together leading L&D commentators, insightful workshops and a comprehensive exhibition space to create an event like no other.

Exhibit at LEARNING LIVE

LEARNING LIVE Exhibitors will have access to the following benefits:

- Prime stand space in the Live Exhibition Centre
- 2 free Exhibitor Passes for both days, including refreshments and lunch
- Delegate bag insert
- Website listing 200 words with logo and link on homepage for up until the event
- Delegate contact details (opt-in)
- Newsletter promotion, 100 word entry in Learning Today promoting your presence at the event
- LEARNING LIVE Exhibitor banner for inclusion on website and marketing material

Exhibit - from £2,450

Please note that we have a limited number of exhibitor spaces remaining for 2012.

Learning Awards February 2013

The Learning Awards are the learning community's premier awards ceremony.

The awards are presented at a glittering gala dinner held at The Dorchester, Park Lane, London.

The ceremony is the most eagerly anticipated event in the learning calendar with an audience of over 450 L&D professionals competing to get their hands on an award.

A total of fourteen awards will be presented to highlight outstanding success across a variety of categories – from learning technologies to leading innovation – success will set the winners apart as leaders in their field.

The action and re-action to the awards is covered across leading trade press publications.

For further information on sponsorship opportunities please contact the marketing team.

Sponsorship Opportunities - from £9,995

Please note that due to the popularity of the awards there are only a handful of sponsorship opportunities remaining.

Learning Survey

The Learning Survey is the definitive research project for the learning community. Guided by LPI members the Learning Survey is a thorough review of workplace learning and provides a road map for the future of learning throughout the year.

The Institute will start to collect responses from December, with response generation forming part of a major marketing campaign by the Institute and its partners.

The results of the survey are eagerly anticipated across all learning disciplines throughout Q1 before the final results are announced at the beginning of Q2.

Dedicated press releases will be issued throughout the year to highlight key trends and statistics taken from the research.

As sponsor your brand will be positioned as an associate partner for the research on all pre and post report marketing, with specific comment from a representative of your organisation supporting the subsequent press releases.

Investment - from £3,000