

HEaTED information for Course Providers

Increase your sales by working with HEaTED

What is HEaTED?

HEaTED (www.heated.ac.uk) is a membership organisation dedicated to supporting the professional development of technical and related staff working in Higher and Further Education and related Institutions. Our member Universities across the UK join HEaTED to open the doors for their technical and related staff to access a range of member benefits, which include discounted rates on specialist training and development (see <https://www.heated.ac.uk/benefits/>)

Why work with HEaTED?

HEaTED work with over 75 HEIs and over 3,000 Technical and Professional Services staff in the UK, with numbers increasing daily. By working with us you can expand your audience base through promotion of your training and development opportunities to this highly-skilled, niche community.

We have partnerships with many training and development providers who see the benefit in working with us to access our audience, and who provide HEaTED and our membership with special discounted rates. During the 2012-13 academic year, we provided over 600 members with training and development courses in addition to providing access to soft skills resources to over 1900 individuals via the HEaTED Online Community Groups. We want to increase this number by working with more quality training providers like you!

How can HEaTED help to increase your bookings?

We communicate regularly with our member base of over 3,000 technical staff and over 75 HEIs; we promote individual training courses running locally, send biweekly newsletters featuring upcoming courses, promote our courses and events through social media via @HEaTEDTechs, and list all of our training opportunities on both our live and downloadable Course Directory: <https://www.heated.ac.uk/our-courses/>.

HEaTED run a UK wide Regional Network that gives members the opportunity to come to us with their training requests, where we carry out full training needs analysis sessions and where our providers can promote their courses and services.

How do HEaTED list your courses?

We work with training providers in two main ways, with providers choosing the system that suits them best, or we are happy to offer a mixture of both:

- 1) Promoting your group courses, course dates, venues and one-to-one provision so individual members may apply through HEaTED to access the training.
- 2) Retaining your expertise on a daily/half-daily basis to deliver on-demand courses, in-house, at HEaTED member institutions.

How can you get started?

Contact us on admin@heated.ac.uk or telephone 01904 328173 to discuss how you can promote your training and development portfolio to the HEaTED Membership.