

THE LEADING INSTITUTE FOR LEARNING &  
DEVELOPMENT PROFESSIONALS

 Learning &  
Performance Institute

Learning and Performance Institute  
**MARKETING**



## Learning and Performance Institute (LPI) MARKETING

Organisations that achieve LPI Accreditation are promoted by the Institute as market leaders in their field. The accreditation badge identifies these organisations as accredited, which allows purchasers of learning related products or services to approach these organisations with confidence.

Along with accreditation status, the LPI is the only Institute to actively endorse the products and services of its accredited organisations and with thousands of individual members worldwide, the Institute holds the ideal audience for organisations engaged within the learning sector.

LPI Accredited organisations have a host of marketing options available to them:

**Learning Today** is the LPI newsletter, issued monthly to around 3,000 LPI members. It is by far the most popular communication at the Institute, regularly achieving open rates and click through rates well above the industry average. Accredited organisations are free to submit copy, research, whitepapers and product demos for the newsletter.

**LPI Webinars** provide a unique way for accredited organisations to raise awareness of their products or services by presenting a webinar on a related topic. The most well-received webinars discuss industry trends, research findings and associated user benefits, whilst the least popular are product demonstrations (which we do not recommend). The hosting and promotion for the webinars is handled by the LPI.

**PR:** the Institute is always happy to support accredited organisations with Press Releases and related PR activity. Whether you're moving into new markets or looking to raise the profile of a new product launch; supporting comment from the leading Institute for Learning & Development professionals can do much to add credence to your PR campaign.

**Events** the LPI is responsible for two of the biggest events in the L&D calendar. The LEARNING LIVE Conference & Exhibition takes place in September and the Learning Awards take place in February. Accredited organisations are guaranteed first refusal for exhibitor space and tickets for the gala awards ceremony, both opportunities are also discounted for accredited organisations.

**Research, White Papers** the Institute regularly commissions research projects and white papers for the workplace learning sector. As part of this process we look for accredited organisations to partner with. We are also happy to support external research projects by gathering member opinion for surveys or providing expert commentary for white papers.

**Social Media** The LPI has been named one of the Top 10 most influential tweeters in Learning, HR and training by external media company nowcomms.com. For accredited organisations linked with the LPI via Facebook, Twitter, and LinkedIn we can help spread the reach of your social media campaigns.

**Advertising:** accredited organisations receive a sizeable discount on advertising through the **thelpi.org**. Accredited organisations also benefit from discounts on recruitment advertising.

**Find a Provider** accredited organisations are listed in the LPI 'Resources' search facility hosted on the Institute website. This search facility allows members and visitors to the LPI site to search for accredited providers and their offerings. Each provider has a dedicated page that can host links to content, videos, white papers and other relevant content.

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