

The Learning Practitioners' Association
incorporating TrainerBase

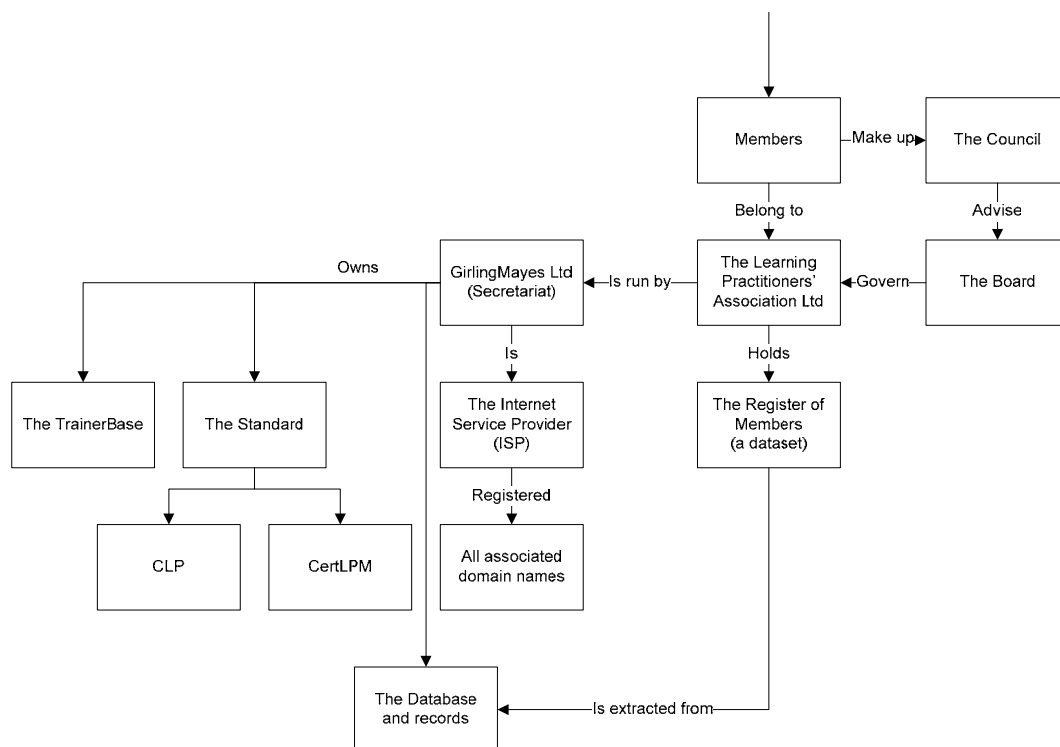
Management and Operational
Procedures

Organisational structure

The structure and organisation of the Learning Practitioners' Association is more complex than is often found within the trade association sector. This is because the Association has come into existence as a result of the developments within a single commercial entity GirlingMayes Ltd, which created and owns the TrainerBase, the Standard, the Certified Learning Practitioner accreditation and the BTEC Level 5 Professional Certificate in Learning Practice Management.

To help with clarity of understanding, the following organisation structure has been added. This identifies the relationship between the Learning Practitioners' Association Ltd (the Association) and GirlingMayes Ltd (the Secretariat).

The Association currently has no assets, no offices and no paid staff. The Association's Board of Directors and Council of Members are voluntary. The Association does not own the data which comprises the register of members; nor the database within which the data is held. The Association is merely in possession of a copy of that data. The Association is run exclusively by the Secretariat which provides, under the current agreement, exclusive use of the Secretariat's intellectual property and assets to the Association.



Currently 2 of the Directors of the Association Board are also directors of the Secretariat. This is the basis for the agreement on which the Secretariat currently provides its services including the use of its assets. This agreement includes all management and operational procedures and the Secretariat may amend or withdraw any or all of these procedures as it deems fit. The Secretariat is not obliged to disclose any management or operational procedure or other undertakings or endeavours that it feels would compromise its own commercial activities. Without the above arrangement, the Association would not be able to function and would effectively cease to exist.

Notice

The Secretariat and the Association are developing and revising management and operational procedures on an ongoing and regular basis to ensure the effective running of the Association. The Secretariat is instructed by the Board of the Association which may be advised from time to time by any Committee that the Board deem fit to create and consult; the Council of Members being one such Committee.

Being in possession of a copy of these procedures does not constitute;

- a contractual arrangement with the Association nor
- an obligation on the part of the Secretariat.

These procedures are a guide to the management and operations of the Association and, subject to statute or legal requirement, neither the Association nor the Secretariat, if deemed to be in the best interest of the Association, are required to follow these or amended procedures.

An interested party can review the latest edition of these procedures by contacting the Association for the copy date of the latest version and if necessary receive a copy of the latest version. A request should be made to directors@learningpractitioners.org.uk.

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The release date of this copy of the procedures is: 19/12/2009

Overview

These management and operational procedures have been published for 2 purposes:

- firstly to provide a level of transparency of process to stakeholders and others and
- secondly to enable members of the management and administration team to undertake the tasks needed to run the Association.

The following procedures are outlined though not all are expanded:

- **User Administration**
 - Registrations
 - Suppression
 - User modifications
 - Review photo
 - Review logo
 - Undeliverable emails
- **Member Administration**
 - Subscriptions
 - Reviewing resources
 - Reviewing testimonials
 - Review gallery image
 - Review Courses
 - Reviewing Sales Pitches
 - Profile diagnostics
 - Profile support
- **Site services**
 - Add subjects
 - Moderations of forums
 - Reviewing opportunities
 - Brokering
 - Shop purchase
- **Accreditation**
 - Promotion
 - Enquiry
 - Registration
 - Accreditation
 - Renewal
- **Qualification**
 - Promotion
 - Enquiry
 - Registration
 - Administration
- **Projects**
 - Purchaser
 - Surveys
 - Upgrades
 - Exhibitions
- **Communications**
 - Updates
 - Opportunity alerts
 - Forum responses
 - Visitor enquiry
 - User enquiry
 - Member enquiry
 - Non member review
 - Non re-subscribe review
 - Email promotions
 - Contact forms
 - Site content
 - Complaints procedure
 - Social media
 - Member promotions
 - Training Purchasers Bulletin
- **Governance and Management**
 - Appointment of Director
 - Director dialogue
 - AGM
 - EGM
 - The Council
 - Use of Council
 - Member status review
 - Marketing strategy
 - Procedure review
 - Sponsorship/partnership
 - Terms and Code review

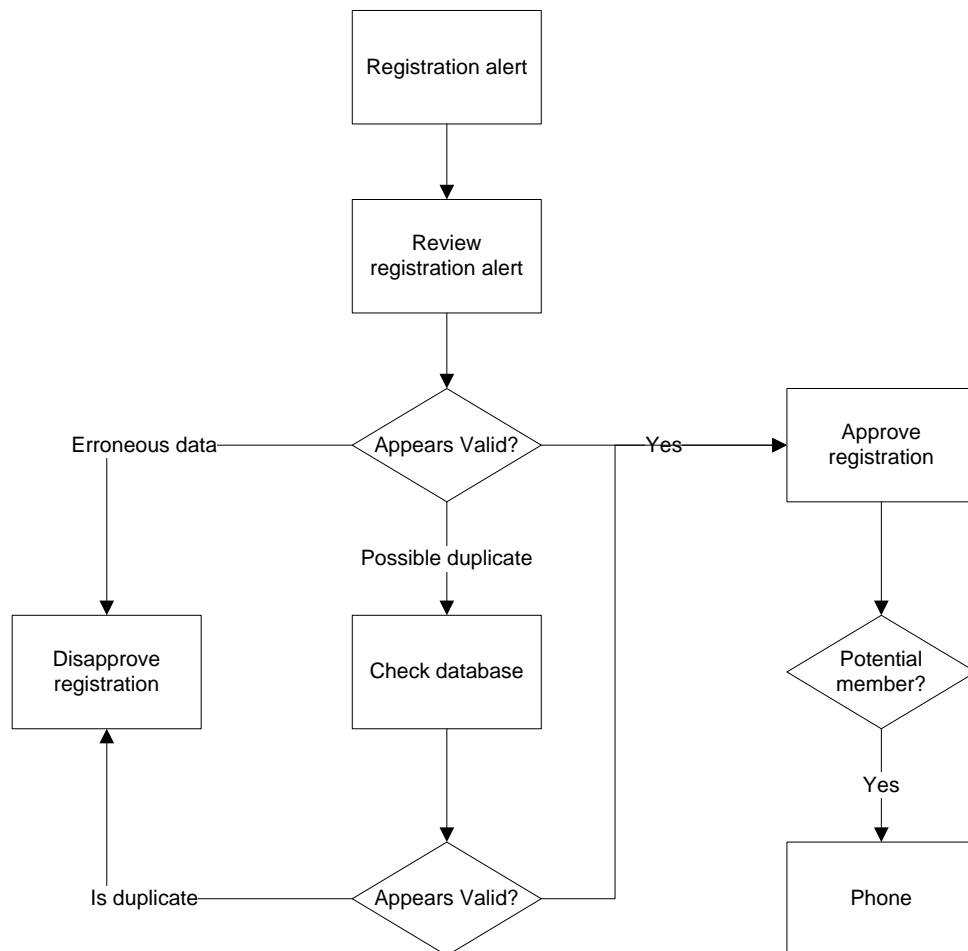
The above procedures should be reviewed in conjunction with the;

- Memorandum and Articles of Association as well as the
- Terms and Conditions of service and the
- Code of Conduct of membership.

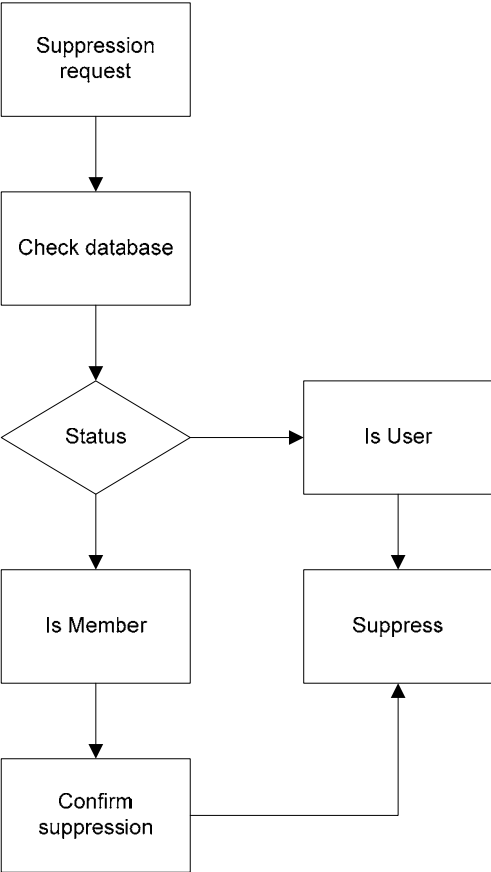
The order of appearance of the procedure does not imply any level of importance.

User Administration

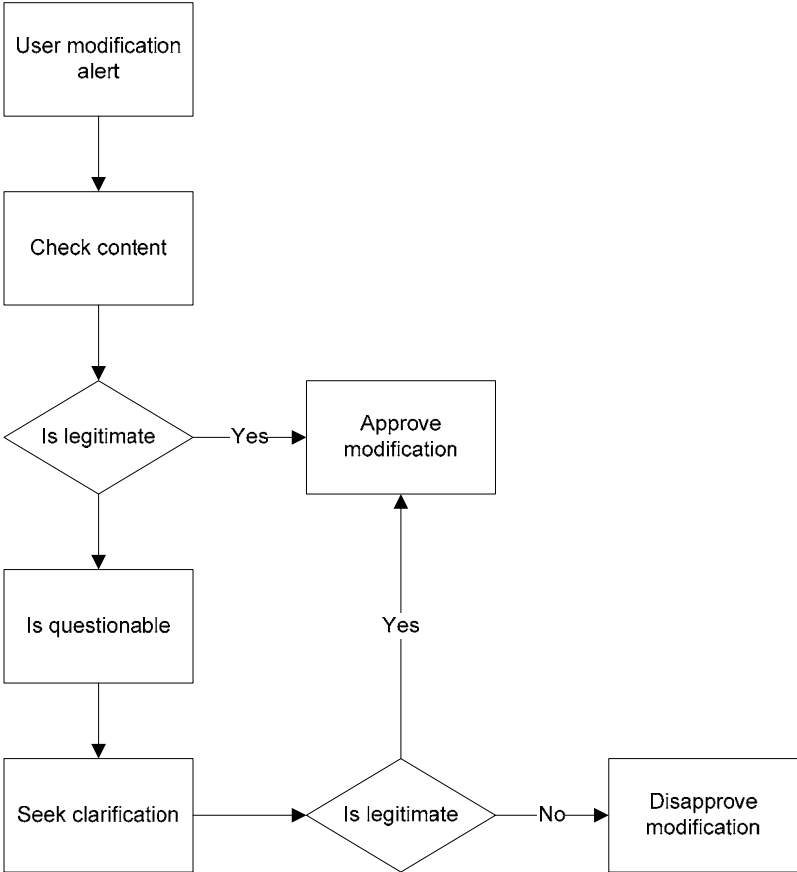
Registrations



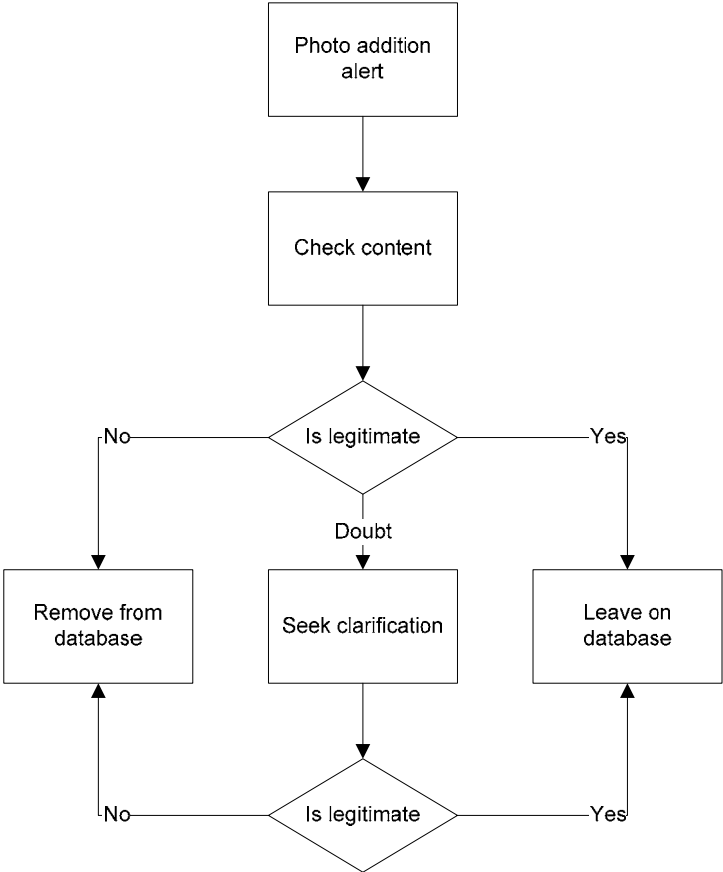
Suppression



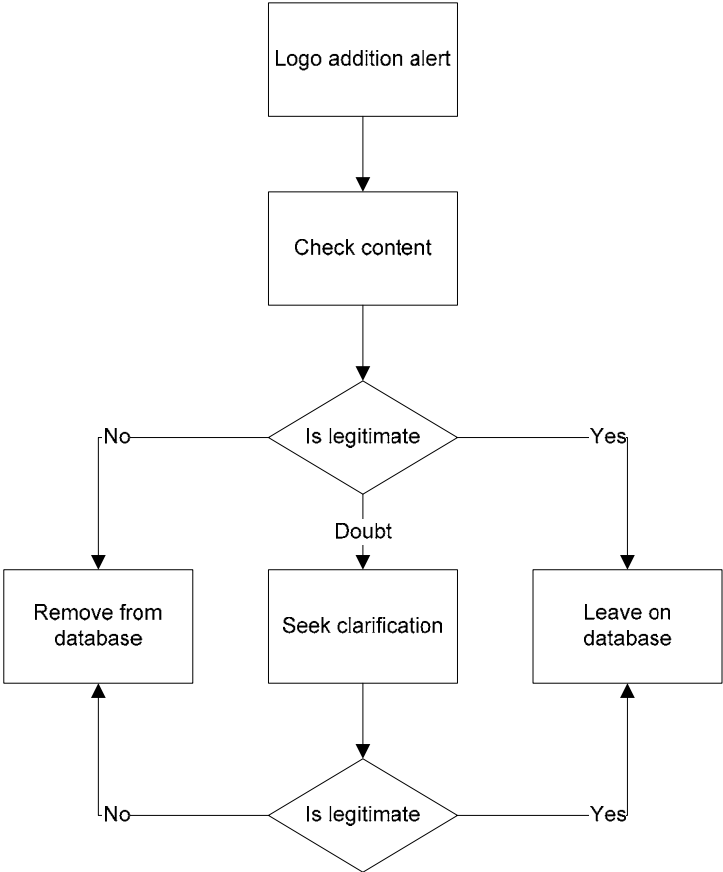
User modifications



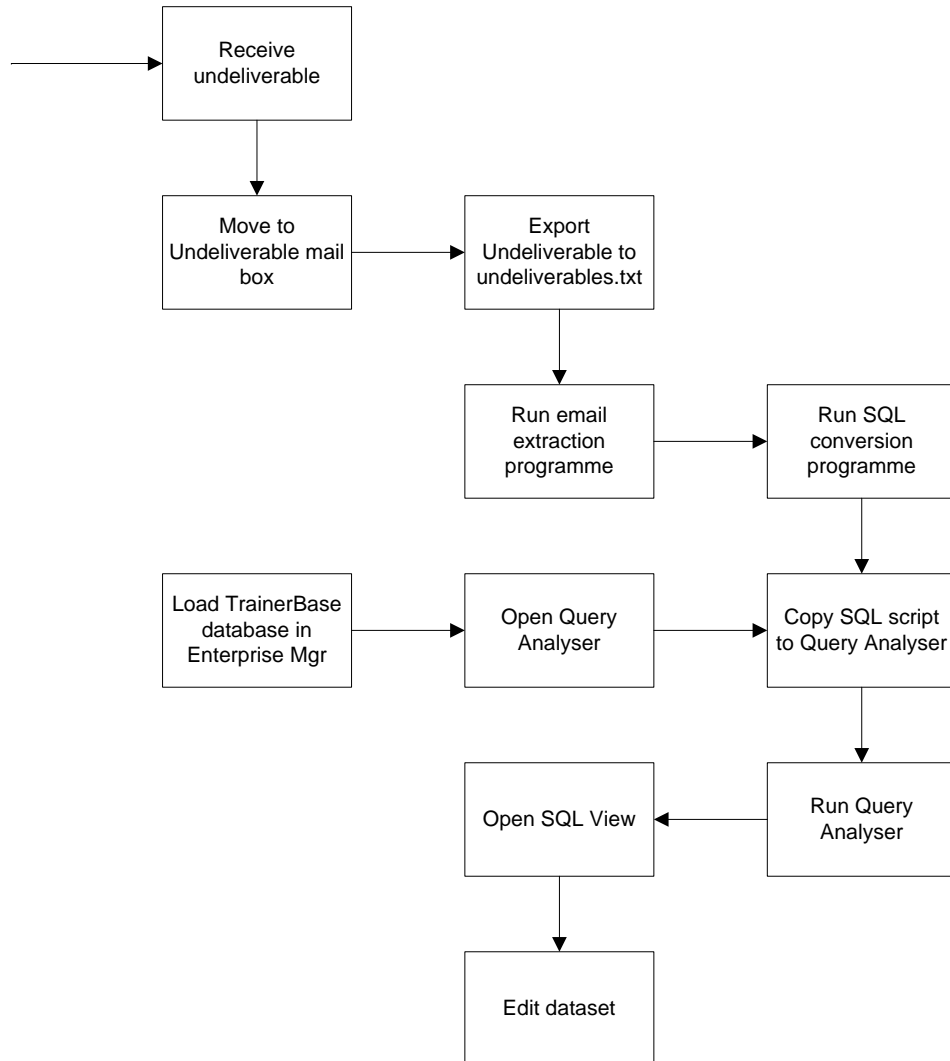
Review photo



Review logo

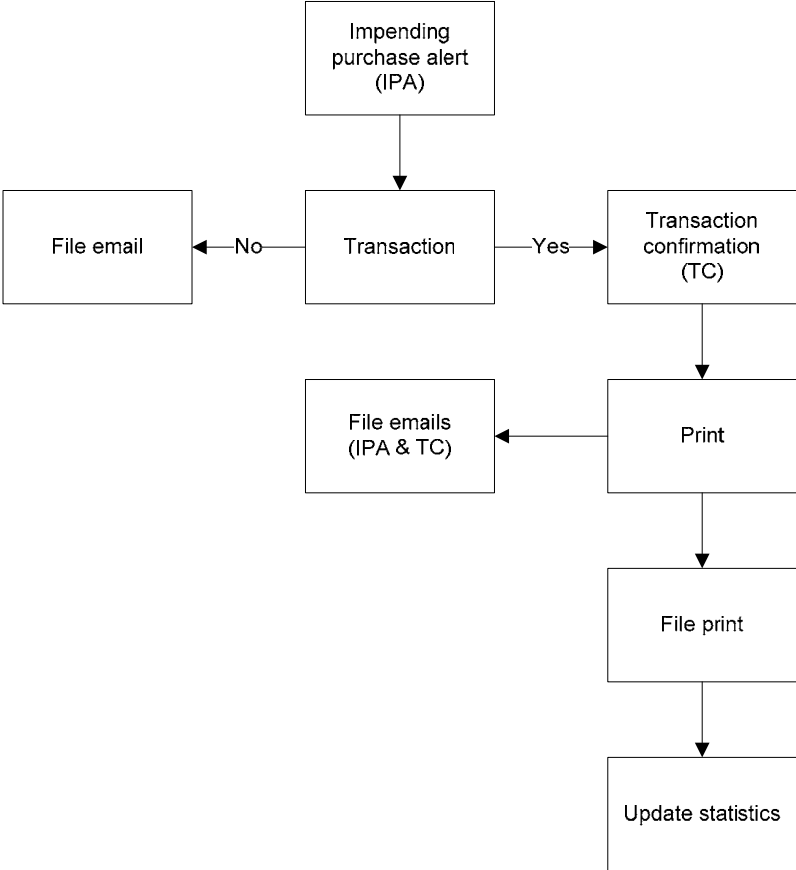


Undeliverable emails

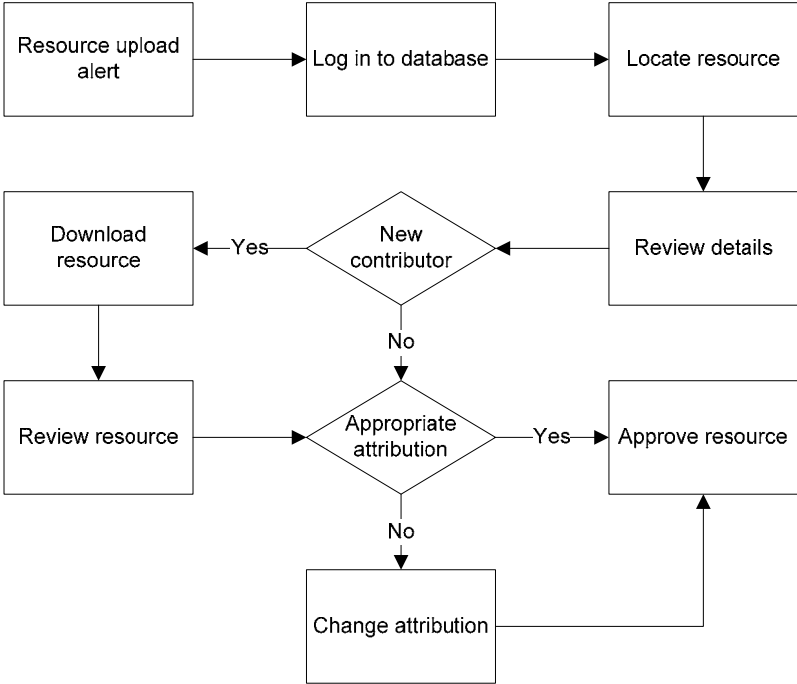


Member Administration

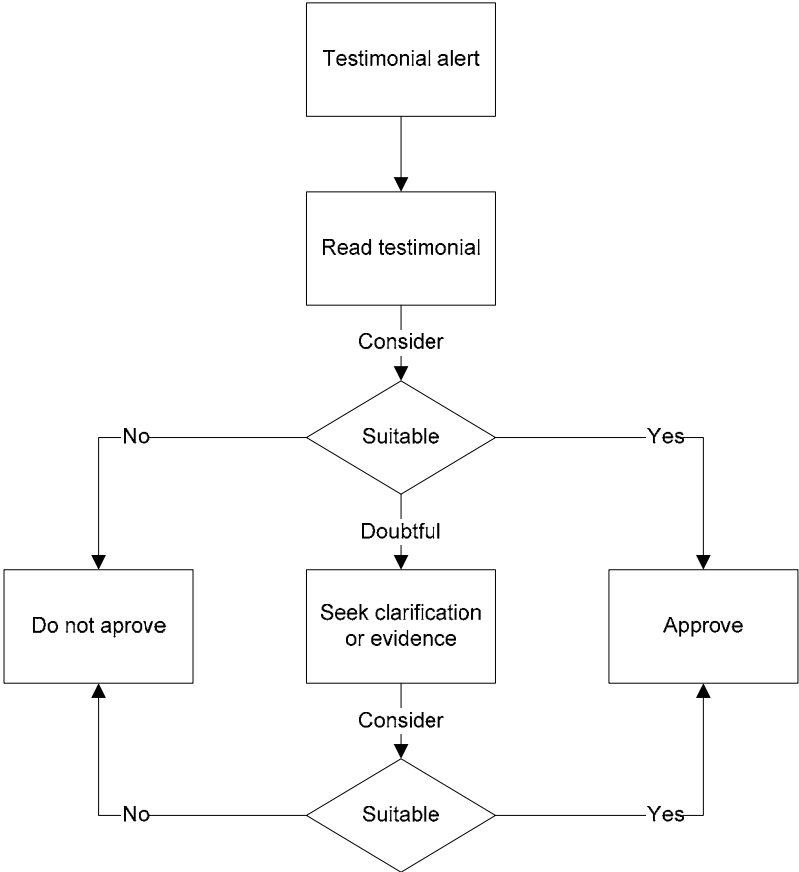
Subscriptions



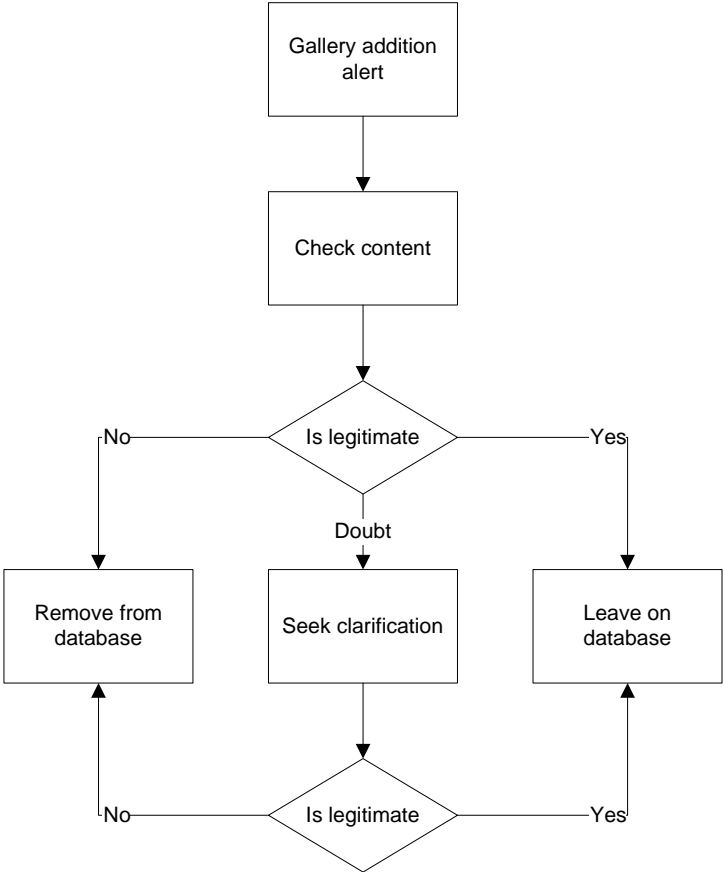
Reviewing resources



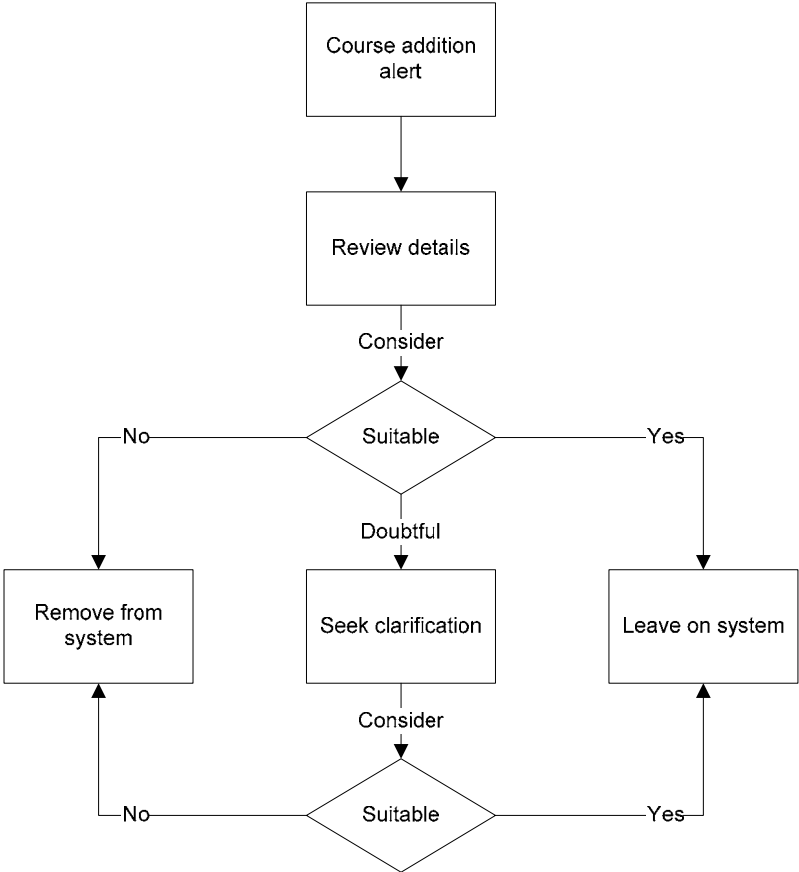
Reviewing testimonials



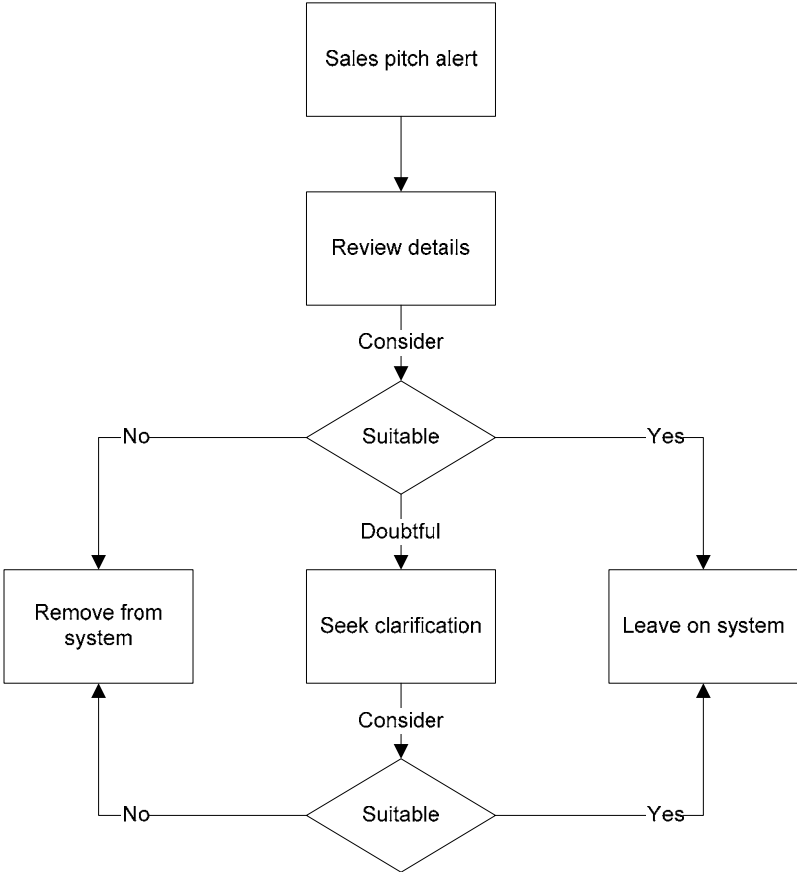
Review gallery image



Review Courses



Reviewing Sales Pitches



Profile diagnostics

Confidential and commercially sensitive.

Profile support

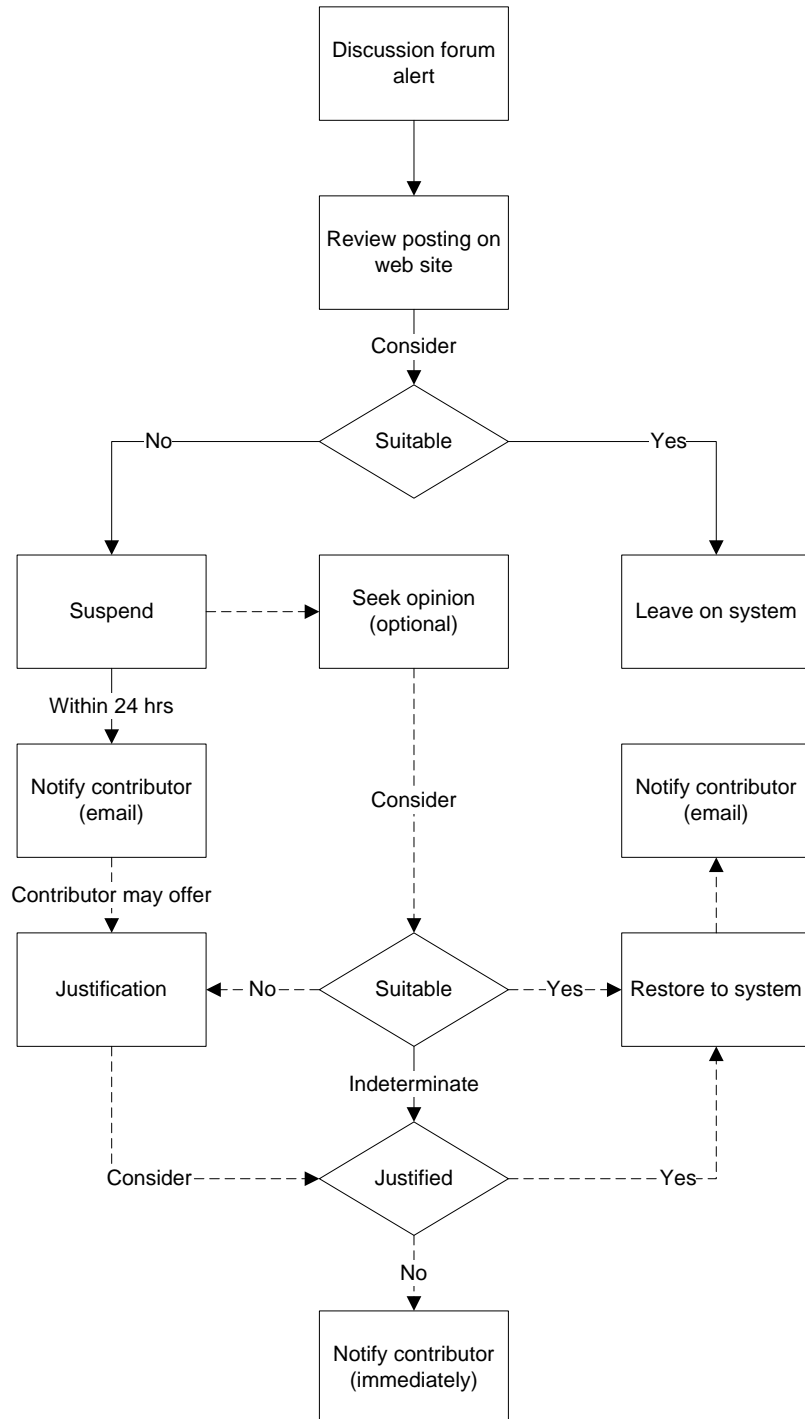
Confidential and commercially sensitive.

Site services

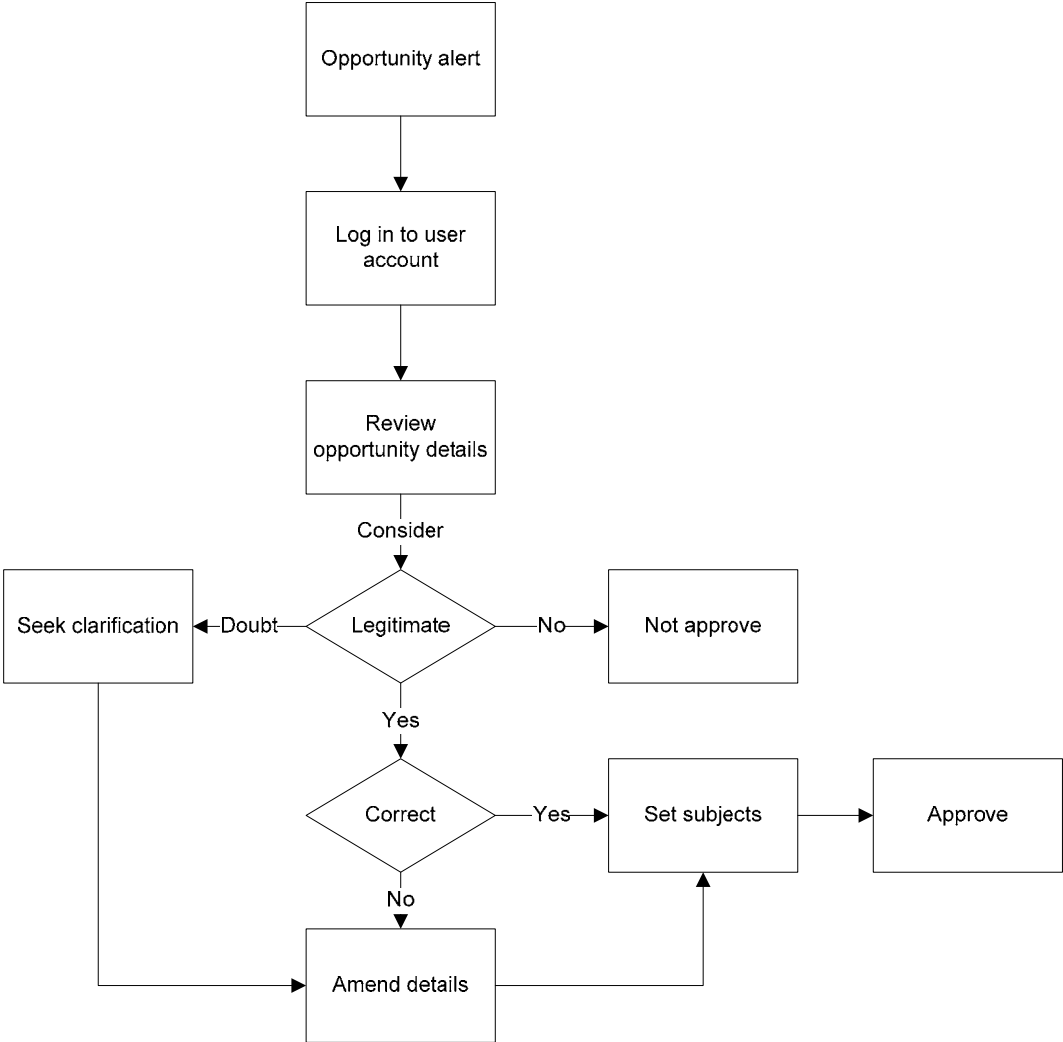
Add subjects

Procedure exists; no diagram available yet.

Moderations of forums



Reviewing opportunities



Brokering

Confidential and commercially sensitive.

Shop purchase

Confidential and commercially sensitive.

Accreditation

Promotion

Confidential and commercially sensitive.

Enquiry

Confidential and commercially sensitive.

Registration

See ISO documentation.

Accreditation

See ISO documentation.

Renewal

See ISO documentation.

Qualifications

Promotion

Confidential and commercially sensitive.

Enquiry

Confidential and commercially sensitive.

Registration

Awaiting confirmation of procedure from Awarding Body.

Administration

Awaiting confirmation of procedure from Awarding Body.

Projects

Purchaser

Confidential and commercially sensitive.

- This is the Associations ongoing communication with identified purchasers of training and development services. Current offline database numbers (not registered on the Association web sites) is approximately 5,000 identified purchasers.

Surveys

Confidential and commercially sensitive.

- The Association runs a number of surveys and research projects depending on need and requests. These are defined on an as needs basis.

Upgrades

Confidential and commercially sensitive.

- This is the Associations ongoing project to get users to upgrade to member and for members to upgrade to a profile on the TrainerBase.

Exhibitions

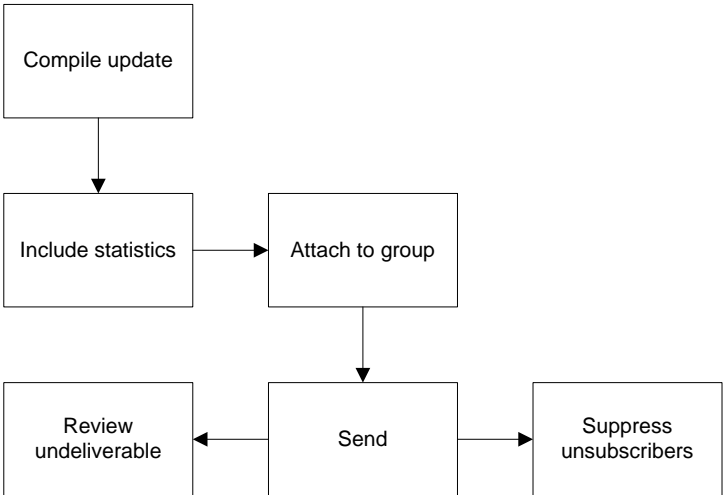
Ad hoc; no formal procedure exists.

- The Association attends a number of L&D and other sector exhibitions each year. The procedures involved in these attendance is varied depending on the exhibition in question. Attendance requirements include:
 - hiring furniture, electrics, internet access
 - printing fliers
 - booking hotels, travel and parking
 - arranging staffing including inviting members.

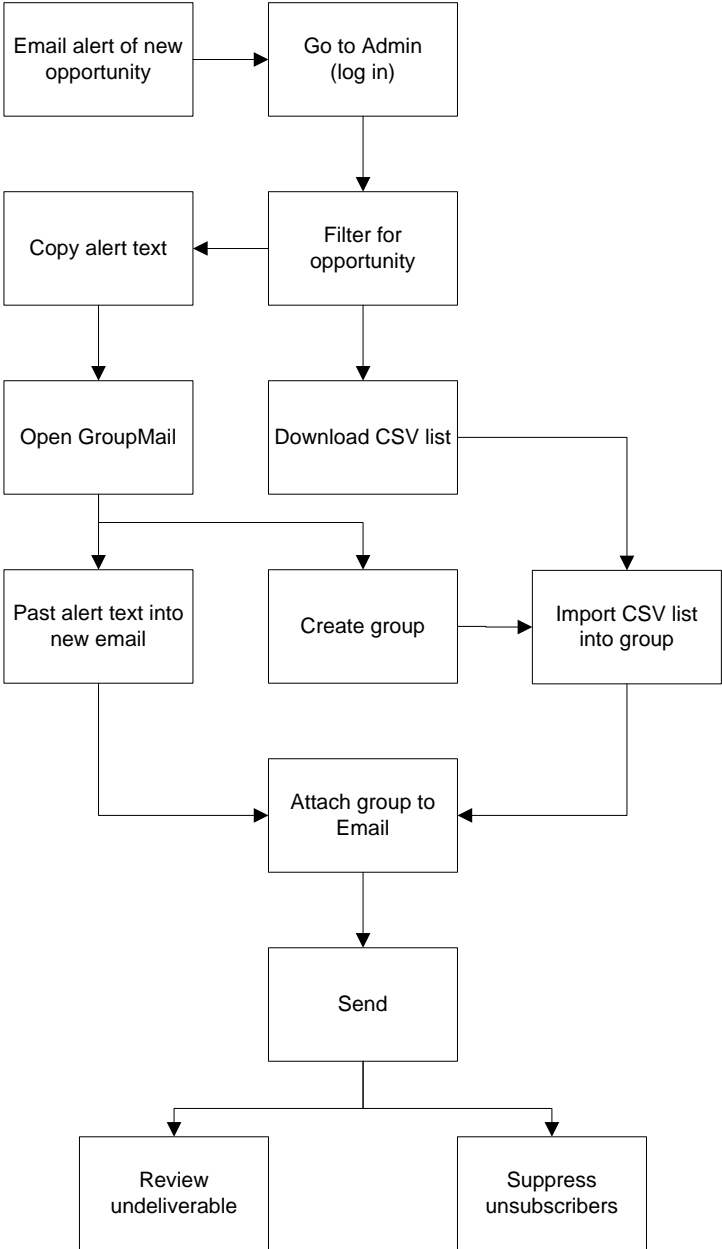
Communications

Updates

The Updates are the primary method of communication for all matters dealing with the Association. Members wishing to be aware of Association communications must ensure that they are 'opted in' to receiving such communications.

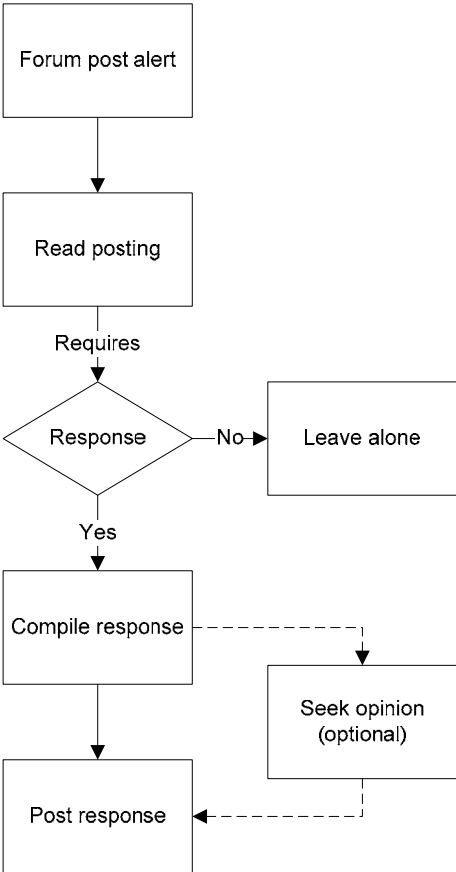


Opportunity alerts



Forum responses

A member of the administration or management team is not required to respond to a direct call for information via the forum.



Web Visitor enquiry

Ad hoc; no formal procedure exists.

- The Association receives numerous enquiries of various types from suppliers and potential customers. Dealing with these enquiries is done on the basis of need and is not formally defined. The use of an offline Customer Relations Management system is being considered. ACT by Sage is the currently installed software and projects are being piloted using this system.

User enquiry

Ad hoc; no formal procedure exists.

- The Association receives numerous enquiries from registered users of the Associations services, particularly the TrainerBase web site. Dealing with their enquiries is done on the basis of need and is not formally defined. The development of an online CRM system is being considered as an extension of the User Admin facility in the Association web site Content Management System where the record of an enquiry can be kept.

Member enquiry

Ad hoc, no specific procedure exists.

- The Association receives numerous enquiries from members of the Association, particularly about the TrainerBase web site and the member profiles. Dealing with these enquiries is done on the basis of need and is not formally defined. The development of an online CRM system is being considered as an extension of the User Admin facility in the Association web site Content Management System where record of enquiry results can be kept.

Non member

Ad hoc, no specific procedure exists.

- The Association contacts all potential members based in the UK to determine need and interest. The development of an online CRM system is being considered as an extension of the User Admin facility in the Association web site Content Management System where record of contacts can be kept.

Non re-subscribe

Procedure exists.

- The Association contacts all lapsed members based in the UK to determine need, interest and potential renewal. The development of an online CRM system is being considered as an extension of the User Admin facility in the Association web site Content Management System where record of contacts can be kept.

Email promotions

Procedure exists but awaiting diagram.

- The Association provides an email promotion facility to suppliers of products and services. This is revenue generating and target can be tailored to the need of the advertiser.

Contact forms

Procedure exists but awaiting diagram.

Site content

Procedure exists but awaiting diagram.

The content of the Association web sites is constantly under review. Editing is currently done on an ad hoc basis as a need arises. A more formal procedure is being devised with the expectation of utilising the expertise of a copy writer.

Complaints procedure

See separate complaints procedure.

Social media

No procedure exists; currently under review.

Member promotions

Procedure exists but awaiting diagram.

- Member promotion includes attendance at exhibitions, case studies and mention in Association advertising and editorial.

Training Purchaser Bulletin (TPB)

Procedure exists but awaiting diagram.

- This is the Associations ongoing email newsletter to 5,000 potential purchasers of learning and development services. The object of the newsletter is to showcase the Association, the membership and Certified Learning Practitioners. The newsletter is also used as a platform for articles about training procurement and specialist topics of interest.

Governance and Management procedures

Appointment of Director

Procedure exists. See Memorandum and Articles.

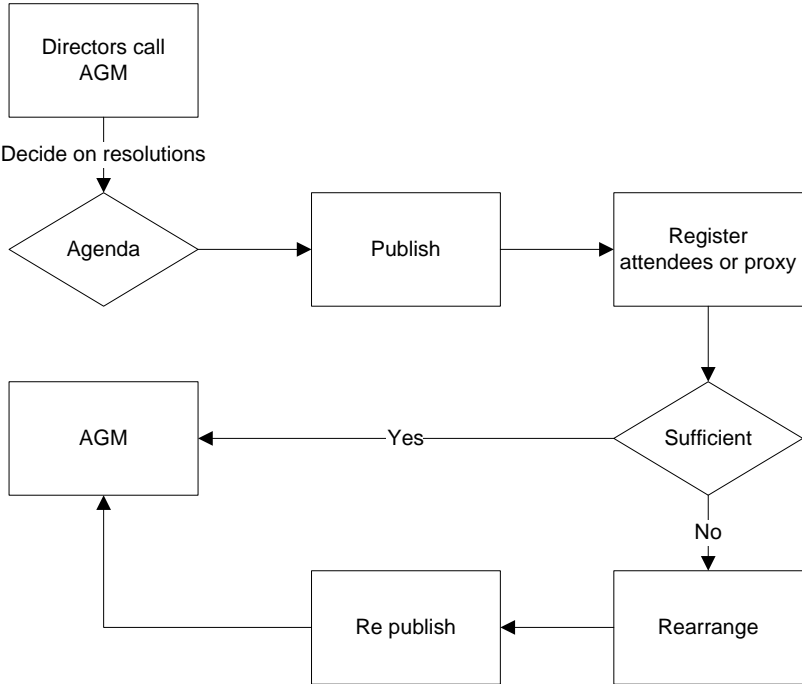
Director dialogue

Confidential and commercially sensitive.

- The Directors of the Association communicate on a daily and weekly basis regarding all aspects of the management and operations of the Association. Communication may be by phone, conference call, email, text or face to face meetings. The proceedings of formal meetings are written down and records of such meetings are published for member information.

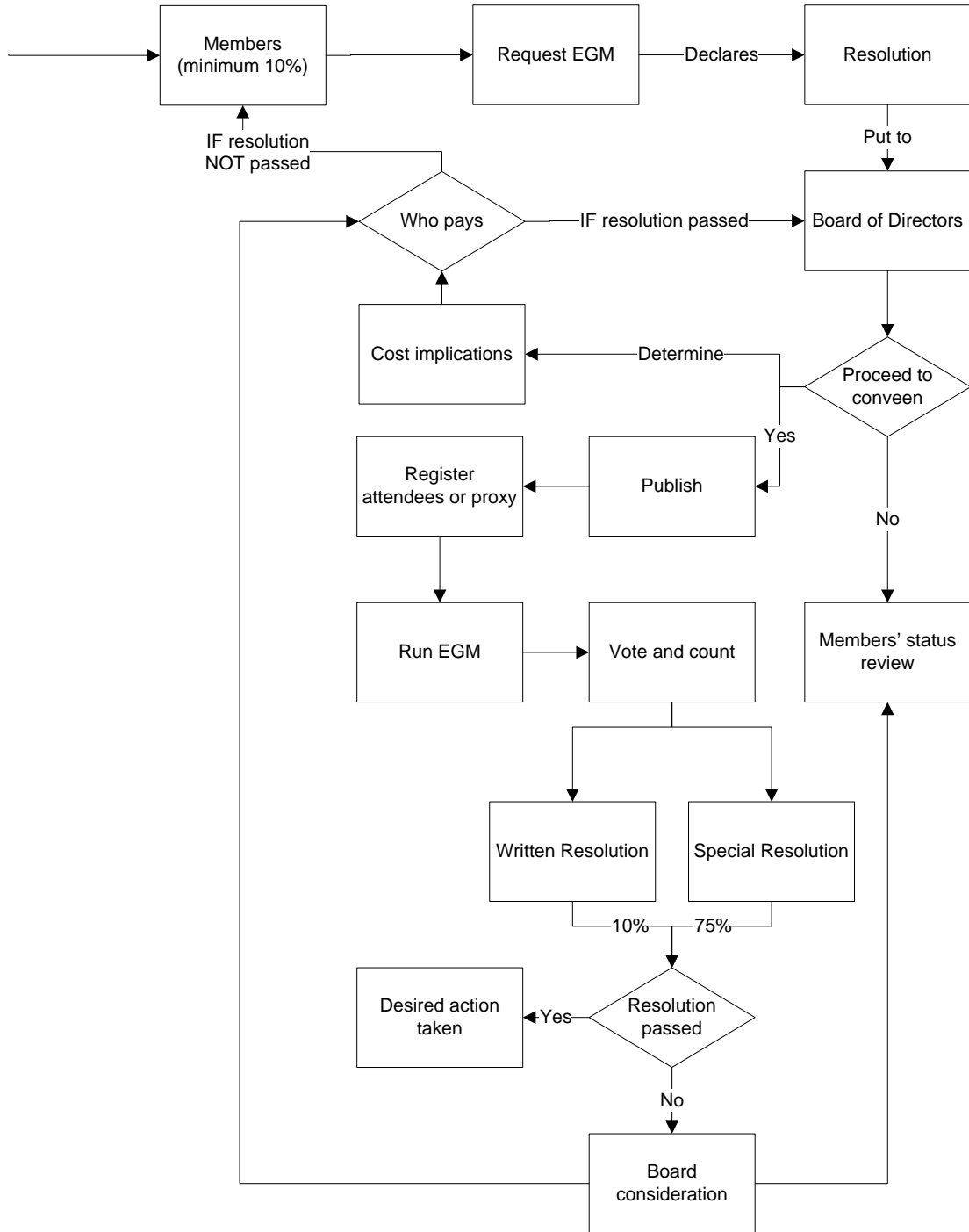
AGM

The terms of an Annual General Meeting are defined in the Memorandum and Articles of Association.



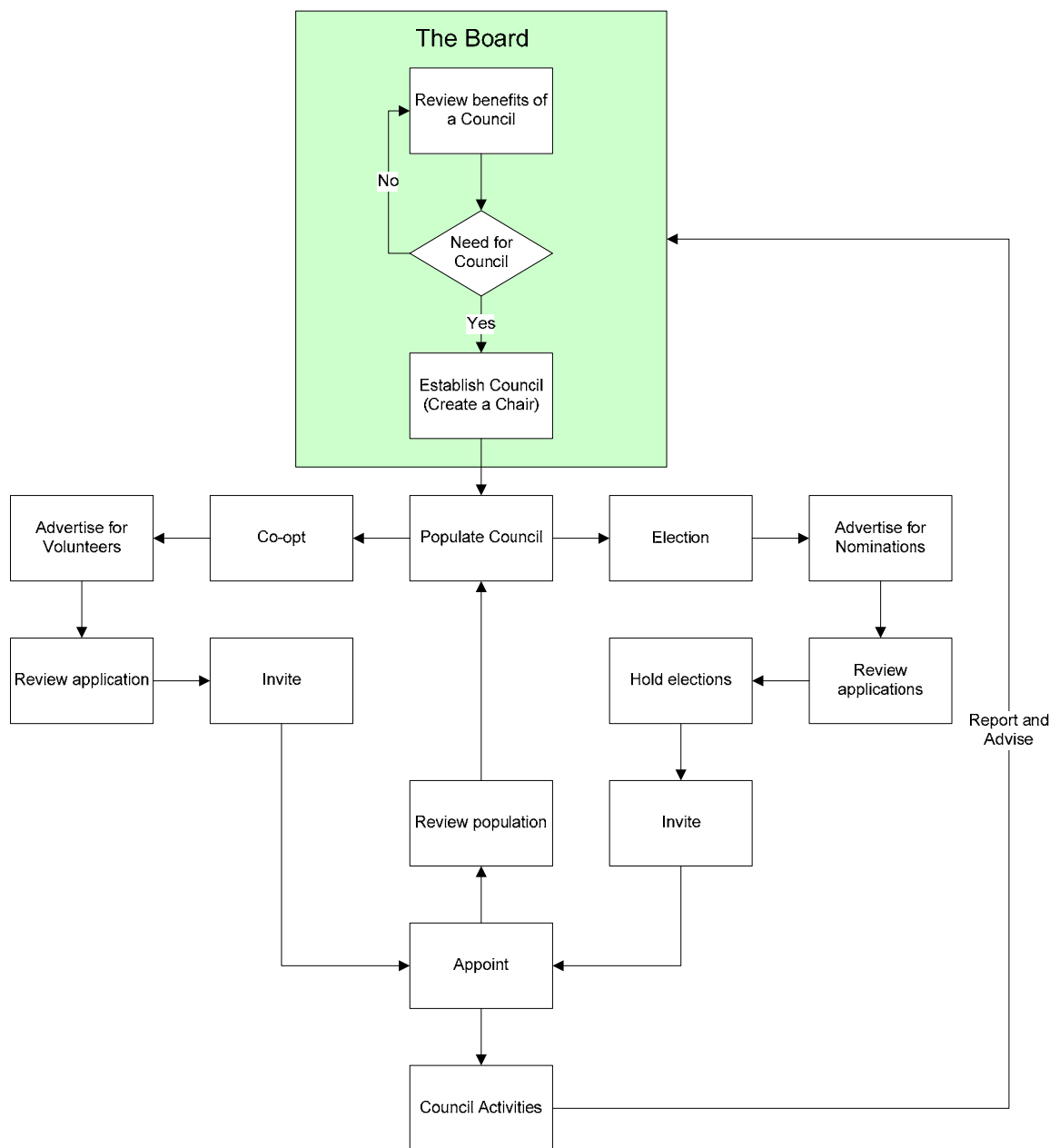
EGM

A Member wishing to call an Extraordinary General Meeting (EGM) should refer to the Memorandum and Articles of Association for terms.



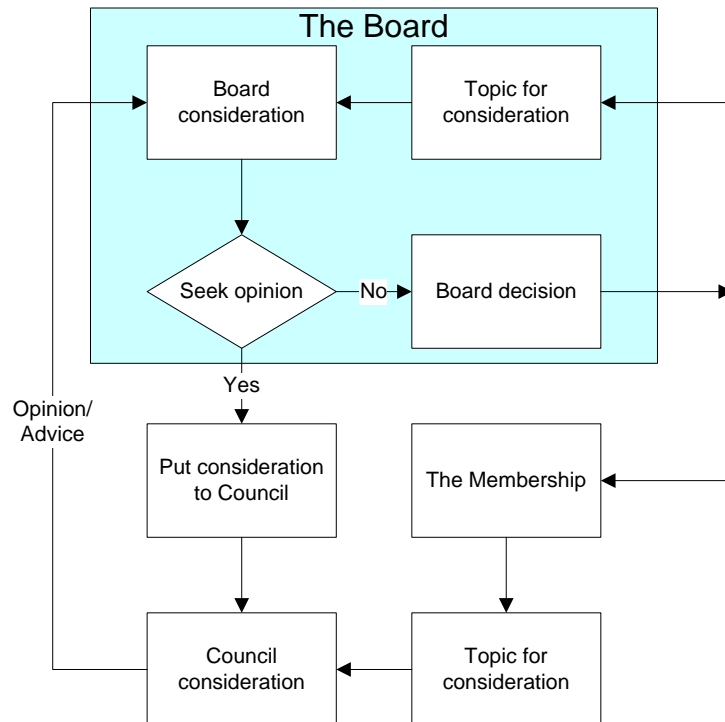
The Council

The Board of Directors have the power to create, disband and define the terms of any Committee and bestow on it any responsibilities. A Committee comes into existence when the Board create the role of its Chair and publish the Committee terms. Within the terms of that Committee, the Committee itself may be responsible for its population. The Council of Members is such a Committee and under the direction of its Chair, may populate the Council with sufficient members in such a way as it deems fit, according to its terms. A Committee may from time to time wish to elect from within, its own Chair. Only nominations approved by the Board will be put forward for election.



Use of Council of Members

The Council of Members is an advisory body that represents and voices considerations from the membership. One purpose of the Council is to provide opinion and advice on matters that the Board consider require, or would benefit from, a wider viewpoint. The Board is not obliged to take the advice of the Council.



Member status review

Ad hoc procedure yet to be defined.

Marketing strategy

Confidential and commercially sensitive.

Procedure review

No specific procedure has been confirmed. Currently being devised.

Sponsorship/partnership

Confidential and commercially sensitive.

Terms and Code review

Procedure exists but awaiting diagram.