

Case study form

AAT Approved

training provider



Thank you for agreeing to share your story with us. Our case studies are at the heart of our brand and communications. Case studies allow us to show real-life examples of how we fulfil the needs of our students, members and businesses, and help them reach their goals.

Where do we use our case studies?

By agreeing to become an AAT case study, you're also committing to assist us in our communications. We may also approach you with the opportunity to participate in a photo shoot. Please note that participation is voluntary. If you decide not to participate there will not be any negative consequences on your future dealings with AAT. If you decide to participate, you may stop participating at any time and you may decide not to answer any specific question.

Before AAT can process your case study form, you'll need to consent to points 1-7 on the last page. Without full consent we will be unable to use your details.

Please make sure you're happy with these statements before continuing. Upon submitting this form to us, we'll keep your details for up to five years. For details about how AAT process your data, please refer to AAT's [Privacy policy](#).

First name

Surname

Training provider name

Job title

Email

Telephone number

City

Country

What sector do you operate in?

Private

Public (such as health care, emergency services, schools)

Practice (large)

Practice (medium)

Practice (small)

Government and local authority

Voluntary

Charity or No-for-profit

Do you have a physical or mental health condition or illnesses lasting or expected to last 12 months or more? *(optional)*

Yes

No

If Yes, does your condition or illnesses reduce your ability to carry out day to day activities? *(optional)*

Yes, a little

Yes, a lot

No

What industry do you operate in?

Accounting, banking and finance

Business, consulting and management

Engineering and manufacturing

Education

Healthcare

IT

Leisure, sport and tourism

Media

Retail

Other

Signature

Date form completed

Student intake and growth opportunities

How do you categorise your students?

For example: school leavers, career changers, already working in finance. If you have figures that shows the proportion by category, please include these or tell us which of these categories represent the largest intake.

How do you attract new students to study AAT?

Do you filter your students during the application process? If yes, what method do you use, and do you find this means you have to turn many students away?

For example, interview, a short test.

What do you believe are the main issues preventing people from studying AAT qualifications?

For example: lack of funding.

What do you see as your biggest challenge as an AAT training provider in the next year?

If you use our Find a Training Provider service, tell us how you think this benefits your overall student intake and overall marketing strategy?

AAT study support and events

Do you have a dedicated area for students to study AAT?

Yes

No

If yes, do you think this is an added benefit? If no, do you think it would make a difference if you did have this space?

How many of your staff have attended an AAT Training Provider event and could you include which events they attended?
For example: AAT Training Provider conference.

AAT customer support

How useful do you find AAT customer support? Tell us what types of customer support you use.

For example: Contact Centre hotline, content query emails, SecureAssess Troubleshooting guides.

How do you think AAT can improve customer support to training providers?

Tell us one thing you think AAT do really well and why.

If you have any further comments on AAT products or services, please use the text box below.

Before AAT can process your case study form, you'll need to consent to the first seven points (1-7).

Without full consent to these six points, we will be unable to use your details.

- | | | |
|---|-----|----|
| 1. I consent to AAT processing all of my sensitive personal data, including health-related details and ethnic background where provided or captured as part of photography or video or as part of this form. | Yes | No |
| 2. I consent to AAT sharing my name, contact details, membership status, employment status, employer, pre-approved quotes and photography with third parties that work under contract on behalf of AAT. These include creative and digital agencies in the UK, EEA and non-EEA countries. | Yes | No |
| 3. I consent to AAT publishing my name, membership status, employment status, employer, pre-approved quotes and photography on the AAT website, AAT's blog, AAT's magazines, AAT's offices and internal communications, membership and events materials, marketing and paid for advertising in the UK, EEA and non-EEA countries. | Yes | No |
| 4. I consent to AAT and carefully selected third party media representatives that work under contract on-behalf of AAT (e.g. AAT magazine journalists, photographers etc.) contacting me to take part in interviews relating to my journey with AAT. Media representatives may be from both EEA and non-EEA countries for national, regional, trade and consumer publications and/or broadcast. | Yes | No |
| 5. I consent to AAT sharing my name, contact details, membership status, employment status, employer, pre-approved quotes and photography with independent third-party media representatives (e.g. journalists), who may contact me to take part in interviews relating to my journey with AAT. Please note, our media team will only engage with journalists once approval directly from yourself is obtained that you are happy for us to share this information and photography. Media representatives may be from both EEA and non-EEA countries for national, regional, trade and consumer publications. | Yes | No |
| 6. I consent to AAT sharing my name, membership status, employment status, employer, pre-approved quotes and photography on AAT's Facebook, Instagram, Threads, WhatsApp, LinkedIn, TikTok, X, YouTube and Vimeo. Social media platforms store data in both EEA and non-EEA countries. | Yes | No |
| 7. I consent to AAT using my name, membership status, employment status, employer, pre-approved quotes and photography for online paid advertising and boosted posts on AAT's Facebook, Instagram, Threads, WhatsApp, LinkedIn, TikTok, X, YouTube and Vimeo. Social media platforms store data in both EEA and non-EEA countries. | Yes | No |
| 8. I consent to AAT contacting me with media opportunities relating to my journey with AAT. Media opportunities may be from both EEA and non-EEA countries for national, regional, trade and consumer publications and/or broadcast. | Yes | No |

Thank you

Please email your completed form to casetudies@aat.org.uk

Our case studies are passionate about AAT and want to be involved in our communications because they have a story they want to share. We don't pay case studies as this wouldn't be an honest representation of our brand. We'll pay incurred expenses when you're participating in any case study activity and this payment will be formally agreed beforehand.

AAT is a registered charity, No. 1050724

Name

Membership number

Date form completed

Signature



aat.org.uk/case-study

R_OP0420825 – V6