

# Case study form

## **AAT university partner**



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 1-6 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

University name

Job title

Email

Telephone number

Social media handle

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

## Your experience of being a university partner

Why did you become an AAT university partner?

How many students are currently undertaking an accounting and finance degree programme at your university?

How do you raise awareness of AAT with your students?

How do you engage with your accounting and finance alumni?

How does becoming an AAT professional member benefit your alumni/students? What do you think AAT membership demonstrates to others?

What if any do you believe are the barriers preventing your students/alumni from becoming AAT members?

Is there more that AAT could do to raise awareness of the membership opportunities available?

What do you see as your biggest challenge for the accounting and finance department within your university over the next year?

How do you think AAT can improve the support we provide for partner universities?

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

**Before AAT can process your case study form, you'll need to consent to the first six points (1-6). 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, membership status, employment status, employer, pre-approved quotes and photography on AAT's Facebook, Twitter, Instagram, Threads, LinkedIn, Snapchat, TikTok and YouTube. Social media platforms store data in both EEA and non-EEA countries.   | Yes | No |
| 6. 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, Twitter, Instagram, Threads, LinkedIn, Snapchat, TikTok and YouTube. Social media platforms store data in both EEA and non-EEA countries.   | Yes | No |
| 7. 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 |

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

**Thank you**

Please email your completed form to  
**casestudies@aat.org.uk**

Name

Signature

Date form completed