

Success story

Learning and development training programme

6,000 delegates, over 15,000 delegate training days, 15 UK location hubs - one learning and development training programme successfully deployed.



Spend.



As a long standing customer, this telecommunications business has been working with Capita Travel and Events for over 10 successful years.

"The customer reached out to us for support with a new learning and development training programme it wanted to roll out across the business.

"This programme was intended for first-line leaders within one of the business's divisions. Each leader was required to undertake three seven day training programmes over the course of a year.

"The training programme would be a pilot event within the UK which, subject to its success, would be globally rolled out across the rest of the business."

M&E Account Manager,
Capita Travel and Events

Project planning

The UK pilot rollout was planned for 6,000 delegates.

With substantial company office space across their sites, initial event proposals included weighing up the benefits of office space versus external venues, or a combined option.

It was important to consider consistent delegate experience and future potential roll-out of the programme to the entire company.

External venues were chosen as the best solution to meet all current and future training needs. 50 venues were sourced across the UK, and reduced to a final 15 options for site inspection.

These were considered based on geographical spread of delegates, supplier leverage and purchasing power, and the customers' travel and expenses policy.

Supplier leverage

Supplier price negotiations were maximised if several venues belonged to the same group.

The venue contracts were negotiated to include enhanced terms and conditions such as:

- Increased attrition rates - meaning delegate numbers could be reduced by a given percentage up to one week before the event without charge.
- A flexible non-commitment contract.
- Longer lead time before cancellation terms would apply.
- High standard, fit for purpose AV equipment.

Regular supplier reviews were held to share delegate venue feedback, monitor quality, contract management, and maintain supplier relationship on behalf of the company.

Ongoing success

Through strong relationships and effective negotiations with suppliers, prices were kept competitive and consistent across all locations. This also helped simplify cost analysis.

After a successful pilot with this division, the training programme has created an economy of scale allowing other divisions to benefit from reduced rates. The programme has been rolled out across the UK; an additional 15,000 first-line leaders.

Due to its success the training programme has since been launched globally to regions including Europe, Mumbai, China, Hong Kong, Dallas and Princeton.

Important opinion

"This will prove to be a positive step in the change in our delivery and is so much more than what we've tried in the past.

"Thank you to everyone at Capita Travel and Events for helping us pitch the story internally, and finding the right solution and within our budget."

Head of Leadership Development

Highlights

- A long-term successful relationship.
- A pilot launched to 6,000 delegates.
- The proposal included an examination of the benefits of an internal office space versus external venue solution.
- 50 venues sourced across the UK and reduced to 15 based on geographical spread of delegates, supplier leverage and purchasing power, and the customers' travel and expenses policy.
- Enhanced terms and conditions to allow for flexibility.
- Cost effective learning and development programme rolled out across the UK and globally following a successful pilot.

"This will prove to be a positive step in the change in our delivery and is so much more than what we've tried in the past."

Head of Leadership Development

If you'd like to know more, get in touch with a member of the team:

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