

ILP PARTNERSHIP OPPORTUNITIES



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The State of Learning and Development

Learning and development (L&D) professionals perform in a variety of roles and responsibilities to develop individuals and teams to work more effectively and add significant value to the performance of their organisations.

The importance of the L&D profession has grown significantly in recent times, becoming more strategic at all executive levels, and increasingly proactive and innovative as a result of new challenges, methodologies, and technologies.

With this the expectations of clients and stakeholders have also shifted to ensure the L&D spend demonstrably contributes to achieving business goals and enhancing organisational performance.

As we know business markets change rapidly which means organisations need to adapt and become more agile and responsive to change which means employees need to be reskilled and upskilled faster to prepare for the future. Well designed and facilitated training also provides organisations with a competitive advantage in attracting and retaining talent. Employees perform better and stay longer with organisations that have a strong learning culture, supporting employees for their current and future roles.

“ At a time when many associations/institutes who state that they represent a body of professionals appear to be invisible, it is encouraging and differentiating to see ILP consistently engaging and thinking about how to serve and be valuable to its community. ILP is in front of the curve ... it is great what you are doing and getting to be part of it. ”

David Wayne



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The Key to Success is Collaboration

For organisations of all types to achieve sustained success collaboration is crucial, particularly in these changing times. Teamwork, cross-functional projects, and relationships across companies, where win-win opportunities are embraced, are the accepted strategic imperatives in today's business environment, and is especially true for professional associations and institutes such as the Asia Pacific Institute for Learning and Performance (ILP).

ILP has a history of partnering with our professional members, aligned associations and institutes, and a range of sponsoring partners. In continuing this strategy ILP is now seeking to form three types of relationships.

Learning Partners

Partnerships between organisations with similar areas of focus, goals, and values have proven to be one of the most effective ways to increase brand awareness. And it generates customer interest through broader exposure to similar markets, fosters stakeholder loyalty as they receive added value, and influences trends and standards across the broader learning and development field.

By sharing ILP offerings with your stakeholders, and by sharing your unique offerings with ILP stakeholders the opportunity for mutual growth is significantly increased.

Supporting Partners

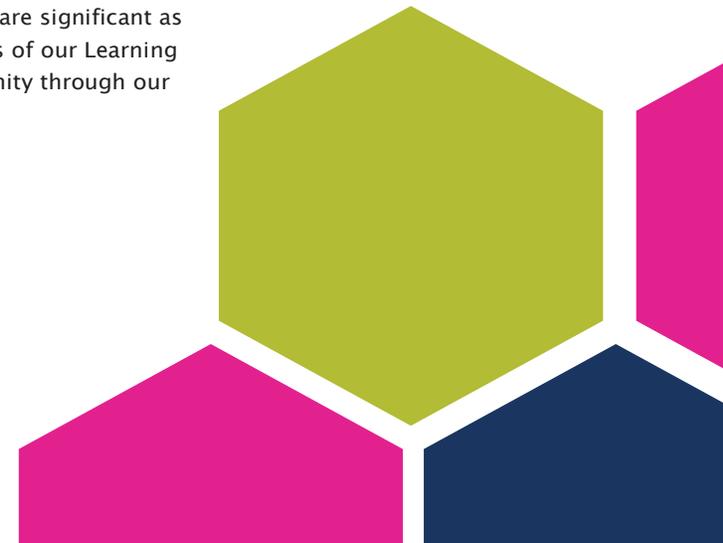
Having a supporting relationship with ILP demonstrates a commitment to professional development, learning transfer and innovation within the L&D community. As a Supporting Partners you will be respected and recognised for the investment you make into this key industry.

Sponsoring Partners

For organisations with products and services of potential interest to L&D professionals, independent trainers, performance coaches, learning designers, the benefits are significant as we expose you to our members, members of our Learning Partners, and to the broader L&D community through our many communication strategies.



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Who is ILP?

With over 12 years' experience, the Asia Pacific Institute of Learning and Performance (ILP) is the peak body, industry leader, and trusted advisor supporting learning and development professionals of all types, having developed a niche position within the industry thanks to our concentration of focus, quality, and level of engagement with our members.

We support over 4500 members by working with them and creating opportunities to create success pathways for their careers or business and achieve the desired outcomes for the clients or organisations.

ILP's Purpose

To lead the learning evolution by raising and setting the standards for learning and development, so that organisations and learners see how excellence in learning will result in exceptional capability and enhanced performance.

ILP has developed an L&D Capability Framework that identifies the capabilities L&D professionals need now and into the future for long-term success within their profession and industry. By connecting and collaborating with partners and members of the learning and development community ILP is pioneering new standards for the learning and performance industry. And these are being deployed through ILP's ability to assess and benchmark individuals and organisations to these standards, and then guide them along a learning pathway raised through our range of professional certifications.



Who are our members?

Our members are committed to helping individuals and organisations enhance their performance, increase their capability, and navigate behavioural change. They are experienced learning and development professionals, including learning designers, face-to-face and online facilitators, program leaders, performance coaches, training impact assessors, professional speakers, and registered training organisations.

They may be independent operators, small business owners, part of corporate learning and development teams, and heads of departments and C-Suite executives in Human Resources and L&D and are generally characterised as decision-makers and influencers. Working in every type of industry, large and small organisations, in the public and private sectors and provide Instructor Led Training (ILT), Virtual Instructor Led Training (VILT), and leading-edge Online Training (ONT).

OUR VALUES

Integrity - We say what we mean, we do what we say, always with the best intention.

Courage - We do what it takes to pioneer and lead the way in improving the value of learning experiences.

Commitment - We are dedicated to facilitating positive and sustainable impact for our members, learners and organisations.

Collaboration - We bring members, corporate partners and industry bodies together to set the standards and raise the bar for learning and performance.

Quality - We expect excellence in everything we do, if we're going to do it we do it well.

Belonging - Diversity of thought and inclusive input are capabilities we build and the type of community we grow.



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ILP Partnership Opportunities and Benefits

At ILP we understand that all partnerships are unique and important. We value our partner relationships, which is why we have created options that allows you to choose the relationship that will give you the benefits and returns you are looking for.

Learning Partners – are association/organisations with a similar purpose and values to ILP, whereby working together, sharing reciprocal offerings and rights to benefit each other’s stakeholders, and increased value to members. Our partnerships with AusAPT and the Learning & Performance Institute (UK) are a testament to this.

Supporting Partners – are individuals or organisations who admire the ILP vision and mission, who want to be associated with what ILP is doing, and understand the mutual value of that association.

Sponsoring Partners - are organisations that have an offering (product/ service) of potential value to our members, and by extension to members of our Learning Partners. Sponsoring Partners are important to our members as they keep them current with the latest offerings they might use in developing and delivering high quality services.

Partnerships of all types are vital to the success of any member organisations and provide massive value to everyone involved.



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ILP Partnership Opportunities and Benefits

For our Learning Partners – Associations, Institutes, Member Organisations – Reciprocal Support Only

- ✓ Acknowledgement on our Partners webpage with backlinks to your website and social media pages
- ✓ Member rates for your paid members/teams to ILP face-to-face regional or national events
- ✓ Promotion of your events to our members with reciprocal event rates for ILP members
- ✓ Inclusion of your event and other information in ILP newsletters
- ✓ Opportunity to contribute to ILP newsletters, events, and our Resources pages
- ✓ Social Media posts supporting you and your events
- ✓ An open invitation for your members/team to participate at our weekly ILP Member Lounges
- ✓ *What else might we support you with?*

Additional benefits for our Supporting Partners – Individuals or Organisations - \$770/pa to end 2021

- ✓ Everything included for Learning Partners, PLUS
- ✓ Complimentary one-year Professional Membership, which includes:
 - Free access to fortnightly ILP Online Masterclasses
 - Member rates for all ILP face-to-face regional or national events
 - Access to all our Resources, including Masterclass recordings
 - Member rates to the ILP APAC Learning Impact Awards dinner
- ✓ A dedicated Landing Page with your profile and backlinks to your website and social media pages
- ✓ Opportunity to contribute to ILP newsletters, masterclasses, and events
- ✓ *How else can we acknowledge your support?*



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ILP Partnership Opportunities and Benefits

Additional benefits for our Sponsoring Partners – Organisations – From \$1980/year to end 2021

✓ included benefits optional with additional investment

- ✓ *Everything included for Learning and Supporting Partners, PLUS*
- ✓ Your logo on the Partners Carousel with link to your dedicated Landing Page – On every page of our website
- ✓ Your logo on the soon to re-launched ILP L&D Marketplace, with acknowledgement of your support
- ✓ Opportunity for you to include your offerings (products, services, events) on the L&D Marketplace – Options available
- ✓ Logo displayed with link to your dedicated landing page in What's Happening @ ILP (weekly) eNewsletter
- ✓ Logo and tagline with link to your dedicated landing page in L&D Inspirations eNewsletter (each 3 months in 2021)
- ✓ Acknowledgement in Inspired Magazine (six-monthly) logo, tagline, and promotional options
- ✓ Promotional style 'article' to demonstrate your offerings in L&D Inspiration eNewsletter and Inspired Magazine
- ✓ Discounted Professional Memberships for your team
- Acknowledgement on collateral, and websites related to any major events
- Acknowledgement (verbal / brochures / web) at live events and verbal at online
- Inclusion on a backdrop or virtual media wall behind ILP Hosts during online events, wherever technically possible
- Opportunities to be the Feature Sponsor and/ or guest presenter/facilitator at fortnight Masterclasses – Options available
- Complimentary ticket(s) for the 2021 Learning Impact Awards Conference and Dinner – Options available
- ✓ *How else can we collaborate to support your goals?*
- ✓ **Let's talk and we can tailor a proposal for you.**



Let's Partner



Kerry Brocks

CEO Founder

Asia Pacific Institute of Learning & Performance (ILP)

Businesses in the Asia Pacific region face the same challenges in terms of “Futureproofing” its workforce and this is where a partnership with ILP makes sound sense – not just in economic terms but also demonstrates your commitment to a common denominator and to be seen as a part of the solution.

A relationship with ILP will allow you to demonstrate your commitment to professional development, skills and innovation of services within the Learning and Development community. As one of our partners you will be respected and recognised for the investment that you make into this key industry.

In this unique year of 2020, every individual and organisation have experienced change like never before, rather than seeking new partnerships on an annual basis, ILP is seeking partnership arrangements through to the end of 2021. The sooner a partner joins with us the greater the benefit your organisation, your members or employees, and ILP will enjoy.

We look forward to hearing from you and welcome the opportunity to discuss in greater detail our partnership offers to confirm a mutually beneficial option.

“ *Real Issues, Real Conversations, Buckets of Ideas!*

I love participating in the ILP Members Lounge on Fridays. I always take away lots of ideas, feel connected to my tribe, and get a boost to my mojo! ”

Sally Foley-Lewis



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