



**Institute for
Learning &
Performance**

Asia Pacific

2023 ILP Partnership Opportunities

Collaborating for mutual success

**Strength
Confidence
& Credibility.**

The state of Learning and Development.....	3
The key to success is collaboration.....	4
Who is ILP?	5
Who are our members?.....	6
Every partner has their own unique needs	7
For our Learning Partners - reciprocal support	8
Additional benefits for our Supporting Partners	9
Additional benefits for our Sponsoring Partners	10
Let's talk. We can tailor a proposal for you.....	11

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.

The pandemic has driven a great leap forward in digital learning, and dramatically changed the way learning and development is now done. Is there any point in looking back?



"Just wanted to say thank you for your time on Monday. I am reasonably new to the Learning and Development (L&D) space so I found the session extremely valuable and appreciate the access to the website and its associated knowledge base. To know that we are supported by an organisation with a professional reputation as highly regarded as ILP is so important to myself personally and the overarching L&D philosophies of Liberate Learning."

Heath Anderson-Closey
Liberate Learning

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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 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

Learning Partners Supporting 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.



Peak body, industry leader, trusted advisor

With over 14 years' experience, the Institute of Learning and Performance (ILP) is the peak body, industry leader, and trusted advisor supporting learning and development professionals of all types. We have developed a niche position within the industry, thanks to our concentration of focus, quality, and level of engagement with our members.

We support over 4000 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.

Focusing on long term success within the industry

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.

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.



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A wide range of experienced learning and development professionals

Our community of members are committed to helping individuals and organisations enhance their performance, increase their capability, and navigate behavioural change. They are experienced learning and performance 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, 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 they provide Instructor Led Training (ILT), Virtual Instructor Led Training (VILT), and leading-edge Online Training (ONT).

Our Values



Integrity



Courage



Belonging



Quality



Commitment



Collaboration

"At GMD Partnerships, we were looking for an organisation to align with who served the learning and development profession but who had a focus on performance rather than just learning. ILP met what we were looking for in name and action.

They promote lifelong learning, peer to peer support, provide resources and promote the need to deliver results for organisations through learning alignment rather than just delivering training/ learning. They have proven themselves an ideal organisation for us to work alongside and to support. They promote us to their membership and they seem to attract great members!

Mark Harris
GMD Partnerships

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At ILP we understand that all partnerships are unique and important.

Partnerships of all types are vital to the success of any member organisations and provide massive value to everyone involved. We value our partner relationships, which is why we have created options that allow 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.



ILP
Strategic
Partner
2022



"We love being an ILP partner. We try to attend as many Members' Lounges as possible and adore the welcoming community of professionals. Being an ILP partner provides a great opportunity for us to network with our target audience, build brand awareness and promote our upcoming events. We feel personally supported by Bill and Kerry and that this partnership is a great investment in our business."

Renee Hasseldine

Think RAPT™

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Associations, Institutes, Member Organisations

- Acknowledgement on our Partners' webpages 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 updates
- 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 Lounge
- What else might we support you with?

"ILP is by far the most relevant and progressive learning organisation of which I am a member. It provides continual formal and informal educational opportunities and a great network of peers. ILP founder, Kerry Brocks, is an inspirational leader who strives to provide value to all members."

Jon Morgan, Foresight Learning

"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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Additional Benefits for our Supporting Partners

Individuals or Organisations

Everything included for Learning Partners, PLUS

Complimentary one-year Associate Membership, which includes:

- Free access to monthly 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

\$770 per year

How else can we acknowledge your support?

"What we found by becoming partners with ILP was genuine support and interest in our business and real desire to help us connect meaningfully with others in the ILP community. The opportunities to connect in different ways, from the Masterclasses to the L&D Lounge is important for building relationships and increasing the opportunities for the business. Thank you Kerry, Bill and team!"

Leonie Cutts, CCS Corp
The Image Card Experts



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Organisations

Everything included for Learning and Supporting Partners, PLUS

- Your logo on the Partners Carousel with link to your dedicated Landing Page – on most pages of our website
- Logo displayed with link to your dedicated landing page in What's Happening @ ILP (weekly) Update
- Promotional style 'article' to demonstrate your offerings in the ILP Resources Library and LinkedIn Articles
- One sponsored masterclasses each year, where you can introduce the topic and presenter
- One dedicated Partner Showcase featuring your organisation and facilitated by you or ILP to highlight the value you bring to the L&D community, one additional may also be available
- Display your logo on a banner at ILP Meetups, and where possible your participation and promotional material at meetups
- Discounted ILP Memberships for your team
- Acknowledgement on collateral, and websites related to major events
- Acknowledgement (verbal / brochures / web) at live events and verbal at major online events
- Opportunity to be a Major and/or Award sponsor of the 2024 APAC Learning Impact Awards (ALIA)
NOTE: A separate prospectus will be updated shortly – ALIA promotion in 2022 starts in April and runs post-event into October
- Ticket(s) for the 2024 ALIA Gala Dinner in late September at member prices or included in above option
- Let's talk and we can tailor a proposal for you

From \$1980 per year

A special relationship with our sponsors

Being an ILP Sponsoring Partner is one key ingredient to your success.

At ILP we understand our sponsoring partners have their own business growth strategies, and we want to understand them and be a valuable part of making those strategies successful, particularly the marketing strategies.

Marketing, as you know, can be a mysterious art and is very different to sales, and can serve many purposes including:

- providing information on your services, including any changes in what you are doing,
- creating engagement with potential customers,
- building your brand awareness, or your rebranding message,
- positioning your organisation in specific industries or demographics,
- boosting business growth, and/or maintaining customer loyalty,
- and of course promoting sales.

Partnering with ILP can support some or all of the above purposes as part of a marketing strategy.

And of course these connect together to drive success, for example building brand awareness, and positioning in the right market, may drive sales quickly, but are more likely to materialise down the line as the services provided are made more visible to potential clients.

It all depends on what our partners are trying to achieve. Our aim is to add a valuable component to our partner's growth success.



Let's talk. We can tailor a proposal for you

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 time we live in every individual and organisation has experienced change like never before.

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.

Please Contact

Kerry Brocks

CEO

kerry@ilpasiapacific.com

"I love participating in the ILP L&D 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



Kerry Brocks
CEO

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