



IRISH DIRECT MARKETING ASSOCIATION LTD



All about Training

Q What is the IDMA link with Design, Print and Packaging Skillnet all about?

A The Design, Print and Packaging Skillnet is a training network, like a training co-op, which provides assistance to companies in relation to providing value for money training solutions to business needs. It is done by identifying the training needs of companies and then by sourcing and facilitating the provision of top quality training solutions for those needs. Through a combination of experience, purchasing power and the use of our grant funding we can often significantly reduce the cost of training for companies.

Q So how does the grant funding work?

A We enter into a grant agreement with our funding agency Skillnets Ltd following a rigorous application process in which we detail the range of training we plan to offer. This agreement includes a maximum amount of grant aid which will be provided to the network. We then manage our programmes to maximise the impact of this funding for our members. All grant administration is done centrally by us, so members simply pay a reduced rate for any training engaged in.

Q How does the IDMA fit into this?

A The Design, Print and Packaging Skillnet works actively with associations like the IDMA to promote training to its member firms. This means that IDMA members can access the membership rates for our training as a result of being in membership of IDMA. This can result in very considerable savings compared to the non-member price. Similar arrangements are in place with associations in the design sector. This relationship also allows the IDMA to influence the choice of courses which we offer and the manner in which we offer them!

Q What sort of training do you offer?

A We can offer a very wide range of training. Our objective is to meet the needs of our client companies. The only training which we cannot support is training which companies are obliged to provide by law. An example would be manual handling training where firms are obliged to provide appropriate training to employees involved in lifting etc. Beyond that we have had short programmes in sales and sales management, a variety of software programmes like Excel, Word, PowerPoint, Adobe InDesign etc, cash collection, cold calling, data protection etc. We have also developed a number of fully accredited programmes in Print and Digital Technology Management, Packaging Technology and a full Masters level programme covering management and

leadership subjects. All of these programmes are available to companies on a shared basis where a lot of learning can come from the shared experience of different backgrounds.

Q Can you help companies with internal needs as well?

A Yes we can. While most of our training is done in a network context, we recognise that sometimes the nature of the training demand is such that opening the programme to other firm's employees is just not practical. In this case, we have a budget available where we can assist companies to run programmes internally where we can offer funding of up to 20% of the cost of delivery.

Q How do we get in touch with you?

A You can contact me through the IDMA website at training@idma.ie or you can call me directly on 087-2328781 or visit our training page at <http://www.idma.ie/events-training.html>

Early in 2012 we would like to meet with the person in your company that looks after the training budget and requirements to explain what we can offer for your company. Please ask them to email su@idma.ie or forward their contact details with "2012 Training" in the subject line.