

Nelson Croom helps develop a new qualification for promotional merchandisers

The BPMA (British Promotional Merchandise Association) is working with Nelson Croom to develop a new qualification in promotional merchandising. Education and training is a major focus for the BPMA in 2008. The online BPMA Academy is a core part of this strategy. The association has also recently seen success with a range of new member seminars, which allow new and existing members to benefit from a range of half-day courses every month.

BPMA Academy will be an online gateway enabling learners to study the different elements of promotional merchandising. Alongside study content, there will be online tests and a final assessment. BPMA Academy will cover six topics central to promotional merchandising:

- The Promotional Market
- Product Information
- The Print Process/Branding Applications
- Introduction to Marketing
- The Sales Process
- Procurement/The Buying Process

"We're delighted that the BPMA have chosen Nelson Croom to help them take their first steps in online learning and development. Much of our expertise lies in helping associations bring new and existing qualifications online so that they can benefit from the advantages that elearning can bring them. For example, our work with the Institute of Sales Promotion has led to better student retention and substantial savings on time and administration costs for their Motivation Diploma and Diploma in Promotional Marketing" comments Jacqui Nelson, Business Development Manager, Nelson Croom.

ENDS

Notes for editors:

About BPMA

The BPMA has been representing the promotional merchandise industry for over 40 years, ensuring high standards are kept amongst members and raising the profile of this vibrant sector. The BPMA represents the industry at all levels, whether it is lobbying the government on industry issues, working with the media, or promoting awareness of the services provided by its members. The association upholds a strict code of conduct that members must adhere to and provides access to professional training and development resources. In addition the BPMA recognises outstanding achievements from members through the BPMA Awards.

About Nelson Croom

Founded in 2000, Nelson Croom has rapidly grown into a leading developer and publisher of online learning. Nelson Croom works in partnership with professional associations, companies and voluntary organisations to provide flexible, relevant and creative CPD, training, distance learning and compliance programmes. For more information visit www.nelsoncroom.co.uk

To find out more about this story, please contact:

Victoria Clarke

T. 020 7582 3309

E: victoria.clarke@nelsoncroom.co.uk