

“Training Trends - The Story So Far”

by

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Today's Agenda

- BICSI - latest facts and figures
- RCDD the growth
- The qualification mix
- Latest trends in the training mix and market convergence
- The growth of the electrical contractor



BICSI - latest facts and figures

- Formed in 1974
- BICSI - 18,000+ members in 86 countries
- Targeting 20,000 + by end 2000
- 7 Regions - Canada (R5), Europe (R6), Brazil (R7).
- 6 International Conferences (2001)
- 2 Cabling Workshops
- 50+ Education Programmes



BICSI - latest facts and figures

- 100+ Presentations (Downloadable)
- PR in UK, France, Germany, Portugal
- Internationalisation of 9th Ed. TDM (RCDD)
- Internationalisation & Translation of Cabling installation programme (Portuguese/Japanese)
- 7000+ Qualified Installers/Technicians
- 5000+ Qualified RCDD's



BICSI Europe - latest facts and figures

- BICSI Europe - 798 members
- Targeting 1000+ by end of 1st Qtr 2001
- 4 Licensed Training providers (+3 applications)
- 1 International Conference 2-5/07/01 (1500 vis)
- Exhibited in Birmingham, Rome & Spain
- Exhibiting at Elec2000, Paris
- Presentations to Telecomm Authorities



BICSI Europe - latest facts and figures (continued)

- 70 RCDD's
- 88 Installers/Technicians
- External PR Agency
- 4 Full Colour Newsletters
- Members Only Website
- Europeanisation of literature



BICSI Europe - latest facts and figures (continued)

- Steering Group developing marketing strategy for 2001
- Venue for 2002 Conference, Nice, Rome or Barcelona
- Morning Regional Seminars being developed
- Number of Proctors increasing from 6 to 10
- Government Departments joining
- High profile in the press



RCDD - The Growth

- Currently 70 in Europe
- TDM Manual now in 9th Edition
- Over 200 9th Edition TDM manuals sold
- 3 Licensed Providers
- Promoted by a number of System Manufacturers & Distributors
- Not just UK based



RCDD - The Growth

- Unisys
- Alcatel
- IBM
- Anixter
- NTL
- Computacenter
- AMP
- BrandRex
- Norweb
- Nordx
- ABB Steward
- Line Management
- Pinacl
- Cablesnip
- Bailey
- Manchester Airport
- Mitech
- Memorex



The Qualification Matrix

- BICSI
- NVQ
- City & Guilds
- BTEC
- Manufacturers Training



The Qualification Matrix BICSI

- Recognises other courses (on going requirement)
- Can be viewed as being American only
- But is marketable
- Gaining industry recognition
- Relatively difficult to pass (exams marked in US)
- Obvious career path
- 5 primary courses
- Translated to other languages



The Qualification Matrix NVQ

- Proved to have been unsuccessful
- Complicated to administer
- Low esteem
- Not Industry recognised
- Has little or no failure rate
- Supported by Government



The Qualification Matrix City & Guilds 3466

- Established 10 years
- over 12,000 certificates
- over 12 training centres
- 3 qualifications (Copper & Fibre)
- High pass rate
- No building blocks
- Offers good entry to industry
- Attracts government funding



The Qualification Matrix BTEC

- New short course formula
- All courses can be mapped across
- Manufacturers courses can be included
- Can lead to degree level entry
- Simple building process
- Recognised Awarding Body



The Qualification Matrix Manufacturers Training

- Change of approach
- Quality increasing
- Still tends to be product specific
- Generally no independent approval (C&G)
- Delivered by sales people (sometimes)
- Seen as a formality



Latest Trends in the Training Mix and Market Convergence

- Training is a Hot Topic
- Lots of confusion with the real issues
 - Quality of training must come first
 - Awarding Bodies must be strong
 - Long term industry acceptance
 - Understanding the Industry itself
 - NTO's - do they understand



Latest Trends in the Training Mix and Market Convergence

- What are companies looking for
 - Technical Content (Data, Fibre, Telephony)
 - Tangible outcomes
 - Short & Sharp
 - Marketable outcome
 - Industry acceptance
 - Training strategy
 - Career options for staff (retention)



The Growth of the Electrical Contractor

- A targeted market sector
- Trained and Skilled Installer Base
- High Profile Press
 - CableTalk
 - Electrical Times
 - Electrical Contractor
 - Professional Electrician
 - NCN (ECN)
 - Network Review



The Growth of the Electrical Contractor

- Training is an accepted practice
- Subsidies are being made available
- 2000+ have been trained this year (3 comps)
- Incumbent contractor
- Well established Distribution Channels
- Commodity Product
- Desire to move on



In Summary

- Must listen to the real needs of industry
- Industry require graded entry levels
- The Electrical Contractor is here and he can benefit the industry
- A marketable outcome
 - required by company
 - required by individual
- A lot of change still to come

