



INFORMATION

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Rhema Group helps Association of Accounting Technicians (AAT) to Improve Membership Levels and sell the benefits of CPD

Providers of Professional Qualifications in the Accountancy Sector face increasingly stiff competition from each other. Full and part-time college students on gaining a qualification do not automatically become a member of the awarding body and thereby can miss out on the Continuing Professional Development Support that the organisation could provide.

The Association of Accounting Technicians (AAT) as one such professional body places great importance on supporting its members in the area of CPD (Continuing Professional Development), now a requirement for finance professionals, and is tackling the issue at a grass roots level.

Via its branch network the AAT runs a programme of CPD events for members throughout the year. Recognising the need to equip its committee members to sell the benefits of AAT membership to students, and to sign members up for CPD events, the Membership Services Section has employed Rhema Group to deliver four key note training sessions a year aimed at their local branch committee members. The sessions have focussed on key skills including presentation skills, communication skills and creative thinking/problem-solving skills.

Rhema Group Director William Burton commented – “The sessions have been extremely well received and have had a tremendously motivational effect on those volunteer committee members attending as they use the skills to drive up membership numbers and attendance on CPD events”.

Steven Drew, AAT’s Membership Services Manager added – “It is extremely important to us that we are seen as adding value to our members and that as a consequence our membership is growing. We are totally committed to CPD and the Rhema Group workshops have helped us enormously in putting across the benefits of AAT membership and our CPD support to members and prospective members alike”.

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The Rhema Group www.rhemagroup.com is a highly respected and well-established UK human resource development company which also operates globally. Founded in 1985 by MD Jeremy Francis, Rhema (a name derived from the Greek for *inspired word*) has won a solid reputation for innovation, quality and reliability of delivery of people development and performance.

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