



"Inspiring Learning"



Matching trainers with learners

Committed to delivering inspired learning in NI

Trainingmatchmaker.com is the brainchild of Chartered Marketer and former Chair of The Chartered Institute of Marketing in Ireland Christine Watson.

Throughout her career Christine has been committed to continual professional development and lifelong learning and is an advocate of learning for mental health.

As a licensed Customer Service and Digital Marketing Trainer for People 1st Christine is also the founder of Watson & Co. Chartered Marketing.

As a trainer herself Christine has a wealth of experience having trained over 1,000 individuals in customer service and marketing.

However, in recent years Christine found herself constantly being asked where she found out about both free and paid for training sessions across Northern Ireland and beyond.

In a professional capacity Christine has spread the word far and wide and impacted positively on the lifelong learning journeys of over 2,000 individuals and over 100

organisations including Lunns, McCombs Travel, Belfast City Council, Armagh City, Banbridge and Craigavon Borough Council, East Belfast Partnership, Lough Neagh Partnership, Malone Lodge hotel, James Street south, Hadskis, Tedfords and Young Enterprise Northern Ireland.

Trainingmatchmaker.com is the

first platform of its kind in Northern Ireland and with a goal of listing over 1,000 free training opportunities alongside a comprehensive database of trainers and paid for training sessions Training Matchmaker is focused on delivering inspired learning to students and attendees across the country.





Matching the right trainer to the right learner

LEARNERS

Tired of spending too much time on google searching for training relevant to your needs?

LEARNERS

Sick of hearing about inspiring learning opportunities after the effect?

LEARNERS

Fed up with searching for the right course to suit you?

TRAINERS

Need an online training presence but are time, resource or budget starved?

TRAINERS

Want to increase your reach and market your services to new companies in search of a trainer?

COMPANIES

Overwhelmed by having to search for a trainer when you have a million other things to be doing?





TRAINING PROVIDERS

Sick of staring at empty seats in your training courses, conferences, workshops, sessions and learning events?

TRAINING PROVIDERS

Aware of the wonderful digital stories your training event could inspire to assist your brand and future course sales but unsure as to where and how to start with live video, blogging, Instagram stories, carousels, infographics and other evergreen content?



The solution?



An innovative user friendly platform that's easily accessible

WWW.TRAININGMATCHMAKER.COM

- **Free face to face training opportunities**
- **Paid for face to face training opportunities**
- **Free online training opportunities**
- **Paid for online training opportunities**
- **Trainers available to hire**
- **Advice for Training providers**
- **Details of organisations seeking trainers**
- **News & advice**
- **Events listings**

The Massive Open Online Course industry is set to be worth \$40 billion by 2025. Training organisations and independent trainers all over the world are offering training courses online for free, including Harvard, MIT, Queen's University Belfast, Pixar, Google and more. The Open University alone has over 700 free online training courses. At the same time a blended learning approach is regarded as best practice. Face to face

learning offers a comradery amongst learners that online learning is never likely to achieve. Put simply people learning together can remain friends for life. This has been the case with founder Christine Watson who regards her fellow learners, found at Belfast Met whilst studying for her professional marketing qualifications with The Chartered Institute of Marketing amongst her best friends in business and in life.



Listing your learning opportunity, trainer profile & training need is free & easy

WWW.TRAININGMATCHMAKER.COM



"By investing in your own skill set or that of your employees you can increase productivity, creativity and efficiency" **Christine Watson**

PREMIUM LISTINGS

TRAINERS: Add a back link to your website, social media channels, video content and more to your trainer profile = £50 per annum

FEATURED TRAINER OF THE MONTH: Have your profile appear prominently throughout the site and across social media channels = £100 per month

TRAINING PROVIDERS: Become one of six featured learning opportunities on the TrainingMatchmaker.com homepage = £100 per month

FREE LISTINGS

A range of free listing opportunities are available on TrainingMatchmaker.com

- Training Providers (Training course opportunities – free and paid for, face to face and online)
- Trainers
- Organisations needing trainers

SPONSORSHIP

Sponsorship opportunities are available from just £150. To receive a founding partner's, trainer event, campaign, conference or awards sponsorship pack contact your rep.

DISPLAY ADVERTISING

Feature your advert on TrainingMatchmaker.com

LONG BANNER (wide skyscraper): 160 x 600 pixels
MEDIUM RECTANGLE: 300 x 250 pixels
LEADERBOARD: 728 x 90 pixels

CONTENT CREATION

Book a content creator for your learning event: work with TrainingMatchmaker.com to create learning blogs and capture key lessons from your event using your preferred social media channels - pre-event, live event and post-event options all available.

Experienced content creators available from £35 per hour +mileage and expenses.

SOCIAL MEDIA

Feature on TrainingMatchmaker.com social media channels: LinkedIn, Facebook, Instagram, Twitter, Pinterest and/or Google+ = £50 per post per channel

Connect with us & sign up today!

WWW.TRAININGMATCHMAKER.COM

www.trainingmatchmaker.com

www.facebook.com/trainingmatchmaker

www.twitter.com/trainingmatches

www.linkedin.com/company/trainingmatchmaker

www.Instagram.com/trainingmatchmaker

Contact Christine on 07900 881 146
cwatson@trainingmatchmaker.com



Testimonials



"Thanks so much, we're delighted that we helped to support these events. "The events were brilliant, congratulations on the success and thanks for having us involved."

Cara Taylor, Business Growth Enabler, Ulster Bank

"Thanks for all the hard work you put into the event yesterday – I thought the audience were very much engaged and got a lot out of it."

Nick Read, Ulster University Business School

"I would like to say a huge thank you for looking after me over the last few days. It was an absolute pleasure to work with you guys and the events were no doubt a success!"

Abbey Oladapo, Training & Partnerships, Google Digital Garage

"Having attended Training Matchmaker events as a delegate as well as having provided training I can safely say there is no other platform like it available in Northern Ireland. Christine and her team are professional, inspiring and incredibly knowledgeable about their industry, I'm looking forward to the next event already."

Tina Calder, Founder, Excalibur Press

"Christine's knowledge of the digital training landscape is first class, she is always up to speed on the latest courses, events and opportunities available for clients and trainers alike. She is my source of knowledge for all training related information and advice. In my short time of knowing Christine so far she has inspired me and shared her knowledge to help me develop my skills."

Emma Gribben, Freelance Digital Marketing Trainer

"Through TrainingMatchmaker.com I was connected to a video marketing training opportunity in June of this year. Through this event I not only was able to get the opportunity to deliver further events but also won a contract to deliver a bespoke training programme for a local government body. It has also opened up opportunities in GB through the networks created as a result of the initial connection."

Peter Craven, Freelance Video Marketing Trainer, Bluesky Video Marketing

"TrainingMatchmaker.com has proved an invaluable asset to me identifying and sourcing trainers. It simplified the planning and programming of our next networking event and made the brokering of the training stress free. Perfect when you are time poor. An added bonus was it collects training opportunities from different sectors into once place. So it is a great signpost to identifying or inspiring further training and development opportunities. Some of which can be accessed for free!"

Una Casement, Arts Marketing Association Northern Ireland

"Smart Retail were delighted to join TrainingMatchmaker.com on its journey to inspire learning. We are proud that our retail conference listing, one of the first affiliate partnerships of this brand new aggregator platform in the Northern Ireland market, bore fruit in terms of sales impact."

Noamh McElhatton, Conference Organiser