



World of Learning

world of learning

Conference & Exhibition

16 & 17 October 2018 • NEC Birmingham

1. Background

World of Learning is a conference and exhibition bringing together senior-level buyers and leading suppliers of learning and development (L&D) products, solutions and advice.

An essential event for L&D professionals, World of Learning provides a unique forum for professionals to develop their skills and update their knowledge.

For over 25 years the World of Learning has blended an evolving variety of innovative exhibitors, a highly revered conference programme and immersive feature areas to deliver the best quality for our audience.

2. Why have you sought CPD Standards Accreditation?

- Adds professional credibility to our event: World of Learning Conference & Exhibition

3. What was accredited and how?

- We received accreditation for our event: World of Learning Conference & Exhibition 2018 and have been carrying the CPDSO logo since 2013.

4. How do you use your accreditation?

- We market our accreditation throughout our national marketing campaign which includes press releases, emails to our database, solus eshots with our event partners, across our social media channels, and our yearly magazine: Learning

Magazine.

5. What effect has CPD Standards accreditation had on your business?

- Increased credibility and professionalism at the event. A higher standard of visitors is attracted to the event because we are accredited by CPD.