

ISP graduation at the House of Commons

The Institute of Sales Promotion (ISP) Diploma Graduation Ceremony was held at the House of Commons on 30 October and Alan and Jacqui were delighted to attend on behalf of the Nelson Croom team.

Originally founded in 1933 and established as The Institute of Sales Promotion in 1979, the ISP remain the only trade association that truly represents Promoters, Agencies and Service Partners engaged in Promotional Marketing. The Diploma in Promotional Marketing has been running for over 20 years now, and in 2006 student's, for the first time, had access to online resources and tests developed by Nelson Croom.

The event also saw the launch of the 'Academy', a resource, developed in Nelson Croom's technical shell, Imago. The Academy will help the ISP provide past and present ISP Diploma students with relevant and useful industry information and networking opportunities.

Nelson Croom and the ISP are now working together on three programmes and next year's online resources.

"It is always good to see the real people at the end of what we do" says Jacqui. "The ISP are a particularly interesting client as they use Imago in such varied and different ways. We are really looking forward to continuing working with them to broaden out their provision."

Congratulations to everyone that graduated, and in particular to Annabelle Dewing who was this year's top student.



Candidates celebrate their graduation

ENDS

Notes for editors:

About Nelson Croom

Nelson Croom creates and publishes online learning courses. We work in partnership with companies, professional associations and other organisations. We believe that learning works best when it engages and motivates people. Different people learn in different ways, with different levels of learning and knowledge. In a Nelson Croom programme the learner is always in charge of what they do and how they do it.

To find out more about how we can help you, please contact:

Jacqui Nelson

T. 020 7582 3309

E: jacqui.nelson@nelsoncroom.co.uk