

# Firebrand

Firebrand is a prominent international training group in the field of accelerated IT learning. Courses run for 7 days a week and 12 hours a day, allowing students to get the most out of their learning. **Firebrand Training has been named in the Top 20 IT Training Companies in the World by TrainingIndustry.com every year since 2009.**



## The Challenge:



Due to the popularity, frequency and intensity of its courses, and the senior status of course attendees, it needed a centrally located, fully branded and dedicated venue as a permanent base. The company did not want the financial demands of creating and owning its own premises, in terms of capital investment or day to day costs. It wanted;

- a leading edge facility capable of 24/7 operation and able to accommodate some 19,000 room nights a year, with exemplary levels of service and catering.
  - it had to be centrally located, with versatile configuration of rooms, self contained for privacy and focus, convenient for meals with easy access to accommodation for staff and delegates.
- It needed to be an impressive state of the art facility with a full range of office services.
  - It needed to be clearly and consistently branded, with prominent corporate identity outside and inside the premises

## The Solution:

Having used Wyboston Lakes for previous one-off training events, Firebrand decided to take up the venue's 'branded space' opportunity. Through a working partnership a dedicated centre was created within weeks, meeting all of Firebrand's specifications. It has 9 purpose built classrooms each with four LANs; a 35 seat computer-based testing examination room; a 24/7 classroom and internet café; a 10mb internet connection for all remote lab work and 'real life' on-site laboratories. Designated bedrooms have been assigned at the Willows Training Centre - a short walk for the main site.

Within months of the facility being opened Firebrand made a commitment for a minimum of eight years.

We now have a fully branded bespoke training centre that suits all our fluctuating needs and provides us with the perfect environment for our clients. Wyboston Lakes is a dedicated conference and training centre; this really makes a difference in the quality of service that we provide to customers and has a huge impact on their learning goals.

Stefano Capaldo, Managing Director, Firebrand



Your fastest way to learn. Guaranteed.

**FIREBRAND**



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