

Landing Pad  
BRANDED SPACE

# WALK AROUND LIKE YOU OWN THE PLACE!

## Training space for the long-term, branded for you.

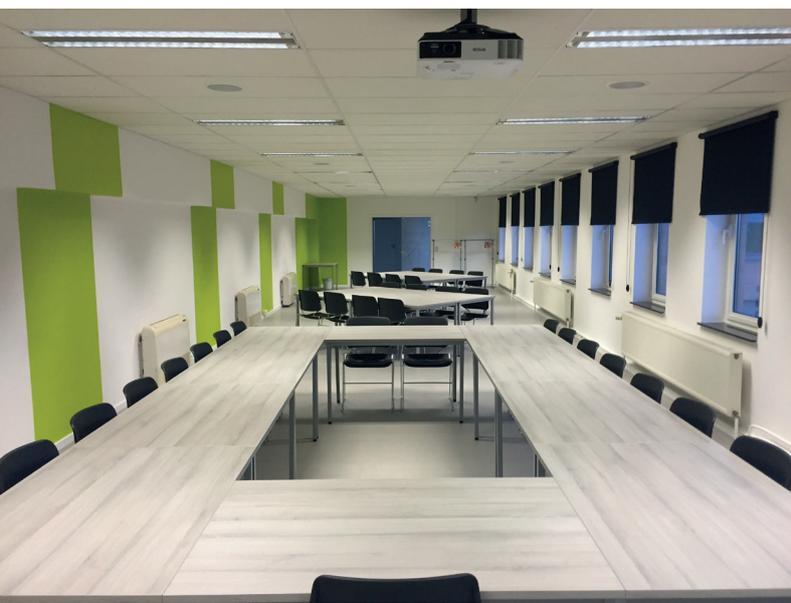
- You need dedicated training facilities without the costs of ownership.
- You need additional, branded space.
- You need it to carry your corporate identity.
- You may need overnight accommodation.
- And you need state-of-the-art support.



You need high quality training facilities and you need them under your own brand.

You need the benefits of exceptional IT support and great hospitality.

You need to be free of the responsibilities of ownership and make significant cost savings in the process.





# IT'S ALL ABOUT YOU ISN'T IT?

## We have a contemporary solution to meet your needs.

Branded spaces at Wyboston Lakes Resort is a widely proven formula. For an increasing number of growing organisations it's the natural solution.

We give you a blank canvas with maximum flexibility to create your own corporate presence. We offer support services; catering, IT facilities and support, maintenance and security. Ample free parking is available across site along with free 2gb WiFi.

Additional facilities include 18 hole golf course, lounge, bars, Spa and overnight accommodation.

## The advantages over the traditional approach are clear.

The minimum contract term is from three years with the option to extend. Your space is fully your own in terms of identity and purpose. We have a range of ready to occupy space with no capital outlay. Spaces can be bespoke to your exacting requirements. You will have world class branded facilities with top notch services at your door.

Typically savings are in the region of 30 – 40% based on standard delegate rates and with all the added benefits it makes sense to lay your hat and make it your home.

Wyboston Lakes Resort, Great North Road, Wyboston, Bedfordshire, MK44 3AL





## Case Study - Firebrand

"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 Resort 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 goal"

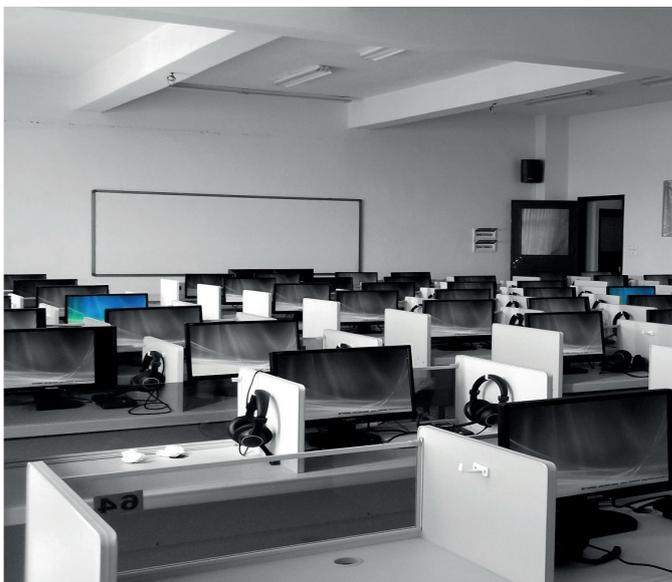
## FIREBRAND

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 with the ability 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; and 'real life' on-site laboratories. Designated bedrooms have been assigned at the Willows Training Centre - a short walk from the main site.

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



To book or to find out more about our Branded Spaces please contact our sales team:

0333 7007 667

[sales@wybostonlakes.co.uk](mailto:sales@wybostonlakes.co.uk)

[www.wybostonlakes.co.uk](http://www.wybostonlakes.co.uk)

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Wyboston, Bedfordshire, MK44 3AL



Wyboston Lakes Resort is located midway between Milton Keynes and Cambridge and offers easy access to both. M1, M11 and A1 are all within easy access.

By Road: M1 Junction 13 is 15 minutes away using the A421. M11 Junction 14 is 20 minutes away using the A428. A1 offers a direct route to M25

By Rail: The nearest rail station to Wyboston Lakes Resort is St Neots, on the Great Northern service, a 48 minute train journey from London King's Cross. St Neots and Sandy Train Stations are both 10 minutes' drive away.

By Air: Luton Airport is only 45 minutes away. Stansted Airport is only 45 minutes away. Heathrow Airport is approximately 90 minutes away.