

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 impressed 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.”