



Case Study ~ Firebrand

Firebrand is a prominent international training group in the field of accelerated IT learning. 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 training 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 operating costs. But it wanted a leading edge facility, capable of a 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 a versatile configuration of rooms and support facilities; self-contained for privacy and focus; convenient for meals; and with easy access, where necessary, to accommodation for staff and delegates.

It also needed to be an impressive, state of the art facility with a full range of office services. Equally important for this flagship company, it needed to be clearly and consistently branded, with prominent corporate identity outside and inside the premises.

Firebrand wanted all this without having to invest in buying their own building, or employing their own people to run, maintain and service it. In short, it would be a place they and their staff could feel was their own, and which would also impress customers, without all the costs and complexities inherent in ownership

Why Firebrand uses Wyboston Lakes

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 Firebrand's specifications. It has nine purpose-styled 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.

In terms of residential accommodation, Firebrand has designated bedrooms at the Willows Training Centre, which is a short walk away from the main site. Students can go back to their rooms as and when they require.

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 big 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

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