

Case study form

AAT short courses



Thank you for agreeing to share your story with us. Our case studies are at the heart of our brand and communications. Case studies allow us to show real-life examples of how we fulfil the needs of our students, members and businesses, and help them reach their goals.

Where do we use our case studies?

By agreeing to become an AAT case study, you're also committing to assist us in our communications. We may also approach you with the opportunity to participate in a photo shoot. Please note that participation is voluntary. If you decide not to participate there will not be any negative consequences on your future dealings with AAT. If you decide to participate, you may stop participating at any time and you may decide not to answer any specific question.

Before AAT can process your case study form, you'll need to consent to points 1-7 on the last page. Without full consent we will be unable to use your details.

Please make sure you're happy with these statements before continuing. Upon submitting this form to us, we'll keep your details for up to five years. For details about how AAT process your data, please refer to AAT's [Privacy policy](#).

First name

Surname

Membership number *(if applicable)*

Ethnicity *(optional)*

Employer

Job title

Email

Telephone number

Social media handle

Date of birth *(optional)*

City

Country

What sector do you operate in?

Private

What industry do you operate in?

Accounting, banking and finance

Public *(such as health care, emergency services, schools)*

Business, consulting and management

Practice *(large)*

Practice *(medium)*

Practice *(small)*

Engineering and manufacturing

Government and local authority

Education

Voluntary

Healthcare

Charity or No-for-profit

IT

Do you have a physical or mental health condition or illnesses lasting or expected to last 12 months or more? *(optional)*

Leisure, sport and tourism

Yes

No

Media

If Yes, does your condition or illnesses reduce your ability to carry out day to day activities? *(optional)*

Retail

Yes, a little

Yes, a lot

No

Other

Your relationship with AAT *(please tick all applicable boxes below)*

Student

Employer

Training provider

Signature

Date form completed

Which AAT short course did you study?

Why did you decide to study an AAT short course?

What accounting and/or financial responsibilities do you have in your role?

What skills did you take away from your AAT short course?

How will you apply the skills learnt in this training to your role?

What has been the best part of studying an AAT short course?

How did you study your AAT short course?

Face to face

Online

How did you find the delivery of the training?

Did you find the programme level and delivery appropriate and easy to follow?

Would you recommend an AAT short course?

Not at all likely

Neutral

Extremely likely

0 1 2 3 4 5 6 7 8 9 10

Why?

Why did you choose an AAT short course for your employees to attend?

What new skills have your employees brought to the business?

Do you think the AAT short course was good value for money?

Have you received positive feedback from employees who have attended an AAT short course?

Would you recommend an AAT short course?



Why?

Training providers

Why do you choose to deliver AAT short courses?

Do the resources provided by AAT allow you to successfully deliver AAT short courses?

What makes AAT short course stand out from others in the market?

Have you received positive feedback from students who have attended an AAT short course?

Do you think the AAT brand/reputation encourages students to register for an AAT course?

Would you recommend an AAT short course?

Not at all likely	0	1	2	3	4	5	6	7	8	9	10	Neutral	Extremely likely
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Why?

Is there anything else you would like to tell us about delivering AAT short courses?

Before AAT can process your case study form, you'll need to consent to the first seven points (1-7).

Without full consent to these six points, we will be unable to use your details.

1. I consent to AAT processing all of my sensitive personal data, including health-related details and ethnic background where provided or captured as part of photography or video or as part of this form.	Yes	No
2. I consent to AAT sharing my name, contact details, membership status, employment status, employer, pre-approved quotes and photography with third parties that work under contract on behalf of AAT. These include creative and digital agencies in the UK, EEA and non-EEA countries.	Yes	No
3. I consent to AAT publishing my name, membership status, employment status, employer, pre-approved quotes and photography on the AAT website, AAT's blog, AAT's magazines, AAT's offices and internal communications, membership and events materials, marketing and paid for advertising in the UK, EEA and non-EEA countries.	Yes	No
4. I consent to AAT and carefully selected third party media representatives that work under contract on-behalf of AAT (e.g. AAT magazine journalists, photographers etc.) contacting me to take part in interviews relating to my journey with AAT. Media representatives may be from both EEA and non-EEA countries for national, regional, trade and consumer publications and/or broadcast.	Yes	No
5. I consent to AAT sharing my name, contact details, membership status, employment status, employer, pre-approved quotes and photography with independent third-party media representatives (e.g. journalists), who may contact me to take part in interviews relating to my journey with AAT. Please note, our media team will only engage with journalists once approval directly from yourself is obtained that you are happy for us to share this information and photography. Media representatives may be from both EEA and non-EEA countries for national, regional, trade and consumer publications.	Yes	No
6. I consent to AAT sharing my name, membership status, employment status, employer, pre-approved quotes and photography on AAT's Facebook, Instagram, Threads, WhatsApp, LinkedIn, TikTok, X, YouTube and Vimeo. Social media platforms store data in both EEA and non-EEA countries.	Yes	No
7. I consent to AAT using my name, membership status, employment status, employer, pre-approved quotes and photography for online paid advertising and boosted posts on AAT's Facebook, Instagram, Threads, WhatsApp, LinkedIn, TikTok, X, YouTube and Vimeo. Social media platforms store data in both EEA and non-EEA countries.	Yes	No
8. I consent to AAT contacting me with media opportunities relating to my journey with AAT. Media opportunities may be from both EEA and non-EEA countries for national, regional, trade and consumer publications and/or broadcast.	Yes	No

Thank you

Please email your completed form to casetudies@aat.org.uk

Our case studies are passionate about AAT and want to be involved in our communications because they have a story they want to share. We don't pay case studies as this wouldn't be an honest representation of our brand. We'll pay incurred expenses when you're participating in any case study activity and this payment will be formally agreed beforehand.

AAT is a registered charity, No. 1050724

Name

Membership number

Date form completed

Signature



aat.org.uk/case-study

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