

Case study form

AAT Essentials



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 1-6 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

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

Practice *(large)*

Practice *(medium)*

Practice *(small)*

Government and local authority

Voluntary

Charity or No-for-profit

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

Yes

No

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

Yes, a little

Yes, a lot

No

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

Student

Employer

Training provider

Signature

Date form completed

Which AAT Essentials training programme did you take?

Why did you decide to take an AAT Essentials training programme?

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

What skills did you take away from the AAT Essentials training programme?

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

Was there anything missing from the training programme that would help you to complete tasks in your role?

How did you study AAT Essentials? 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 AAT Essentials?

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

Why?

Employers

Why did you choose an AAT Essentials training programme for your employees to attend?

Did our Employer Advisor explain the details of the AAT Essentials training programme clearly and answer all your question?
If not, what information do you feel was lacking?

Do you think the AAT Essentials training programme was good value for money? If not, what additionally do you think should be included in the programme?

Would you recommend AAT Essentials?

Not at all likely

Neutral

Extremely likely

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Why?

Training providers

Why did you chose to deliver AAT Essentials training programmes?

Do the resources provided by AAT allow you to successfully deliver AAT Essentials training programmes?

What makes AAT Essentials training programmes stand out from others in the market?

Have you received positive feedback from delegates who have attended an AAT Essentials training programme?

Do you think the AAT brand/reputation encourage delegates to sign up to AAT Essentials training programmes?

Would you recommend AAT Essentials?

Not at all likely

Neutral

Extremely likely

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Why?

Before AAT can process your case study form, you'll need to consent to the first six points (1-6). 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, membership status, employment status, employer, pre-approved quotes and photography on AAT's Facebook, Twitter, Instagram, Threads, LinkedIn, Snapchat, TikTok and YouTube. Social media platforms store data in both EEA and non-EEA countries. | Yes | No |
| 6. 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, Twitter, Instagram, Threads, LinkedIn, Snapchat, TikTok and YouTube. Social media platforms store data in both EEA and non-EEA countries. | Yes | No |
| 7. 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 |

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

Signature

Date form completed

Membership number *(if applicable)*

