

Case study form

Employer



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

Job title

Company name

Company address

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

What industry do you operate in?

Accounting, banking and finance

Business, consulting and management

Engineering and manufacturing

Education

Healthcare

IT

Leisure, sport and tourism

Media

Retail

Other

Signature

Date form completed

Each question is optional: please complete those that are relevant.

How many employees does your organisation have?

1–19

20–50

51–250

251+

How many employees are working in a finance role?

1–19

20–39

40–100

101+

How many AAT students do you employ?

1–10

11–30

31–100

101+

How many AAT students are on a trainee/ apprenticeship scheme?

1–10

11–30

31–100

101+

What do you feel are the benefits of recruiting and training apprentices with AAT?

What new skills have your apprentices brought to the business?

How did you go about setting up your apprenticeship programme?

Do you have staff who are studying an AAT qualification outside of an apprenticeship? If so, what benefits do you see from training them with AAT?

What overall impact has AAT qualifications had on your business and key objectives?

How have AAT qualifications supported staff progression and succession planning?

Any tips or advice for other employers looking to hire AAT apprentices or train staff with AAT?

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 casestudies@aat.org.uk

AAT is a registered charity. No. 1050724

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.

Name

Membership number

Date form completed

Signature

