

New for our Training Card Holders!

**Are your training objectives aligned to your organisation's strategic goals for 2024?
Not sure where the training gaps lie within your organisation or how to bridge them?
Here's how PAI can help**



- ✓ Weekly PAI eNewsletter
- ✓ Receive L&D audit e-reports
- ✓ Complimentary conference tickets
- ✓ Facilitated Consultation
- ✓ Discounted rates on selected CPD
- ✓ Discounted digital eLearning modules

PAI have launched a new service for all our training card account holders. This service will provide our clients with a customised Training Needs Analysis survey and report that will shed light on knowledge gaps, maximise training return on investment (ROI), enhance employee engagement and foster a culture of continuous learning.

A TNA is a critical step in designing effective training programmes that meet the needs of both employees and the organisation. It helps ensure that training initiatives are aligned with organisations goals and objectives and can lead to improved employee performance, engagement and retention.

This new service is in addition to our current training card benefits.

Exclusive offers and discounts for PAI Training Card Members:

- Receive the PAI eNewsletter weekly
- Receive 4 complimentary conference tickets to be used at any of our National Conferences in 2024
- Gain 20% discounted rates on selected CPD accredited training programmes
- Receive Half Price discounted on all PAI digital eLearning modules (on-demand learning)
- Access to specialist L&D services (PAI Training Consultants) for any queries you may have related to training
- Receive quarterly and end of year L&D audit e-reports – provided by your Key Account Manager who will collate the data metrics from each training programme purchased on your training card membership in 2024 in the form of an end of year report to aid you in mapping the return on your learning investment
- PAI Consultation, Organisational training needs analysis, Post learning evaluation and Training Audit measuring ROI, all facilitated by your designated PAI account manager.

Note: PAI's Training Needs Analysis only applies to training card accounts over 10k.

The 2024 Training Card Incentive Scheme

An initiative by Public Affairs Ireland

The 2024 Training Card Incentive Scheme:

Invest:	Receive:
€1000	€1,100
€2000	€2,200
€3000	€3,300
€4000	€4,400 and so on....

The maximum investment in the PAI Training Card Scheme is €20,000 (receiving €22,000 in training credits). This is to ensure that all training can be delivered. If you would like to invest more than the maximum, and avail of the additional training credits, please email training@pai.ie and one of our team will contact you.

Fill in application form and return to training@pai.ie

NAME _____
JOB TITLE _____
ORGANISATION _____
ADDRESS _____

EMAIL ADDRESS _____
ACCOUNTS EMAIL ADDRESS _____
PHONE NUMBER _____

TRAINING CARD INVESTMENT - PLEASE TICK THE AMOUNT YOU WOULD LIKE TO INVEST

INVEST	<input type="checkbox"/>	€1,000	<input type="checkbox"/>	€2,000	<input type="checkbox"/>	€3,000	<input type="checkbox"/>	€4,000	<input type="checkbox"/>	€5,000	<input type="checkbox"/>	€6,000	<input type="checkbox"/>	€7,000
RECEIVE	<input type="checkbox"/>	€1,100	<input type="checkbox"/>	€2,200	<input type="checkbox"/>	€3,300	<input type="checkbox"/>	€4,400	<input type="checkbox"/>	€5,500	<input type="checkbox"/>	€6,600	<input type="checkbox"/>	€7,700

INVEST	<input type="checkbox"/>	€8,000	<input type="checkbox"/>	€9,000	<input type="checkbox"/>	€10,000	<input type="checkbox"/>	€11,000	<input type="checkbox"/>	€12,000	<input type="checkbox"/>	€13,000	<input type="checkbox"/>	€14,000
RECEIVE	<input type="checkbox"/>	€8,800	<input type="checkbox"/>	€9,900	<input type="checkbox"/>	€11,000	<input type="checkbox"/>	€12,100	<input type="checkbox"/>	€13,200	<input type="checkbox"/>	€14,300	<input type="checkbox"/>	€15,400

INVEST	<input type="checkbox"/>	€15,000	<input type="checkbox"/>	€16,000	<input type="checkbox"/>	€17,000	<input type="checkbox"/>	€18,000	<input type="checkbox"/>	€19,000	<input type="checkbox"/>	€20,000
RECEIVE	<input type="checkbox"/>	€16,500	<input type="checkbox"/>	€17,600	<input type="checkbox"/>	€18,700	<input type="checkbox"/>	€19,800	<input type="checkbox"/>	€20,900	<input type="checkbox"/>	€22,000

PO NUMBER _____

Once your application form is received an invoice will be issued to your accounts department and full training credits (including the additional 10%) will be credited to your account. You will receive email notification of the balance of your account. Please note - Your training credits must be used by the end of December 2024.

Cost effectively fulfill all of your training needs with Public Affairs Ireland.

The 2024 Training Needs Analysis

PAI have launched a new service for all our training card account holders. This service will provide our clients with a customised Training Needs Analysis report that will shed light on knowledge gaps, maximise training return on investment (ROI), enhance employee engagement and foster a culture of continuous learning.

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PAI's Training Needs Analysis Includes :

The aim of our TNA's service is to engage with our client in the collaborative process of identifying training objectives, gathering comprehensive and reliable information to define clear and relevant goals for our clients' organisations training programmes.



- Identifying Training Objectives - Client Consultation – (Duration) up to 1 hour online
- Assessment of Current Skills & Knowledge – Two surveys
- Prioritisation of Training Needs – PAI Analysis
- Development of a comprehensive training plan – PAI to develop. Informed by the data collated and subject to the level of engagement and participation in stage 1 & 2 of the TNA process.
- Evaluation and Feedback – PAI L&D Audit Report. Issued to key client contact following conclusion of the training programme and following a period of 3 months to realise return on investment, impact on performance and to measure the success of the learning in practice.

For further information about our Training Analysis service, please contact your Account Manager at PAI