



How to get the most out of 'Find a Training Consultant'

Members of the public frequently phone the AITD when they are looking for a specific training service. Naturally we refer them to our members or to our Training Profiles directory.

We have now upgraded this service to become 'Find a Training Consultant' located on the front page of our website www.aitd.com.au

Anyone can search for a training consultant through this service, however only AITD members can publicise their training services through 'Find a Training Consultant'. 'Find a Training Consultant' is provided free to members.

Basic principles

Be as specific as possible about what you have to offer. This will help you to source clients and it will also encourage prospective clients to use 'Find a Training Consultant'.

It may be tempting to keep as many options open as possible, but this will make it hard for a searcher to find you and may discourage searchers from using this service.

This service is vetted by the AITD. If you select too many categories the AITD will contact you and ask you to narrow down your list.

How to fill in each category

1. State

Available in which state(s)?

Select the state(s) in which you are able to work. You should list only those states where you have local personnel available.

2. Industry

In this section you need to select industries in which you have the most experience. Many assignments require specific industry experience.

Why only 3 industry groups?

This will make it easier for those seeking consultants with experience in a particular industry experience to find you.

You can select the 'all industries' category but you should only do this if you genuinely offer services across all industries. Beware that selecting this category may reduce your chances of being selected by searchers, as searchers who want a consultant with experience in their particular industry will not look for you under 'all industries' unless they cannot find any consultant under their own industry group.

3. Keyword expertise

In this section you need to list your expertise area. Use the most commonly used terms for your area(s) of expertise (for example 'compliance' or 'elearning') as this will make it easier for searchers to find you.

When searching, potential clients will enter the areas of expertise they are seeking into the search field, and the search will bring up anyone who has listed the same expertise areas.

4. Your contact details

Try to use the same contact details that you provided the AITD for your membership. This will ensure that we can match records and get your profile up on the site quickly.

5. Any other questions?

Email your questions to online@aitd.com.au or phone 02 9211 9414 or 1300 138 862

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