WELCOME TO OUR BRAND

The IMI Awards toolkit to everything you need
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OUR BRAND

IMI Awards is very forward thinking and has a high profile within the industry. This is not without extremely hard work. It is very supportive to our centre at all times. Many thanks for all your continued hard work, support and professionalism.

North Humberside Motor Trades GTA
THE VALUE OF A BRAND

WHAT IS A BRAND BOOK?

This document goes some way to describe how the IMI Awards should look and feel, in print and online. Each section describes, in detail, how the different elements of the brand work together to create a strong, meaningful and memorable brand identity. It explains how those working with it can conform to a set of established guidelines in order to create a strong brand.

IMI Awards is the leading awarding body for the UK retail motor industry. We offer an unrivalled range of motor industry qualifications that demonstrate skills and competence; the foundation of a successful career.
WHAT WE WANT OUR BRAND TO COMMUNICATE

IMI Awards is the UK’s leading awarding organisation for the retail motor industry. We are committed to providing the widest choice of industry-recognised qualifications and accreditations for the automotive, and related, sectors. We are dedicated to advancing the motor industry by raising the importance of vocational learning and professional achievement. We deliver this by being a proactive, supportive and responsive partner to our network of training providers, both in the UK and overseas.

We are:

Supportive, proactive, responsive, professional, expert and innovative in everything we say and do.
TONE OF VOICE

USING AN APPROPRIATE TONE ENABLES US TO DEMONSTRATE THAT WE MEAN WHAT WE SAY. COPY MUST BE PUNCHY, CONCISE AND TO THE POINT. WE NEED TO AVOID CLICHÉ, INDECISIVE WORDING AND JARGON. MOST IMPORTANTLY, THE TONE MUST BE APPROPRIATE FOR THE AUDIENCE.

HERE ARE SOME EXAMPLES OF GOOD VERSUS POOR COPYWRITING.

<table>
<thead>
<tr>
<th>Good Copy</th>
<th>Poor Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMI Awards is the UK retail motor industry’s first choice for automotive qualifications and accreditations.</td>
<td>IMI Awards is a market-leading awarding organisation that develops and provides qualifications and accreditations for a network of over 550 schools, colleges and training providers in the UK retail motor industry.</td>
</tr>
<tr>
<td>From management to technicians, we offer an unrivalled range of motor industry qualifications.</td>
<td>Being the only specialist awarding body that focuses solely on the motor industry, we offer nationally-recognised qualifications that cover all roles in the sector; from administration and management through to master technicians.</td>
</tr>
<tr>
<td>IMI Awards is committed to advancing the motor industry by being a pro-active, supportive and responsive partner to you, the training provider.</td>
<td>Centres approved by IMI Awards can expect expert guidance and the very best of industry qualifications and accreditations, as well as dedicated customer support from both the in-house team and the regional external verifiers.</td>
</tr>
</tbody>
</table>
A LITTLE BIT OF HELP

- **IMI Awards** – not IMI Awards Ltd., IMIAL or IMI. When referring to IMI Awards for the second time, within the body copy, it may be shortened to IMIA. “IMI Awards offer many qualifications. If you think an IMIA qualification is for you then visit imiawards.org.uk.” However, IMIA must be used with caution. Intended for ease of reading, it is important that the reader links the two terms.

- **external verifier** – not EV or External Verifier. It would now be ambiguous to use the term EV when referring to an external verifier as, within the industry, ‘electric vehicles’ are referred to as EVs.

- **ePortfolio** – not e-Portfolio or E-Portfolio

- **eFusion** – not e-fusion or Efusion

- **Life Skills** – not life skills or Life skills

- **Customer Charter** – not customer charter

- No full stops in acronyms, so MET not M.E.T.

- Numbers one to ten to be written in full. Number 11 onwards to be written in numerical figures

- Four figure numbers don’t have a comma. Larger ones do.

- En dash (-) to replace ‘through to’ in numbers, so 16-19 year olds not 16 – 19 year olds

- Em dash (--) can be used to replace commas and colons. They offer a familiar and friendly alternative to a comma or brackets.

- Visit imiawards.org.uk > centres > operating manual > xyz
THE ELEMENTS

IMI Awards are excellent, their continuing improvement and quality will ensure a good deal of students achieve qualifications and gain jobs within the automotive sector. The support and guidance that has been provided is second to none.

Thanet Skills Studio
**THE LOGO**

**WHICH VERSION SHOULD YOU USE**

The IMI Awards logo should appear in its two-colour format wherever possible. When it is not possible, i.e. when using a dark or brightly coloured background, the white-out version should be applied. The handshake and the ‘IMI Awards’ lettering must be used together – they are not independent of each other.

For use by the IMI Awards and approved centres

- 2 colour master.

- **APPROVED CENTRE**

  - 3 colour master for centres.

- Not for use by approved centres

  - Single colour or reversed for flexibility of design.

**HOW SHOULD YOU REPRODUCE THE LOGO**

The IMI Awards logo should be reproduced to a minimum of 10mm. This measurement is based on the length of the handshake icon within the logo. This is to ensure clear reproduction and readability. There is no maximum reproduction size but we like you to assess the usage carefully. In most instances for A4 literature the logo is reproduced at 48mm in total width. Where possible (in print) the IMI Awards logo should appear in the top left hand side of the page.

- Minimum size. 10mm

- Minimum size. 11mm

- **APPROVED CENTRE**

  - Approximate A4 document size. 48mm

**HOW MUCH SPACE SHOULD YOU APPLY**

The IMI Awards logo should always be surrounded by clear space. The only exemption to this rule is on USB and sticker artwork. The clear space is based on the height of the ‘IMI Awards’ lettering in the logo. This isolation area ensures that the logo remains clear, crisp and free of other visual elements or text.

- Minimum size. 11mm

**PANTONE® 280**

- C 100
- M 85
- Y 5
- K 22
- HTML 012169

**PANTONE® 144**

- C 0
- M 51
- Y 100
- K 0
- HTML ED8B00

The 2 colour logo version should always be reproduced in the IMI Awards corporate blue and orange.
HOW NOT TO USE THE LOGO

PLACEMENT ON AN IMAGE
There should always be a good contrast between the logo and the background colour or image. The background should not appear on a background colour that exceeds a tint value of 20% – nor should the logo be reversed out of a tint value of less than 80%.

Never skew or stretch the logo to fit your design.

Always make sure the logo has enough contrast to the image.

Never change the font or element within the master logo.

Do not place the logo onto any busy areas of an image.

Always leave the minimum space around the logo at all times.

MISUSE OF MASTER FILES
Do not recreate the IMI Awards logo, use a substitute font, or reconfigure/resize its elements. Always use master artwork supplied by IMI Awards.

Never produce the logo in a non IMI Awards brand colour or tint.
COLOUR PALETTES

CORPORATE

These are our two corporate brand colours. These two colours are only ever to be used in the master IMI Awards logo.

PRIMARY

This single colour is the primary text colour for all our marketing materials. We replace black with Pantone® 424 at all times.

COLOUR MATCHING

Please note that the colour reproduction of the PMS colours throughout this brand book is not 100% accurate. Colour variation may also occur when printing on different types of paper stock or through different printing processes, such as litho or digital. All Pantone® CMYK colour breakdowns are taken from Pantone® Colour Bridge PLUS SERIES. Depending on the stock or the individual printer, he or she may feel they need to slightly amend the values to achieve an accurate match to the Pantone® swatch. The RGB values and HEX values also reference Pantone® Colour Bridge PLUS SERIES.

PANTONE® 280

C 100 R 1
M 85 G 33
Y 5 B 105
K 22
HTML 012169

PANTONE® 144

C 0 R 237
M 51 G 139
Y 100 B 0
K 0
HTML ED8B00

PANTONE® 424

C 30 R 112
M 20 G 115
Y 19 B 114
K 58
HTML 707372
These secondary colours are how we define qualifications and categories. Each colour has a supporting shade which is used to create our gradient visual. Information on how to apply the correct gradient can be found on page 17.

<table>
<thead>
<tr>
<th>Colour Palette</th>
<th>CMYK</th>
<th>HTML</th>
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<tbody>
<tr>
<td>PANTONE® 7690</td>
<td>C95</td>
<td>R0</td>
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<td>M41</td>
<td>G118</td>
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<td></td>
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<td>HTML</td>
<td>0076A8</td>
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<td>PANTONE® 638</td>
<td>C86</td>
<td>R0</td>
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<td>G175</td>
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<td>HTML</td>
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<td>PANTONE® 166</td>
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<td>R227</td>
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<td>HTML</td>
<td>84BD00</td>
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</tbody>
</table>

PANTONE® 7693
C100 R0 M57 G73 Y9 B118 K47 HTML 004976

PANTONE® 1675
C5 R169 M83 G67 Y100 B30 K27 HTML A9431E

PANTONE® 7719
C96 R0 M0 G109 Y49 B104 K50 HTML 006D68

PANTONE® 2622
C65 R101 M100 G49 Y5 B101 K40 HTML 653165

PANTONE® 417
C33 R101 M23 G102 Y35 B92 K63 HTML 65665C

PANTONE® 7623
C0 R138 M97 G42 Y87 B43 K53 HTML 8A2A2B

PANTONE® 377
C50 R122 M1 G154 Y100 B1 K20 HTML 7A9A01

**COLOUR MATCHING**

Please note that the colour reproduction of the PMS colours throughout this brand book is not 100% accurate. Colour variation may also occur when printing on different types of paper stock or through different printing processes, such as litho or digital.

All Pantone® CMYK colour breakdowns are taken from Pantone® Colour Bridge PLUS SERIES. Depending on the stock or on the individual printer, he or she may feel they need to slightly amend the values to achieve an accurate match to the Pantone® swatch.

The RGB values and HTML values also reference Pantone® Colour Bridge PLUS SERIES.
IMI Awards use Helvetica Neue for body copy and stand-firsts and a bespoke IMI Awards font for all headings. These fonts are to be only used for professional print and for in-house marketing substitute fonts are to be applied. These are suggested on the following page.

The colour of body copy should always be in grey, Pantone® 424 and not in black. This is to take away the harsh contrast and give a contemporary effect to the type.

**HEADLINE FONT - IMI AWARDS**

ABCDEFGHJKLMNOPQRSTUVWXYZ 1234567890

**BODY FONT - HELVETICA NEUE LIGHT**

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**BODY FONT - HELVETICA NEUE LIGHT ITALIC**

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**BODY FONT - HELVETICA NEUE MEDIUM**

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**BODY FONT - HELVETICA NEUE BOLD**

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TYPOGRAPHY

IN HOUSE
IMI Awards replace Helvetica Neue for body copy and standfirsts with Arial on all in-house documents. For in-house documents the bespoke IMI Awards font maybe used when available or substituted with Arial.

ONLINE
All text online should be in Arial. Only use the IMI Awards font as part of an image.

HEADLINE FONT - IMI AWARDS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

HIGHLIGHT FONT - ARIAL BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

HIGHLIGHT FONT - ARIAL BOLD ITALIC

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

HEADLINE FONT - ARIAL REGULAR

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

HEADLINE FONT - ARIAL REGULAR ITALIC

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
PHOTOGRAPHY

PEOPLE

To give our brand credibility, it is important that we use the correct style of photography. Our style is reportage and very much about capturing a moment, rather than a posed photograph. By using imagery that shows “real” people that could be members of our centre network (candidates, trainers, motor industry professionals etc), we make our brand more relevant to our audience. Wherever possible, we should use photography of real students and employees in the learning environment, but if our only option is to choose stock photography then we should try to find models with some character and personality. There are also some important factors that must always be taken in to consideration when selecting images.

- The car model must be appropriate for the audience. For example, images showing an American stock model are not appropriate for UK or Asian-based audiences.
- Any imagery showing a technician working on a vehicle must adhere to health and safety regulation: protective gloves, appropriate clothing i.e. overalls, long hair tied back, no jewellery, a clean workshop.
- Ensure any props used are industry standard. So any tools that are in shot must be the correct one for the job shown, and in line with what technicians are using today.

Try and crop the image to highlight and add interest.

Get low or try new angles to add interest.

Use perspective to capture and draw in the eye.

Use people but try focusing on other items to tell a story.

Use a short depth of field and bring out the focus of the photo.
PHOTOGRAPHY

SUPPORTING

Where appropriate, interesting abstract imagery can be used to suggest a mood whilst avoiding any specific content. This is especially useful in general marketing, because IMI Awards covers such a broad range of specialisms and sectors.

Use high contrast generic abstract motor images over which you can add messages.

Crop in close to the application if possible to generalise image.

Crop photography to aid usability and add interest.

Suggest benefits or link the abstract with the product message.
**ADDITIONAL BRAND ELEMENTS**

**HOW WE STAND OUT**

We use a selection of additional elements to bring life to our brand visually. These elements when used together help to personalise the IMI Awards and are all a part of the way we communicate clearly and consistently with our customers.

**QUOTES**

We try and use quotes with our reportage character photography. They help to strengthen the message and provide a link to the image.

"The overall service from IMI Awards is much better than other providers in the market, there really is no comparison."

— Guernsey College of F.E.

**BULLET POINTS**

When we list key features as bullet points we always use the triangle version.

- Lorem ipsum dolor consequat

**BLOCK OF COLOUR**

We use these blocks or arrows to highlight important key features or promote a call to action.

**HELPFUL HINT:**

Within the QCF, A-levels are Level 3, Certificates of Higher Education are Level 4 and Higher National Diplomas are Level 5.

**READY TO LEAD THE WAY IN AUTOMOTIVE MANAGEMENT?**

To find out more about automotive management qualifications and accreditations visit imiawards.org.uk

**COVER GRADIENT**

We use the cover gradient to display our logo and document title. Like with the call to action, it is important that these gradients are always consistent.

**Gradient**

- Primary colour location 50
- Gradient feather location 70
- Secondary colour location 100
- Gradient angle -45

**INSERT TITLE**

**Gradient**

- Primary colour location 50
- Gradient feather location 80
- Secondary colour location 100
- Gradient angle -45
HOW IT ALL WORKS

PLUG INTO A GREENER WAY OF THINKING

EV qualifications and accreditations

IMI Awards

REPORTAGE

IMI Awards font.

subject matter.

focuses on

Reportage

IMI Awards font.

Logo appears top left.

Headline in IMI Awards font.

Reportage image which focuses on subject matter.

Abstract image suggests benefit.

Quotation marks to be picked out by document colour.

Clean and defined area of white space.

Sub headings to be picked out by document colour.

Highlighted gradient box to promote call to action.

Grey text on light background. Reference Pantone® 424.

Orange bullet points. Reference Pantone® 166.
IMI Awards has been exceptionally friendly and professional. Their support network is second to none, and they are prepared to help rather than hinder.

*Derby College*
LEADING THE WAY IN AUTOMOTIVE MANAGEMENT

Competent management is crucial for success within the automotive sector.

Aims and Objectives

- To develop competent managers within the automotive sector.
- To provide learners with the necessary skills and knowledge to progress their career within the automotive sector.
- To support the professional development of managers within the sector.

The course covers a wide range of areas including:

- Sales
- Customer Service
- Service Operations
- Parts Management
- Body Shop Management
- Management of People
- Business Planning
- Business Analysis
- Purchasing
- Financial Management

Who are they suitable for?

This course is suitable for:

- Those already working in management roles within the automotive sector.
- Those looking to enhance or demonstrate their management skills.
- Those who wish to achieve a qualification that is recognised in the industry.

How long will it take?

The duration of the course will depend on the individual's pace and dedication.

Costs

- ATA module: £35.00
- VRQ certificate: £450.00

What is achieved with the ATA route?

- The Automotive Technician Accreditation (ATA) is a unique qualification that allows learners to develop their skills in a specific area.
- The ATA is available at Level 2 and Level 3.

What is achieved with the VRQ route?

- The VRQ certificate is a practical qualification that allows learners to demonstrate their competence in a specific area.
- The VRQ is available at Level 2, Level 3, Level 4, and Level 5.

DELIVERY OPTIONS

- Full-time
- Part-time
- Distance Learning

ELIGIBILITY CRITERIA

- Those who have achieved a Level 2 qualification in the relevant area.
- Those who have relevant experience and/or qualifications.

Testing plus oral and/or practical assessment(s).

Like all IMI Awards qualifications and accreditations, the VRQ is designed to meet the needs of employers.

Students will receive an IMI Awards certificate.

HR

For a supportive partnership, specialist experience and the full range of automotive qualifications

simply download and complete Form 6 or 6.5 (AMA) from imiawards.org.uk

HAVE YOU GOT WHAT IT TAKES TO LEAD THE WAY IN AUTOMOTIVE MANAGEMENT?

To get started, please contact your external verifier.

Tel: 01992 519 038   Fax: 01992 519 036

imiawards.org.uk

resources, monitoring and supporting teams, covers a wide range of areas including Sales, After

Trained and motivated managers make better

These have been designed in consultation with experts from the sector to ensure our

AcHIEVE YOUr AMbITIONS Of A SUccESSfUL cArEEr IN AUTOMOTIVE MANAGEMENT WITH IMI AWArDS

...
Our brand

Rewarding skills, inspiring futures

Applying the elements

Print

Advertising and product marketing

From management to technicians, we offer an unrivalled range of motor industry qualifications. IMI Awards is the leading awarding body for the retail motor industry. We offer an unrivalled range of motor industry qualifications that demonstrate skills and competence; the foundation of a successful career.

IMI Awards is the best on the market for automotive provision. The website is easy to use. The staff are always friendly and professional.

Mike Grant, Norfolk Training Services

IMI Awards provides expert guidance for training providers within the UK retail motor industry. We are the market leader for automotive qualifications and accreditations; offering the widest range of courses, reliable and fast certificate delivery and dedicated customer support.

Imiawards.org.uk
ePortfolio toolkit

**Case Study: ePortfolio**

**Stuart Cumming, East Kent College**

"... and clearly..."

View progress or call 01992 519038 to speak to one of the team.

Print & Digital

Campaigns

ePortfolio designed with your centre in mind.

iPhone app

EMI Awards is the first choice for awarding qualifications within the retail motor industry, supporting and managing individual learning.

Lowestoft College is an approved centre and Chris Baker of Lowestoft College discusses how the system has proved effective, so had exceeded their expectations. Chris Baker is responsible for the EMI Awards training and has never looked back.

Blackpool and the Fylde College have successfully put a large number of candidates through the ePortfolio, and all of the assessments were completed to a high standard. The External Verifier, Robert Leggett, observes that "despite only recently becoming an IMI Awards approved centre, the teaching staff and assessors; a task is now done. Seeing their options are fully engaged".

"... the student is having difficulty. This has nurtured "more areas where the student is having..."

... on the QCF system could be a hindrance by being slow to update, having technical issues that arose were..."...

... who moved from a paper-based portfolio to the ePortfolio, supports..."...

ePortfolio is designed with everyone’s needs in mind.

Rewarding skills, inspiring futures.

EPORTFOLIO HAS LED TO MUCH MORE EFFECTIVE FEEDBACK FROM ASSESSORS TO CANDIDATES, RAISING THE LEVEL AND QUALITY OF THE QUALIFICATION.

A total of 8,456 students are using the IMI Awards ePortfolio, and the system makes it even easier to manage your workload, while our team offers unrivalled customer support.

To find out more about ePortfolio please visit ePortfolio@imiawards.org.uk

SUMMARY

After a few bad experiences with other online portfolios, Chris Baker rolled out to all their courses. Chris have also embraced the system, and would "recommend this style of technology, and the staff have also found very easy to use. Blackpool and the Fylde College have..."

The teaching staff and assessors..."...

My time is always restricted..."...

It's great. It's great.

... do it. It's great.

The students are progressing in comparison with..."

Any technical issues that arose were..."...

improvements as a result. This..."

Students are doing..."...

The student is seeing increased productivity and created..."

...any potential weak areas I need in an instant, and also clearly..."

... in real time!

... and supporting their students.

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EMAIL NEWSLETTER AND EVENT MARKETING

Seeing people being successful, whether individually or in teams, is one of the greatest pleasures of being in the world of training and development. My favourite activity is celebrating success and today, at the Outstanding Achievers Awards, we are doing just that. Well done and congratulations to you all.

Sarah Sillars OBE, Outstanding Achievers Awards 2012

The Outstanding Achievers Awards celebrate the achievements of students and staff from IMI Awards approved centres from across the UK. These Awards are a great opportunity to celebrate the high calibre talent that is training and working within the UK retail motor industry today – and the centres whose passion, dedication and high quality training provision is helping candidates achieve the very best.

The Outstanding Achievers Awards are easy to enter and the status of being a winner – or a finalist – can be extremely beneficial to a student’s career. They can also enhance the profile of your organisation on a local and national level.

The prestigious event, attended by HRH Prince Michael of Kent, will be held at Fanshaws in Hertfordshire – the home of IMI Awards and the Institute of the Motor Industry – on 31st October 2013. Winners and finalists will be invited to a champagne reception at the house followed by the awards ceremony at the Prince Michael Conference Centre.

For more information on ePortfolio, please contact eportfolio@imiawards.org.uk, or call 01992 519038 to speak to one of the team.

For more information on Electric Vehicle Qualifications & Accreditations, please visit imiactions.org.uk.