



# IIL ADVANTAGE

## PROGRAM™

Opportunities  
and Benefits



# We will be Better Together™ when we partner to co-create learning solutions and revenue growth opportunities in 2021 and beyond.

Benefit from ILL's 30 years in this business and our PMI® Premier Authorized Training Partner (ATP) status, expert trainers, digital capabilities, and access to a world-class virtual learning technology platform.

ILL's new **Advantage Program™** is a customized benefits program designed to meet the evolving needs of Associations, local Chapters and their members. The program comes with an annual membership fee of USD \$1,000 so that we can best serve your needs by having dedicated staff who focus on your priorities.

## **Working together with Associations and Chapters, our three key objectives are to:**

1. Increase and retain local members,
2. Add valued learning services for members and leaders (including virtual PDDs and/or Annual Symposium), and
3. Increase revenues through new and innovative services.

## **ILL's Advantage Program™ - Key Benefits**

### **Member Training**

Access quality learning at discounted price



### **Growth Opportunities**

Increase membership; drive revenue



### **Transform To Virtual**

Transform PDD to virtual; expand reach



## **Branding Opportunities**

Your logo and free listing on ILL's website linked to your site.

### **Value**

Association or Chapter gains exposure and increased branding, leads to attract new members, and the opportunity to generate revenue. Enhanced branding opportunities can be used to market your PDD or Symposium or other upcoming events, products or services.

## Free Live Webinars

Choose up to four (4) live 60-minute webinars per year delivered by a top-rated IIL instructor at no charge. Choose from over 70 webinars developed by expert trainers, consultants and thought leaders. Each webinar can have up to 1,000 registrants (for members and non-members). Webinars are recorded with on-demand access available for 30 days.

### Value

- Hear directly from speakers via a live, virtual interactive platform
- Serve members' learning needs with relevant and exciting content to earn PDUs
- Increase networking opportunities among members
- Increase visibility and branding opportunities
- Increase opportunities for recruiting new members. Last slide on each webinar can promote membership value and other services
- Increase revenue (and retain 100%) if you choose to charge members a small fee for the webinars.

## IIL Virtual and Traditional Public Offerings

1. Receive 15% discount for members on IIL's 36-hour PMI® Authorized PMP® Exam Prep course and Disciplined Agile courses.
2. Receive 15% discount for members on IIL's complete catalogue of over 300 courses. Topic categories include Project, Program, and Portfolio Management; Agile and Scrum; CSM® and CSPO®; Lean; DevOps; SAFe®; Leadership; Business Relationship Management; ITIL® v4; Business Analysis; Microsoft® Project and Advanced Excel; Dark Web and IT Security; and Strategy. In addition to working closely with PMI, IIL has Strategic Learning Partner courses from AXELOS, APMG, Scaled Agile, Scrum Alliance, DASA, BRMI, and APM.
3. Receive 5% incentive on net price paid by members (net price = price less licensed training materials, manuals, and exam/proctoring costs where applicable).

### Value

- Members save on and have full access to our PMI® Authorized PMP® Exam Prep course and Disciplined Agile courses through IIL's Premier ATP status with PMI.
- Attendees of our PMI® Authorized PMP® Exam Prep course also receive IIL's two on-demand pre-work courses and our newest version of ProjectManagementIQ®, a bank of practice questions.
- Members save as they learn, stay abreast of the latest topics, gain valuable certifications, and earn PDUs.
- Members receive highest quality training from IIL experts with years of practical experience.
- Association or Chapter receives incentive revenue.

## III On-Demand Courses

1. Receive 15% discount for members on over 400 on-demand courses ranging from 30 minutes – 35 hours. Learning categories include Project, Program, and Portfolio Management; Agile and Scrum; PRINCE2®, Change Management, Leadership; Business Relationship Management; ITIL® v4; Business Analysis; Microsoft® Project and Advanced Excel; and Strategy.
2. Receive 5% incentive revenue on net price paid by members (net price = price less licensed materials, manuals, and exam/proctoring costs where applicable).

### Value

- Members save money when they learn and earn PDUs
- Members set their own pace and log on when and where they learn best
- Association or Chapter receives incentive revenue

## Virtual PDD or Symposium Event

Receive 15% discount on IIL's virtual PDD build-out fee. IIL will work with the Association or Chapter to create your customized PDD or symposium. Market price for basic virtual PDD build-out is \$22,950. Savings vary based on add-on options.

### Value

- Association or Chapter transforms traditional in-person Professional Development Day or Symposium to an exciting and interactive online event, with speakers, materials, live Q&A, interactive chats, networking sessions, and games.
- Opportunity to double attendance and tremendously decrease your costs.
- Receive revenue from selling up to five (5) sponsorships where each will have a virtual booth which can be accessed during the launch day as well as during the on-demand period.
- Members learn, network, have fun, and earn PDUs.
- Members have up to seven (7) days on-demand access to the program.

## Opportunities with IIL's Three Annual Online Conferences

Leadership and Innovation; Agile and Scrum; and International Project Management Day (IPM Day)

1. Receive 15 complimentary registrations for each online conference (market price for these 45 seats is USD \$6,109.00).
2. Receive \$15 discount off registration fee for members, marketing through internal and members' newsletters, social media, webinars, and websites.

3. Receive members' Special Group Price to each IIL Online Conference for 40, 60, 80 or 100 "member" registrations. (Special Unlimited Price for larger Associations or Chapters is also available.)
4. Complimentary virtual booth for your Associations or Chapters at IIL's IPM Day Online Conference (market price is USD \$4,500.00).

## Value

- Association or Chapter can give back to members each year with learning opportunities and valuable PDUs.
- Use the free online conference registrations for leaders, to raffle off to members, attract new members, incentivize members to renew their memberships, or thank volunteers for special recognition.
- Special group discounted pricing for the Association or Chapter and its members.
- Opportunity to showcase your Association or Chapter to 35,000+ attendees at our IPM Day Online Conference and increase membership.

## Opportunity to Earn Referral Fees

Receive 5% Referral Fee for the Association or Chapter when it refers lead(s) for IIL Onsite Training (any method of learning), Consulting, Development, Printing, or Media Services and IIL closes the contract(s). Referral Fee is based on net price for a 3-month period from start date of first delivery, where net price excludes licensed materials costs, manual costs, exam fee, and proctor fee.

## Value

- Earn revenue anywhere from \$3,000 to \$5,000 per year, depending on volume
- Help local companies find high quality training.

## Discounts on Other IIL Services

1. Receive 15% discount on fee when you invite an IIL top-rated speaker to your virtual monthly/quarterly/annual events (current Speaker Fee is \$2,750 for up to 120 minutes).
2. Receive 15% discount on IIL Media Services.
3. Receive 15% discount on IIL Printing Services.
4. Receive 15% discount on IIL Registrar Services.

## Value

- IIL speakers bring high-quality learning for PDUs and increase revenue if you choose to charge members a small fee.
- IIL Media Services can assist you in creating a better marketing and branding message which can increase member services and revenue.

- IIL Printing is your “just in time” printing partner. We can professionally and sustainably print, bind and fulfill a wide array of custom materials, including manuals and workbooks, conference guides, softcover books, flyers, pamphlets, posters and much more.
- IIL Registrar Services can free up valuable time and resources.

## Contact us today to get started.

Our Lead Relationship Manager for our Advantage Program™, Janet Laverie, is available to answer any questions you may have and introduce you to all the benefits of IIL’s new program. To set up a special time to talk, please contact Tabetha Hyde-Belisle at [tabetha.hyde-belisle@iil.com](mailto:tabetha.hyde-belisle@iil.com) and she will make these arrangements.

## IIL’s Strategic Learning Partners

