



# Building ACADEMY



A NEW WAY  
OF LEARNING  
FOR THE BUILT  
ENVIRONMENT

# Supported by our partners

Our partners enable The Building Academy community to connect with the right people, including those influential in your sector both in the UK and worldwide.



In partnership with the  
**Building Academy**

## British Woodworking Federation

The British Woodworking Federation (BWF) is predominantly a business support organisation offering advice, support and information to its members as well as guidance for customers.



[www.bwf.org.uk](http://www.bwf.org.uk)

## Renewable Energy Association

The Renewable Energy Association (REA) represents renewable energy producers and promotes the use of all forms of renewable energy in the UK.



[www.r-e-a.net](http://www.r-e-a.net)

## CIAT

The Chartered Institute of Architectural Technicians (CIAT) is the lead qualifying body for Architectural Technology.



Chartered Institute of  
Architectural Technologists

[www.ciat.org.uk](http://www.ciat.org.uk)

## Society of British Interior Designers

The Society of British Interior Designers (SBID) is Britain's standard-bearer organisation of the profession and represents members in practice, higher education and industry.



Society of British  
Interior Design

[www.sbid.co.uk](http://www.sbid.co.uk)

## Design for Homes

Design for Homes champions the value of good design in the housing industry. They are a not-for-profit limited company.



[www.designforhomes.org](http://www.designforhomes.org)

## Timber Trade Federation

The Timber Trade Federation is promoting the use of wood through the political, promotional and technical representation of its members' interests.



Timber Trade Federation  
growing the use of wood

[www.ttf.co.uk](http://www.ttf.co.uk)

# Together we can do more

The Building Academy is a new way of learning for the built environment. Its uniqueness lies in covering and linking all areas of construction. It allows organisations across the built environment to share educational information such as CPD, case studies, videos, white papers, events and product news with an online community of industry professionals.

## Connect and influence

By being part of The Building Academy, publishers are offered the chance to connect with specifiers and influencers like never before. Approved high quality educational content is integrated into the online community. Publishers are able to network with registered members, join discussion groups, answer technical queries and spark debate in online forums.

## Who is it for?

The Building Academy is the first cross-disciplinary online community for the built environment. It will appeal to all sectors of the construction industry: architects, engineers, surveyors, interior designers, architectural technologists, contractors large and small, property developers and more.

## What makes it unique?

- High profile partners help to build a strong network of key decision makers
- Built for multiple platforms and will work on your computer, smart-phone, tablet or internet TV
- Create a company profile and include video, images and downloads to build a portfolio of educational content
- Packages are tailored to suit your current and projected CPD portfolio
- Completely independent, with content and users from across the whole industry



# Your Building Academy profile

All our packages start with an individual profile that can be set up for free and then easily upgraded to publisher status.

## Your company profile

- Include your company address details
- Add a link to your website
- Include 'Follow' and 'Like' links to your Twitter and Facebook pages
- Add your logo and company description
- List of all your online content with thumbnails and descriptions
- List your CPD seminars and events with content descriptions and enquiry forms
- Include keywords and tags so users can find your profile quickly and easily

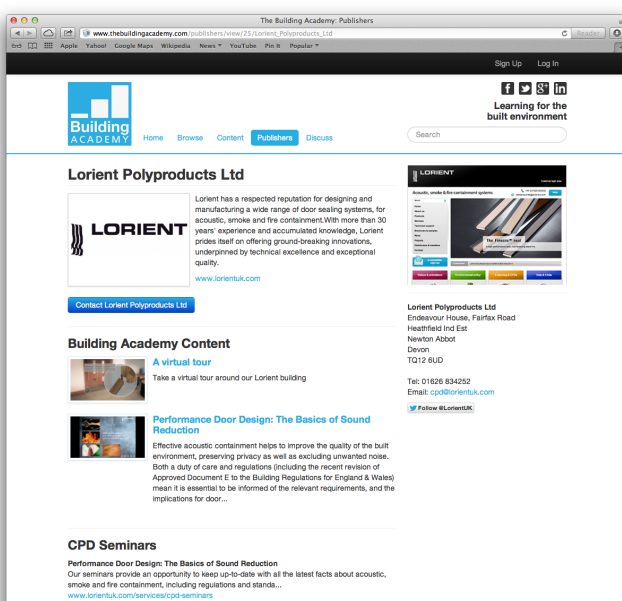
## Published content

By becoming a Publisher on The Building Academy you gain valuable administration rights to the site. This allows you to integrate into the online community and start to publish content. Publishers can build a full profile and more:

- Edit all profile entries as and when required
- Publish content such as CPD, videos, white papers and other documents on a free or paid-for basis. (Subject to meeting quality requirements)
- View usage statistics
- Add moderated news items to The Building Academy
- Add keywords and tags so users can find your content and learning material
- Premium publishers can set up and administer Building Academy groups, a great way to engage with your audience.

## High quality

Publishers looking to upload their video, CPD and other educational items to The Building Academy can feel safe in the knowledge that their content will sit alongside similar high quality industry-specific information. Video captures from talks, debates and conferences will also be accessible through The Building Academy.



# Choose the right package

The Building Academy offers a range of packages tailored to your individual requirements. Your choice can be made online through The Building Academy website or by contacting us.

All prices quoted are for an annual subscription.

## BASIC

**Free**

CREATE A COMPANY PROFILE

OUR ENTRY LEVEL PACKAGE

allows you to create a free company profile but does not include any publishing rights:

- Company Profile
- Social links
- Contact form
- List offline CPD and events

## PREMIUM

**£750 / Annual**

UNLIMITED UPLOADS / CPD PUBLISHER

FOR LARGER COMPANIES AND  
PRODUCT MANUFACTURERS.

Includes all the features of the basic account plus:

- Unlimited video uploads, PDF or PowerPoint downloads
- Full access to management tools and usage statistics
- Become a CPD publisher and gain credibility with your audience
- Set up and manage user groups
- Publish paid for content



Published on the  
**Building Academy**

## PUBLISHER

**£350 / Annual**

PUBLISH 3 VIDEOS / 10 PDF

FOR SMALLER COMPANIES OR  
THOSE WITH NO CPD MATERIAL

Ideal for publishing installation or product update videos with supporting technical brochures.

Includes all the features of the free package plus:

- Upload and publish up to 3 videos
- Add up to 10 PDF or PowerPoint downloads



# Adding to your package

Further to our set packages, we offer publishers a series of bespoke add-ons which are tailored to suit the type of educational information you choose to share with The Building Academy audience.

## Published CPDs

We can host your current CPD portfolio on The Building Academy. This gives users access to your accredited content on a free or paid-for basis depending on your needs. Those sharing CPDs will have full publisher's rights to access user data and communicate with The Building Academy network. Annual costs as below:

1-5 CPDs	£950 each
6-10 CPDs	£760 each
More than 10 CPDs	£700 each

If you do not have a current CPD presentation suitable for The Building Academy, we can develop one to meet your requirements. Contact us for more details.

## Conversions

If you require existing CPD content to be converted to an online e-learning module from an existing presentation then we can provide this for you. The Building Academy can also write high quality self-test exam questions to enhance your online CPD.

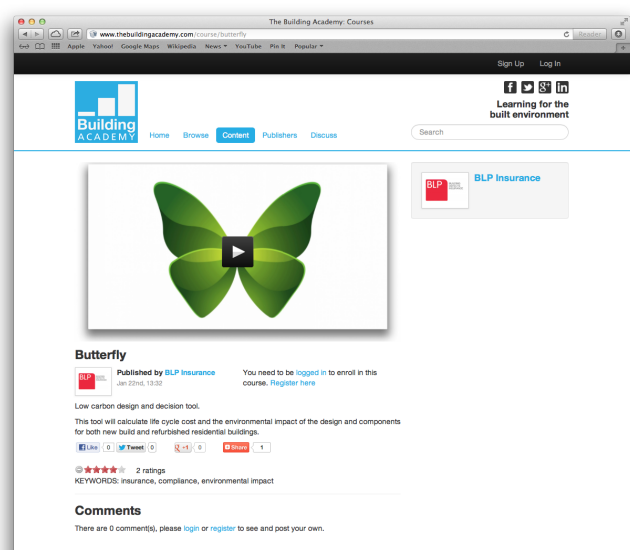
Typical costs for conversion start from £750 and additionally, we can commission video and animation, write scripts and organise professional voiceovers. Contact us for more details

## Accreditation

The Building Academy can work with any of the approved CPD accreditation organisations to ensure that your CPD meets approved guidelines.

## A private group?

The Building Academy can be tailored to provide private or public groups for users of your choice such as members, employees and clients. The Building Academy groups can be used for in-house training, H&S lessons, induction courses, product information and more. You will gain full access to training records and can control who is able to access each piece of information. The Building Academy can also be integrated into your own website, with or without password protected areas. Contact us for more information on setting up a private group.



# Get involved

The Building Academy is an Industry Partnership brought to you by nbat and Octopus Solutions, organisations with over 30 years of built environment experience in the delivery of high quality technical information and educational material.

## nbat



nbat is a long-established all-service marketing agency for the construction industry. Our in-house team of specialists covers all aspects of communication for construction, from creative

concepts to complex technical considerations and building performance.

Our no-nonsense approach is based on commitment, capability and sound construction knowledge.

## Octopus Solutions

Octopus Solutions Limited operates as a sales and marketing consultancy creating imaginative and engaging ways to drive both businesses and brands. Octopus Solutions brings over 25 years of communication experience directly related to the built environment.

**octopus**  
SOLUTIONS



Together we are able to deliver The Building Academy, the ideal tool to reach industry professionals looking for online training, networking and product selection.

## Contacts

If you are interested in becoming a Building Academy Publisher please contact:

**Russell Brooks – 07541 261569**

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**The Building Academy – 01227 811831**

[support@thebuildingacademy.com](mailto:support@thebuildingacademy.com)

**nbat digital** Canterbury Innovation Centre  
University Road, Canterbury CT2 7FG





A virtual tour  
By Lorant Polyproducts Ltd

**A new way to learn**  
Built environment professionals are using The Building Academy to publish, access and discuss online learning. Join them now.

[Start your free subscription](#)