



# **CORPORATE MEMBER BENEFITS**

# ABOUT

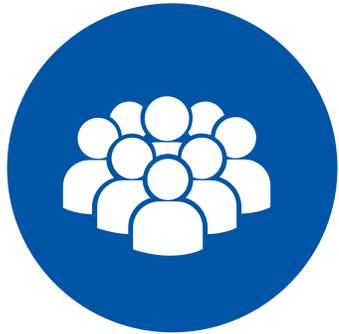


The ABP is the professional body for business psychology practitioners in the UK.

For more than 20 years, we've been championing professional excellence and evidence based practice, using an understanding of psychology and human behaviour to improve business performance and the quality of working lives.

**The home  
and voice of  
Business  
Psychology.**

# ABP VALUES



## Being Inclusive

Welcoming all those who embrace Business Psychology



## Being Accessible

Helping to make the application of Business Psychology user-friendly



## Promoting Business Psychology

Raising awareness of the specialist value of Business Psychology for people and organisations



## Demonstrating Best Practice

Sharing examples of Business Psychology's application



## Build Capability

Enabling the development of Business Psychology knowledge & skills

# ABOUT CORPORATE MEMBERSHIP



Gain corporate membership, which is affordable in comparison to other market competitors/similar organisations, built for both large and small organisations to deliver return on your investment.

Align your organisation strategies and objectives by gaining value through supporting employee professional growth and development, enhancing their potential and performance.

Increase your organisational visibility/exposure in the market via access to our social media and other media related benefits such as job posting platforms and advertising on our website.

Ensure your organisational services and expertise are up to date with the best and latest business psychology trends, research, knowledge, and best practice.

Gain access to an exclusive professional connected network of corporate members, with a varied range of professional backgrounds, expertise, and experience in different industries.

Provide your members a platform for knowledge sharing and keeping up to date with best practice, new trends, and innovative research in the market, to become thought leaders in the market.

# EDUCATION AND TRAINING



Discounts on professional skills training & workshops, from 10% on the membership fee.

Increasing performance, retention of staff, by upskilling and investing in your employees.

Academic support and sponsorship options to further support research and development in the field.

# PROFESSIONAL DEVELOPMENT



## **Business Psychology Certification**

The ABP Business Psychology Certification provides a route for ABP members to achieve 'Business Psychologist' status by evidencing their experience, expertise, competencies and skill across core psychology and business areas.

Capped £500 saving per person.

## **Professional Development**

Our monthly speaker events and training courses are engaging, dynamic and delivered by professionals with established credentials and reputations.

We seek to offer engaging, practical, and professional topics and speakers.

Unlimited free entry to evening/weekday events (Saving app £5-25 per ticket).

# MARKETING AND EXPOSURE



Free online job adverts on job's board.

Social/other media related inclusion in articles, and spokesperson/expert listing.

Visible listing on the ABP website and newsletters.

Service offering adverts via social media platforms (T&Cs apply).

# ORGANISATION BENEFITS



Personalised service and communication/access to the board.

Reduced conference fees and opportunities to sponsor, apply for awards, present your work, and advertise at the annual conference.

Become thought leaders, by aligning with best practice, trends, and research in the market.

In company training exclusive for your organisation -In-house training run at cost partnering with ABP.

# In Summary: For Your Business

## THOUGHT LEADERSHIP

Article on ABP website

Host/Participate in a panel at a online webinar

Dedicated area in Members Area/Resource Hub where Corporate Members can share resources and research

Priority involvement in ABP projects and initiatives, such as the Biz Psych Cup

## BRAND RECOGNITION

Logo on ABP website

Free and unlimited Job Ads

Article featured in ABP Newsletter and via social media

Priority access to sponsorship and exhibition opportunities

Use of the description 'Corporate Member of Association for Business Psychology' and use of the ABP Corporate Member logos on website, stationery and publications

**A**

**£500**

1-5 Members

**B**

**£1000**

6-9 Members

**C**

**£1600**

10-15 Members

# In Summary: For Your People

## EXCLUSIVE

Free access to speaker events and a discount on all training courses

£500 saving on Professional Certification fees

Discounted access to the Annual ABP Conference

## STANDARD

Access to a range of free educational and networking opportunities every month

Professional recognition of achievement via the Certification

Access to an extensive repository of resources, including articles, podcasts and event recordings

A range of ABP member discounts

**A**

**£500**

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**B**

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6-9 Members

**C**

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10-15 Members