**Trainingpeople.co.ke web brief**

Is a site that enables you to find trainings being offered by different trainers.

**How it works**

There are two basic categories of trainers:

1. Companies/organizations (any registered organization)
2. Freelancers

The 1st comprises all forms of registered entities that offer a variety of trainings. They are formally organized and probably already have a website that details their offerings (including dates, costs etc). *We want to become a sort of affiliate marketers for them.*

Freelancers are individuals who have unique skills in certain areas and already do trainings too or can train but have not considered it. *We want to create a platform for them to attract customers.*

Our website will enable these two groups to create their profile & training calendar that site visitors can search, select and eventually **register** interest in the trainings they would like to attend.

**The details to be entered while creating the trainer profile**

Name

Are you

a. A company/registered entity or

b. Freelancer?

Contacts

1. Physical location ie country, city/town, street, building
2. Email address
3. Website url

Training **categories** (chosen from a pre-defined list)

Once the category has been chosen, the trainer has to create the list of various trainings showing

* Name of training eg effective public speaking
* Dates
* Venue
* Target group
* Cost
* A brief introduction of the course
* Detailed course contents ( What you will learn )

The home page will show the **upcoming trainings**, which comes from the list of various trainers’ calendars.

Also, people browsing the site should be able to specify a range of dates as well as a category and see the search results that meet the set parameters.

One of the key parts of the site is the **Newsletter function** which will be a periodic email to subscribers summarizing the upcoming trainings.

Finally, we will enable people to ‘’suggest’’ a training they wish to have done, upon which we will liaise with trainers to custom make the training.

\*\*Persons who have been trained can also create their profiles. The system will keep track of the trainings undertaken. We can then market similar courses to them.

***Mission***

***To become a complete ecosystem for trainers, offering a simple platform for marketing trainings, finding and communicating with potential customers, registering trainees, organizing training events and monitoring training outcomes.***