

## Standards

We specialise in the creative and cultural industries and are approved to deliver EPAs for the following apprenticeship standards:

- Advertising and Media Executive
- Broadcast and Media Systems Technical Operator
- Broadcast Production Assistant
- Cultural Learning and Participation Officer
- Event Assistant
- Junior Content Producer
- Photographic Assistant
- Post Production Technical Operator
- Public Relations and Communications Assistant
- Publishing Assistant
- Visual Effects - Assistant Technical Director
- Visual Effects - Junior 2D Artist

More standards are on the way so please check our website for an up-to-date list.

For more information, please visit: [www.aim-group.org.uk/epa](http://www.aim-group.org.uk/epa)



**Online**

[www.aim-group.org.uk/epa](http://www.aim-group.org.uk/epa)

**Email**

[assessment@aim-group.org.uk](mailto:assessment@aim-group.org.uk)

**Call**

+44 (0)1332 224654

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Images thanks to All Spring Media

**Assessments designed  
by and for the creative and  
cultural industries**

## End-point assessment specialists

Whether you already have apprentices or are thinking of introducing apprenticeships to your organisation, we can help.

AIM has over 30 years' experience in the assessment and qualifications industry and offers end-point assessments (EPA) for more apprenticeship standards in the creative and cultural sector than any other end-point assessment organisation (EPAO).

We are a member of the Creative Industries Federation and work with organisations like BBC, ITV, Sky, Clearcut, Liverpool Philharmonic, the National Theatre etc to develop and deliver fair assessments relevant to the creative sector.

## New to apprenticeships?

No problem. Contact us and we'll talk you through the full process.

## Looking for an EPAO?

As soon as your apprentice has started their training, contact AIM and we will work with you to put the EPA in place. Our team of assessors are industry practitioners so you can be confident that we assess with knowledge and understanding of the apprentice's employment.

## Aim assurance

**Independent:** We don't deliver training and have no affiliations to training providers so are completely impartial and independent.

**Approved:** We are government approved and on the Register of End-Point Assessment Organisations.

**Specialists:** Our assessors are not just adjudicators; they are experts in their field and current practitioners.

## AIM's role

AIM offers flexible and reliable EPA solutions supported by sector expertise, guidance documents and a proactive support service.

### Our role is to:

- articulate the requirements of the assessment plan into assessment tasks
- mark, assess and grade overall achievement
- ensure a fair and equitable EPA for all apprentices regardless of their work context

## How we work

We work with you and the training provider to ensure you both have a good understanding of the assessment plan and any additional requirements. We like to see job descriptions for the apprentice before the EPA so we can appoint an assessor with as close a match as possible to the specific contextual experience and skills of the role. We will work with you to schedule assessments. Assessments are carried out at the workplace or training provider.

Once the assessments are completed, we'll issue a statement of achievement to each apprentice, inform the provider and the employer of the results with final grades sent to the Institute for Apprenticeships and Technical Education (IfATE) for certification.

Full information, downloadable resources, toolkits and videos can be **found on:** [www.aim-group.org.uk/epa](http://www.aim-group.org.uk/epa)

Alternatively **email us on:** [assessment@aim-group.org.uk](mailto:assessment@aim-group.org.uk) and we'll arrange to call you at a suitable time.

## Why employers choose to work with AIM

- We are the leading EPA organisation for the creative and cultural industries.
- We only provide EPAs for occupations where we have expertise
- We deliver EPAs for SMEs and levy companies
- Our assessors are current industry practitioners and are fully trained by us in assessment practice
- We provide extensive training and support materials including sample papers and guides
- There are no surprise charges or hidden fees; we charge per apprentice price for each EPA. The only additional cost will be for assessment re-sits or re-takes
- AIM has been awarded research grants by the Education and Training Foundation and Screen Skills and is well respected as an EPAO

## Why training providers choose to work with AIM

Our specialist team of experienced and professional EPA experts and support staff offer guidance for training providers and the apprentice throughout the EPA process. Our tried and tested support materials, sample assessments and training sessions help prepare the apprentice right from the beginning of their training, so they are fully aware of the process and what is expected of them.

Our sample assessment briefs and papers provide the apprentice with practice experience to help them fully prepare for their assessment.