

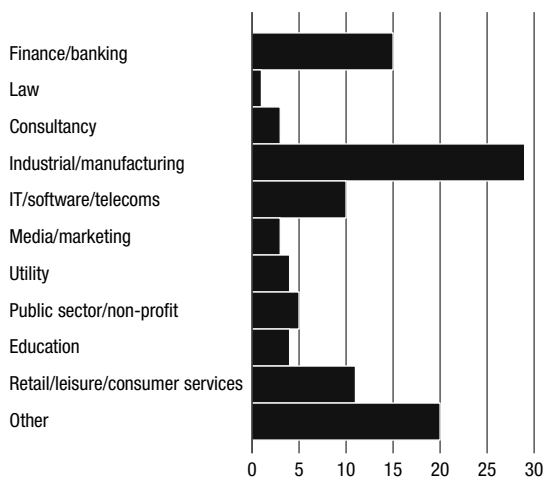
Customised programmes

New and repeat business

	2004	2005	2006
Number of different programmes in survey	4,956	6,357	7,088
% of repeat programmes for existing clients	55	58	57
% of new programmes for existing clients	18	21	20
% of new programmes for new clients	27	21	23

Purchasers of custom programmes

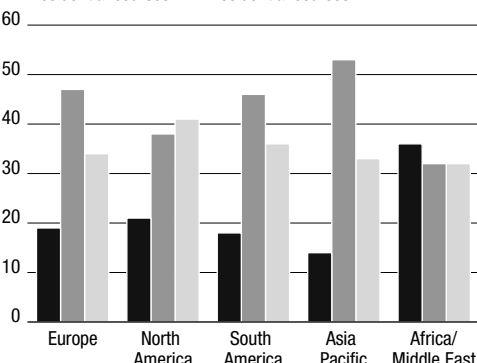
By company sector (%)



Uses of distance learning

Regional variations (%)

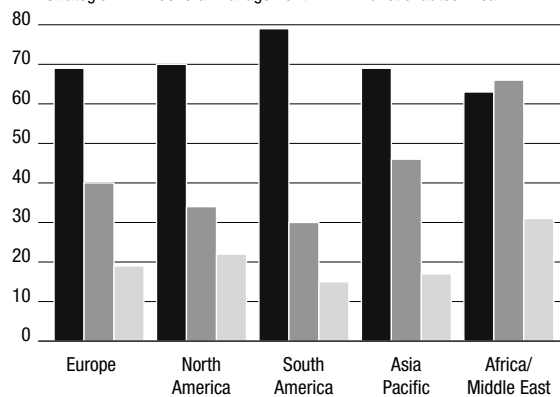
As an alternative to residential courses
 Integrated with residential courses
 Both



Types of programmes developed for custom clients

Per cent

Strategic
 General management
 Functional/technical



Job title of the person who specified the programme

Per cent

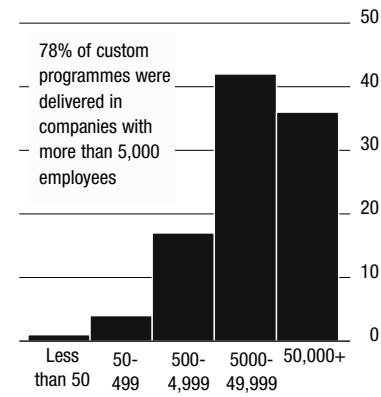
Chairman/president/MD/board member
 Partner
 Director/VP
 Department head
 Other senior manager
 Executive
 Other



Purchasers of custom programmes

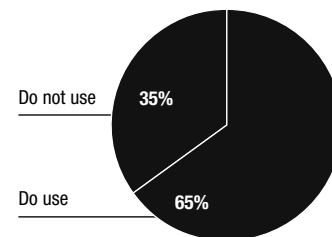
By company size (%)

78% of custom programmes were delivered in companies with more than 5,000 employees



Corporate clients' use of distance learning in programme delivery

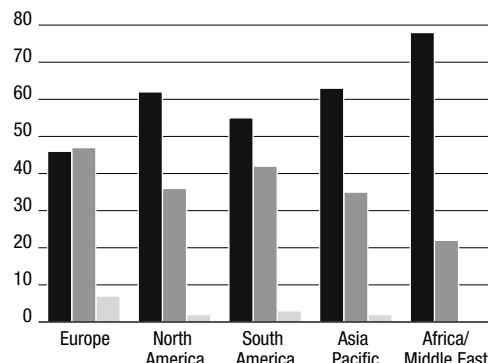
Per cent



Future investment in executive education

Purchasers' expectations for the coming three years (%)

Increase
 Stay the same
 Decrease



Future use of distance learning

Purchasers' expectations for the coming three years (%)

Increase
 Stay the same
 Decrease

