

# Code

# Nation

**Become An Affiliate**

# The role of an affiliate

Your **primary role** as a Code Nation affiliate is to introduce paying students to our **MASTER** courses by helping us to promote our events and bootcamps using approved copy and images. Of course your own network will be a great place for you to start.

We expect our affiliates to be a **positive ambassador** for Code Nation and to act with the best interest of the Business and our students at all times.

In return for your hard work, we will provide you with a **lucrative reward scheme** as well as some branded Code Nation merchandise and...if you ask us nicely, one of our much-coveted Code Nation hoodies!

We have a dedicated email helpline where you can liaise directly with our team if you have any further questions or queries:

**[affiliates@wearecodenation.com](mailto:affiliates@wearecodenation.com)**.

# Why

# Code Nation

**We are more than just a coding school, we are Code Nation.**

**Code Nation is a forward-thinking digital training specialist with campuses in Manchester, Chester and now Cambridge.**

**We deliver immersive bootcamps in Software Development and Cyber Security helping to fill the demand for digital skills and kick start future proof careers for our students. We believe that with the right tools and the right environment, we can teach anyone to succeed as a digital professional.**

**The content of our courses is led by business, meaning the topics we teach are genuinely things technical employers are in need of - things that set our graduates apart from people with just technical knowledge. To achieve this we work with our network of Pledgers - businesses who love what we do and hire our talent - to build and update our curriculum.**

**Diversity and inclusivity are at the heart of what we do. For us, we want to help more people do more things. We do this by removing the barriers that stop people from bringing their talents to the digital sector. There's no pre-course to study with us, we provide the technology our students will use and businesses can hire our graduates with no recruitment fees.**

**We never charge recruitment fees to employers that want to hire our students, so we are an appealing option when you compare us to traditional recruitment agencies.**

**We have a dedicated team of Engagement Directors who are introducing Code Nation to new organisations every day. We call these businesses our Pledgers, and they're the companies creating careers for our students...**

**We think they have the best job in the world; they give away a scarce commodity that other organisations try to sell - that's one of our major USP's.**

**We have a well-defined pathway to engage with the multiple student types who show an interest in our courses;**

### **Open Evenings**

**We offer Open Evenings so students and businesses can find out what we're all about. They're a great way to showcase Code Nation and we strongly recommend you attend one if you are considering becoming an affiliate.**

### **Develop Coding Course**

**A 3-week course to develop Coding Skills, designed for those with limited or no coding experience. The course covers the fundamentals of programming, front end development and mobile app development.**

### **Master Coding Course**

**Our 12-week immersive Master Coding course (often referred to as a bootcamp) is great value for money at £6,000 plus VAT, and students can choose to enjoy the course in Manchester, Chester or Cambridge.**

**Not only will they learn to code to a professional standard, they will be introduced to our network of supportive businesses (we call these Pledgers) and guaranteed at least 3 face to face interviews with a wide variety of organisations on the lookout for new talent.**

# How does it all work?

Your mission, if you choose to accept it, is to **introduce students to Code Nation** who want to change their lives and join us on one of our courses.

The **Master Coding Course** is a 12 week, full time, immersive learning programme to produce business-ready Junior Developers.

The course is £6,000 plus VAT, so it can initially be viewed as a large financial commitment for just about anybody. However, if you look at this as an alternative to university or a way of achieving quick access to 'in-demand' skills, **it's money well spent**. Our results prove that the investment is worth it, and we are changing lives on a consistent basis with over 90% of our Master Coding grads now in employment.

We only accept people on our course that can afford to pay and importantly, are comfortable doing so.

**For every successful introduction** you make, we will say thank you with **£400 worth of vouchers** for a store of your choosing. Our current favourites are John Lewis, Selfridges and Harvey Nichols but if you have an alternative and we can buy on-line, just let us know.

# What makes a great **Code Nation** student?

Our CEO believes that whilst not everybody can code, **a great coder can come from anywhere.**

People who have already tried and enjoyed some of the wide range of online resources such as Free Code Academy, Udemy and Grasshopper, do particularly well on our courses.

We always recommend that a potential student starts here – Grasshopper is one of our favourites as it's a downloadable free app developed by Google.

Anyone that has already completed a course in a different programming language or has studied Computer Science (or related subjects) at college/university are an obvious choice to sit a Code Nation course. You (and they) might be surprised how much more they will learn on one of our immersive bootcamps- we specialise in delivering high impact, non-theory, commercially useful content from our state-of-the-art teaching facilities.

Finally, we love career changers; people who are looking for a change or frustrated with their current employment or future prospects.

One of our proudest moments was taking Reuben, a 42-year-old plasterer with a passion for tech and watching him become a software developer with a stunning career path ahead of him.

We told you, a coder can come from anywhere! We train them and then help to get them employed – it's as simple as that.

**For some of our affiliates, introducing one friend or colleague is where the journey ends.**

**We are grateful for even one introduction, and we have designed this affiliate scheme so we do not have to spend fortunes on teams of sales and marketing specialists. We invest as much profit as we can back into our teaching staff so that we can ensure our curriculum is taught at the highest standard.**

**If you have ambitions to introduce more than a couple of students to us, we will happily have a more detailed chat over hangout or Skype to ensure you get the most from our scheme.**

**We also have a separate affiliate scheme\* for individuals that want to introduce us to prospective clients. We provide world class apprenticeships to our customer base and we are always looking to help more organisations with gaining access to talent.**

**\*Ask one our team for more info.**

**Okay – you know who we are, what we do and why we do it. You’ve probably got an idea of who would make a great coder in your immediate network, and maybe you’re thinking already of how to engage with more people...**

**Don’t jump in yet. **There are some steps you need to follow to get you registered**, and then we’ve got some advice on how to encourage more people to take a positive step towards a life changing/career changing moment.**



# Action List

- We need to get you registered as an affiliate and get you onto our system – **email us at [affiliates@wearecodenation.com](mailto:affiliates@wearecodenation.com) to get the process started.**
- We will need to take some details from you and give you a quick call to **make sure you understand everything** – knowing the detail is very helpful but we won't make you sit a test. We will show you where you to find all of the documents that you should point any potential student to.
- We will provide you with your **unique affiliate code (UAC)** which you will need to use when you introduce a student to us.
- Once you are up and running the first thing you should do is **attend one of our open evenings** – this is often the starting point for potential students to find out more about our course. Our advice is to point your network to our calendar of open evenings and let us do the rest. Our courses sell themselves once people have seen how amazing Code Nation is.
- We post regularly across all social channels, attend meet ups and conferences and are regularly seen in the press. **Feel free to follow, like, share and repost our material, but you are respectfully asked to not post your own material** using our logo or trademarked designs.
- **We are happy that you say you are part of our affiliate programme,** but legally, you are not able to tell people you are an employee of Code Nation. That's really important.



# Finally...

The intention of this document is to help you understand the benefits of joining our Affiliate Scheme.

Once on-board, you will help us spread the word about Code Nation, introduce students to our courses and also potentially introduce customers who may want to use our apprenticeship services.

We will thank you for your efforts with our Affiliate Reward Scheme, the rules of which are transparent, simple and fair.

We can only pay our thank you vouchers to you once a student has paid for their course. We have a full compliance and admissions team that will handle all of that on your behalf and we will inform you via email once that registration process has been completed.

You will then receive your vouchers within 5 working days either digitally (our preferred method) or in the post.

We can only pay you if you register the student with us and you use your Unique Affiliate Code. We make it easy, but you have to do more than just send us an individual's name – it's your responsibility to ensure that the student knows about our open evening, knows about the course content and understands that they have been introduced by you.

Don't worry – we will explain all of this again when you chat with one of our affiliates team. Message us at [affiliates@wearecodenation.com](mailto:affiliates@wearecodenation.com)

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