



WSET

Overview for prospective applicants

Becoming a WSET Approved Programme Provider (APP)

wsetglobal.com



What is an Approved Programme Provider (APP)?

WSET courses and exams are offered through a global network of course providers, known as Approved Programme Providers (APPs). These are the organisations that we have approved to offer WSET courses and exams.

All APPs undergo a rigorous approval and monitoring process to ensure they meet WSET's high standards to teach our qualifications, market their courses, and administer exams in accordance with WSET policies and procedures.

APPs are our partners in our mission to empower people through inspiring learning experiences all over the world.



Opening an APP

WSET supports a limited number of APP applications at any one time. We ask all prospective APPs to submit a business proposal, which allows us to assess whether we are able to support your application. This proposal should demonstrate that you can satisfy criteria in the three key areas required for the successful and sustainable operation of a WSET APP:

Commercial planning

You'll need to demonstrate experience and proficiency in commercial planning, taking into account strategic priorities, target audience, marketing strategy and channels, projected cost/revenue analysis, and plans for sustainable growth.

Course and exam administration

You'll also need to demonstrate your experience and proficiency in business administration, with specific attention paid to how you will administer and run courses and exams. WSET qualifications are regulated by Ofqual, the English government office of qualifications and exams. WSET must ensure all of its APPs operate with high levels of integrity and quality assurance.

To run a successful APP, you will need to plan and implement appropriate staffing, course and exam venues, exam procedures, student enrolment processes, implementation and management of policies, and record-keeping systems.

A working level of English is needed for clear communication with WSET.

Education standards

APPs must always offer a full course of study to students before enrolling them onto the final exam. As well as having qualified staff identified for educator roles (see below), applicants will need to plan course schedules, tasting samples, and teaching approaches, methods, and resources.

Please note: becoming an APP is not your only option for accessing or offering WSET training. Once you express your interest in working with WSET, our team will discuss all available options for your plans before advising whether or not becoming an APP is the best route for you.

APP territories

APPs are approved to run courses in one territory only (a territory normally means a country). If you would like to run in-person courses or exams in another territory, you will need to apply for another APP.

We do not give APPs exclusive rights to offer our qualification courses in a particular territory, or region within that territory. We also do not set limits on the number of APPs within a territory, or part of a territory.

We encourage you to research any existing APPs in your territory to help you decide whether there is space in the market for the courses you intend to offer. Students may come from outside your approved territory to attend in-person or online courses with you.

APP application process

- 1 Get in touch**
Contact your regional Business Development team using their 'get in touch' email address (see right) to express your interest in becoming an APP.
- 2 Discuss your options**
Discuss your options for working with WSET with your regional Business Development team.
- 3 Receive business proposal framework**
If becoming an APP seems like a possible route for you, your Business Development team will send the business proposal framework and details of key service fees.
- 4 Complete your business proposal**
Be sure to complete and submit your proposal by the deadline advised by your Business Development team. All business proposals will be reviewed by your Business Development team. These review periods occur twice a year*. Please confirm the date of the next review period with your regional Business Development team.
- 5 Applicant selection**
Selected APP applicants will enter the formal application phase, with clear deadlines for completion.
- 6 Application invoice**
WSET will invoice each selected applicant the application fee. You must pay the application fee to continue to the formal application phase.
- 7 Formal application phase**
In this phase, you will complete the required application documents and policies and plan all aspects of your APP launch with support from your Business Development team. Your Business Development team will let you know of the deadline for completing the application documents.

Your Nominated Educator must complete the WSET Educator Training Programme in this phase.
- 8 Application review**
Your application documents will be reviewed by WSET's Quality Assurance team. During this review, you may be asked for additional information, or to make changes to your application documents within a specified timeframe.
- 9 APP status granted**
If your review is successful, APP status will be granted by WSET's Quality Assurance team. From this point, WSET courses can be organised and advertised by your new APP!

*For Mainland China, proposals will be reviewed once a year.

Business Development team

Our Business Development teams are responsible for reviewing business proposals and selecting applicants to enter the formal application process. If selected, a Business Development representative will be identified from your regional team as your first point of contact. They'll support you in preparing the paperwork required to demonstrate your suitability for approval.

Beyond the application, your contact will continue to support you with key aspects of offering WSET courses.

WSET Americas

Covers North America, Caribbean, Central America and South America
americas@wsetglobal.com

WSET Asia Pacific (APAC)

Covers Asia (except Chinese Mainland, India and Sri Lanka), Australasia and the Pacific Island nations.
APACBD@wsetglobal.com

WSET China

Covers Chinese Mainland.
chinaoffice@wsetglobal.com

WSET EMEA

Covers Europe, Middle East, Africa, India, Sri Lanka and the Maldives.
emea@wsetglobal.com

Quality Assurance team

Our Quality Assurance team manages our APP approval and renewals process. They also ensure APP compliance with WSET's policies and procedures by helping you to implement your own policies, procedures and processes.

In addition to WSET's very high standards, they also ensure that our qualifications are offered in accordance with the requirements set out by Ofqual, the UK government's regulatory body.

Quality Assurance will review your application and, if approved, will work with you to sign agreements. Alongside Business Development, they'll support you as you transition to a fully approved APP. They will conduct a visit to your APP as the final step to full official approval, approximately one year after your initial application is approved.



Types of APP

Open APP

An open APP is a provider that publicly advertises WSET courses and accepts and enrolls any student who meets the APP's entry requirements. An open APP can be listed on WSET's 'Where to Study' web page.

Closed APP

A closed APP does not offer courses to the public. Its courses are restricted to students who have a relationship with the provider (e.g., employees, consultants/contractors, clients).

Closed APPs can promote their APP status, but can't openly recruit and enroll students. Closed APPs are not listed on our Where to Study web page.

If you are a provider that would be "open" to only a certain subset of students (such as a university, school training programme or members-only group or society) please discuss with your Business Development team.

WSET's Educator Training Programme

All APPs must have a Nominated Educator who has completed the required WSET Educator Training Programme, as well as the necessary WSET qualification(s). An APP application cannot be completed until this is achieved.

The Educator Training Programme focuses on the development of a skills-based approach to educating. Prospective educators go through an intensive yet highly rewarding training and assessment process.

Upon successful completion of the WSET Educator Training Programme, an individual will become a WSET Certified Educator and be able to hold the role of Nominated Educator at your APP.

If your identified Nominated Educator has not completed the required Educator Training Programme already, the Business Development team will identify upcoming course dates during the formal application phase. Enrolment onto the Educator Training Programme is subject to a separate fee.

Essential roles at an APP

All APPs need to nominate people in their teams to carry out three key roles. Although it is preferable that these roles are held by different people, one person can fulfil multiple roles.

Main Contact

Your Main Contact is the person responsible for ensuring that the management, administration and quality assurance systems for WSET qualifications are maintained by your APP.

We expect your Main Contact to lead the APP application process, and subsequently they will be the primary point of contact between your APP and WSET. Your Main Contact will be responsible for reading and distributing news to the rest of your APP team. Your Main Contact must be able to communicate in English.

Your Main Contact is responsible for ensuring your APP's compliance with all WSET policies and procedures in delivering WSET courses and exams, for protecting the interest of their students, and for staying up to date with WSET news, regulations and guidance.

It is also your Main Contact's responsibility to ensure that courses are taught by educators who are approved by, and registered with, WSET. They will also be responsible for training and overseeing Exams Officers or other administrative support staff.

Nominated Educator

Your Main Contact must appoint a Nominated Educator for each level of qualification you wish to offer. The same educator can act as the Nominated Educator for more than one WSET qualification providing they meet all the relevant requirements. An educator may serve as a Nominated Educator at a maximum of three APPs.

They will be the lead educator for a qualification within your APP and be responsible for ensuring that all other educators meet WSET requirements. They will supervise and monitor the teaching of any other educators in line with the current qualification Specification and Learning Outcomes.

Your Nominated Educator must hold the relevant WSET qualifications and must also complete WSET's Educator Training Programme, as detailed on the next page.

Exams Officer

Your Exams Officer is the individual responsible for maintaining the integrity of WSET exams and ensuring that their management and administration is carried out according to the WSET Exam Guidelines. This includes ordering and returning exam papers, overseeing candidate registration, administering and conducting exams according to WSET regulations, and distributing results and certificates to students.

This is an administration role and no teaching experience or WSET qualifications are required. You may be asked about your plans for staffing this important role during the application process.

Educator requirements and training

Nominated Educator

For each qualification you would like to offer, you must have a Nominated Educator that meets the base qualification requirements set out in the table below.

APPs who offer Level 3 qualifications also need to have a trained Level 3 Assessor available on the day of each Level 3 exam. Level 3 assessor training is offered upon completion of the Educator Training Programme.

Note: exceptions to the below criteria may apply for educators who have already completed the Educator Training Programme in other subjects. Please discuss with your Business Development team if this applies to your Nominated Educator.

	WSET Qualification the Educator wishes to teach	Minimum WSET Qualification the Nominated Educator must hold	Minimum WSET Educator Training Programme the Nominated Educator must have passed
Wines	WSET Level 1 Award in Wines	WSET Level 3 Award in Wines*	Wines Educator Training Programme to Level 2
	WSET Level 2 Award in Wines		
	WSET Level 3 Award in Wines	WSET Level 4 Diploma in Wines*	Wines Educator Training Programme to Level 3
Spirits	WSET Level 1 Award in Spirits	WSET Level 3 Award in Spirits	Spirits Educator Training Programme to Level 2
	WSET Level 2 Award in Spirits		
	WSET Level 3 Award in Spirits*	WSET Level 3 Award in Spirits	Spirits Educator Training Programme to Level 3
Sake	WSET Level 1 Award in Sake	WSET Level 3 Award in Sake	Sake Educator Training Programme to Level 3
	WSET Level 3 Award in Sake*		

Course educators

If you intend to have multiple course educators for your APP, each additional course educator must meet the base qualification requirements in the table below.

	WSET Qualification the course educator wishes to teach	Minimum WSET Qualification the course educator must hold
Wines	WSET Level 1 Award in Wines	WSET Level 3 Award in Wines*
	WSET Level 2 Award in Wines	
	WSET Level 3 Award in Wines	WSET Level 4 Diploma in Wines*
Spirits	WSET Level 1 Award in Spirits	WSET Level 3 Award in Spirits
	WSET Level 2 Award in Spirits	
	WSET Level 3 Award in Spirits	
Sake	WSET Level 1 Award in Sake	WSET Level 3 Award in Sake
	WSET Level 3 Award in Sake	

*Previous versions of this Qualification are also accepted.

Products and services available to APPs

Qualifications that new APPs can offer

Click on the qualification below to access the qualification specification.
Please note that the WSET Level 4 Diploma in Wines is not available to be offered by new APPs.

Wines	Spirits	Sake	Beer*
WSET® Level 1 Award in Wines	WSET® Level 1 Award in Spirits	WSET® Level 1 Award in Sake	WSET® Level 1 Award in Beer*
WSET® Level 2 Award in Wines	WSET® Level 2 Award in Spirits	WSET® Level 2 Award in Sake*	WSET® Level 2 Award in Beer*
WSET® Level 3 Award in Wines	WSET® Level 3 Award in Spirits	WSET® Level 3 Award in Sake	

*WSET's Level 1 and 2 Awards in Beer and Level 2 Award in Sake will be launching in 2024 and are not yet available. These qualifications involve training that is not covered in the requirements on page 5. If you are interested in offering these qualifications, please discuss with your Business Development team.

Course delivery options at APPs

As part of your APP business proposal and application, you should consider the best method(s) for offering WSET courses to your target market.



In person courses

In person courses can be split up over weekdays, evenings or weekends, offering a lot of flexibility. A WSET classroom environment is highly interactive with a focus on skills development, checks on learning and teaching through tasting.

You are responsible for providing tasting samples as part of the course. Typically these are provided as bottles/cans to be shared amongst the class. Suitable glassware must also be provided for each student.



Virtual courses

You can also offer courses via video conferencing software (e.g., Zoom or Teams). This provides a similar experience to in person courses, although adjustments need to be made to facilitate on-screen learning.

APPs often send tasting samples to students along with their study materials.

Alternatively, they may arrange in person tasting sessions or students may source some or all the required tasting samples.



WSET's Online Classroom*

WSET's Online Classroom is our digital learning platform. It facilitates self-guided remote learning through a range of activities, quizzes and videos.

You take bookings and enrol students onto the platform, either using WSET's educators or their own to guide the students' learning.

Students often source their own samples, though some APPs provide tasting samples.

*Available in English only.

Student study materials

All WSET qualifications are accompanied by a set of study materials which are available for APPs to purchase and distribute to their students.

All exam questions are taken from these study materials and the student is not required to do any further reading to gain their qualification.

Language and format availability

Study materials are produced in different formats depending on the qualification and language, including printed (hard copy), print license (soft copy) and eBook.

WSET materials are currently available in the languages detailed in the table below. Please note: in the UK, courses and examinations may only be offered in English.

	Level 1 Award in Wines	Level 2 Award in Wines	Level 3 Award in Wines	Level 1 Award in Spirits	Level 2 Award in Spirits	Level 3 Award in Spirits	Level 1 Award in Sake	Level 3 Award in Sake
English	P/L/E	P/E	P/E	P/L/E	P/E	P/E	L/E	P/E
Chinese (Traditional)	L	P		L	P		L	
Dutch	L	P	P					
French	L	P	P	L	P		L	
German	L	P	P	L	P		L	
Greek	L	P	L					
Italian	L	P					L	
Japanese	L	P	P				L	
Korean	L	P	P	L			L	
Portuguese	L	P	P	L	P		L	
Russian	L	P						
Spanish	L	P	P	L	P		L	
Thai				L				
Turkish	L	P		L				

P = printed (hard copy) materials | L = Licence to print (soft copy) | E = eBook

Educator materials

Specifications

The qualification specifications act as a syllabus and detail the Learning Outcomes that candidates will be assessed on as well as the guided learning hours, recommended tasting samples, assessment criteria and regulations, and the grading system. Students also have access to these specifications and should be encouraged to read them thoroughly.

Session plans

WSET issues detailed session plans for all in person or virtual course sessions. These provide clear instruction regarding the content that should be covered in each session, and how this should be delivered. Not all session plans are translated into the course language, please check with your Business Development team.

Presentations

WSET supplies PowerPoint presentations for all sessions. You may adapt or use the PowerPoints to suit your needs, as long as all Learning Outcomes are met.

Exams

Exams for WSET qualifications are created, distributed and marked by WSET. The APP is responsible for organising and invigilating exams in a manner that upholds the integrity of these qualifications. You must organise an appropriate venue for all paper-based exams.

English language exams at Levels 1 and 2 are also available to be taken online via a Remote Invigilation service, meaning that the student can complete their qualification from home.

Successful candidates will receive a certificate and lapel pin.

Thank you

Please contact your Business Development team to discuss next steps. We look forward to working with you.





WSET

Who we are

WSET (the Wine & Spirit Education Trust) is the world's leading provider of drinks qualifications. Our courses are designed to inspire and empower anyone looking to develop their drinks knowledge - from beginners to experts and from enthusiasts to professionals.

Our purpose is empowering people, through inspiring learning experiences, all over the world.

Our approach

We offer an interactive, skills-based and brand neutral approach to learning. We build expertise and tasting skills step-by-step, boosting confidence and inspiring a passion for the subject.

Our qualifications

We offer a progressive beginner-to-expert learning pathway. All WSET qualifications are designed and developed by subject-matter experts.

WSET Level 1 Award in Beer (launching 2024)
WSET Level 2 Award in Beer (launching 2024)

WSET Level 1 Award in Sake
WSET Level 2 Award in Sake (launching 2024)
WSET Level 3 Award in Sake

WSET Level 1 Award in Spirits
WSET Level 2 Award in Spirits
WSET Level 3 Award in Spirits

WSET Level 1 Award in Wines
WSET Level 2 Award in Wines
WSET Level 3 Award in Wines
WSET Level 4 Diploma in Wines

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