

## Live at 2:00 PM EDT May 24<sup>th</sup>, 2005 “Elearning – Spend Less Time and get Better Results”

We cordially invite you to participate in an online seminar titled “*Elearning – Spend Less Time and get Better Results*”. Please join your industry peers as they participate in this timely and exciting topic.

### About the Presenter:



#### **Mr. Brett C. Wilson, Vice President of Eastern Operations, Knowledge Management Solutions, Inc**

Mr. Wilson currently oversees KMSI's Professional Services offerings for eastern-region clients. As such, he routinely advises corporate and government training professionals on the merits of blended learning and cost-effective learning solutions. With more than 18 years experience in the learning and training industry, he has been a part of literally hundreds of successful training and learning projects, some of which are the largest ever fielded, for both Government and Industry. Elearning has been his focus for the last 12 years. Before joining KMSI, he was Vice President of Services and Operations at subsidiary companies of Sylvan Learning Systems and the Educational Testing Service. Mr. Wilson was formally Vice President of Operations at Carney Interactive and held various senior assignments at General Physics Corporation. He is a U.S. Navy veteran and holds a B.S. in Education.

The most challenging task faced by training and learning professionals responsible for fielding Elearning programs is how to reduce the time spent on non-training or learning issues. Anyone who has been involved in Elearning projects understands the dilemma: How can the initial ISD process be less labor-intensive? How can IPRs and deliverable reviews be streamlined to save time and reduce costs? How can the often overwhelming distraction of technology issues be reduced or eliminated? In summary, how can we spend most of our time and effort on building and fielding effective Elearning and less time on unrelated and distracting issues? Unfortunately, the instructional value of Elearning is often compromised because Elearning project managers either run out of time, run out of money, or run out of patience.

During this session, Mr. Wilson will share statistics on how time is spent using traditional Elearning development methods and how automated tools can dramatically reduce labor hour consumption. Moreover, he will explain how these tools positively alter the typical approach of “programming” to that of “assembly” thus removing the often mystifying role of technologists in the Elearning process. Most importantly, he will describe how instructional discipline can be applied and maintained throughout the development process without draining your team of valuable time early in the project. He will also share innovative techniques on how business objectives can be truly linked to Elearning outcomes. *Imagine that...really calculating Elearning Return on Investment!*

If you are involved with any aspect of developing and fielding effective Elearning, we encourage you to attend this valuable seminar as Brett Wilson presents fresh ideas that will serve as a thought-provoking basis for decision-makers to map a sensible elearning vision going forward. The session will be approximately one hour in duration and there is no charge to participate in the event. Finally, you will have the opportunity to ask questions of the speaker and online experts via chat room. For additional information or to register for this free event, please visit <http://www.kmsi.us/series.htm> or call us toll-free at (866) 501-5674.

Sincerely,

*Jack E. Lee*

Jack E. Lee  
President  
Knowledge Management Solutions, Inc.