**Exclusive Live Webinars – Topic Cluster**

| No. | Topic | Description |
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| 1 | eLearning Trends for 2019 | No buzzwords, we call it as we see it<br><br>What constitutes a 'trend' and what are the current trends in the L&D space? The start of every year sees several lists that talk of trends. Should you opt for a trend just because everyone is following it, or do you do what helps your learners best? We will decode the top 5 trends we are witnessing in the world of L&D.<br><br>Catch the real action as we tell you how:<br>▪ Blended learning is blurring the boundaries between the classroom and eLearning<br>▪ Minimalistic ID has become the game-changer<br>▪ Business goals are driving training needs<br>▪ LMSs have transitioned to take an active role in enhancing learning<br>▪ Learning analytics is claiming its rightful spot as the need for accountability grows |
| 2 | Partnering with an eLearning Vendor | Invest in the partnership for the best results<br><br>With eLearning development being a collaborative effort requiring different skill sets, the magnitude of operation is compounded when you work with an external partner.<br><br>We share the secrets to streamline eLearning development by following the:<br>▪ 3-step Successive Approximation Model<br>▪ Best practices for working with external vendors |
| 3 | Sales Enablement | Integrate all your product & sales knowledge for improved productivity<br><br>With eLearning, you can convert your classroom training material into digital formats such as online courses microlearning, and performance support, and create effective blended learning journeys.<br><br>In particular, you can integrate your sales enablement resources through online modules on market analysis, competitor awareness, selling skills, product knowledge, and more. Join us for more on eLearning in action for sales enablement.<br><br>The webinar will focus on: |

| | | ▪ Various eLearning avatars for product-sales training |
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| | | ▪ Formulating a blended strategy for product training |
| | | ▪ Best practices to design an effective sales enablement strategy |
| 4 | Science of Learning | **How do ensure your training programs are memorable?**<br><br>Developing effective training programs is as much a science as an art. Why do we remember some training sessions even after years? In today's fast-paced world, how do we ensure learners are sold on taking up the training we roll out, and completing it?<br><br>For any learning experience to stick to learners' minds and translate into on-the-job application, it must be developed keeping the basics of learning in mind.<br><br>With our strong background in classroom training and eLearning, we take you through the essential basics on:<br>▪ Learning and the 5 elements of effective learning<br>▪ Adult learning principles<br>▪ The learning cycle<br>▪ Performance-based learning objectives |
| 5 | Blended Learning | **Is your training still in silos?**<br><br>If 'yes', it's time you get started with blended learning as technology is breaking down the silos of classroom training and eLearning. Make learning a process, not an event – with microlearning, mobile learning, performance support tools, and other training formats.<br><br>Blended learning will yield the best results only when designed the right way – parts that go into the classroom and online have to be selected carefully, based on the learner profile, training complexity, and more.<br><br>Join us for a highly interactive session on:<br>▪ The various digital assets that can be of part of blended learning<br>▪ Situations where blended learning works best<br>▪ Designing the right blend by interpreting the job-task inventory matrix<br>▪ Sample blended learning roadmap for employee onboarding and product training |
| 6 | Microlearning 101 | **Go micro for macro performance enhancement!**<br><br>Microlearning has become the mainstay in today's L&D programs as learners come with demanding work schedules that make on-demand learning a necessity. |

| | | Microlearning assets are an indispensable tool in blended learning programs, making on-demand access to knowledge a possibility.<br><br>Join us for comprehensive insights on:<br>▪ Distinguishing microlearning from other instructional strategies<br>▪ Identifying the forms of microlearning assets and selecting the right one based on function<br>▪ A streamlined process for microlearning rapid design<br>▪ Planning for learning analytics for microlearning |
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| 7 | Learning Strategies and Models | <div align="center">Don't teach art and math the same way</div><br>eLearning courses have to engage learners in the absence of an instructor, and there is no one-size-fits-all solution. Every topic is best taught in a specific way, and this is what instructional strategies are all about.<br><br>While a strategy gives us ideas on how best to tackle a subject, an ID model gives us a framework to come up with an eLearning design and development process, that meets unique requirements.<br><br>Get clarity on ID models and strategies in this webinar that talks of:<br>▪ The importance of ID models<br>▪ Popular ID models such as ADDIE and Gagne's 9-Step Model<br>▪ Instructional strategy and its components<br>▪ Popular ID strategies<br>▪ Parameters to select an ID strategy |
| 8 | Flash to HTML5 Conversion | <div align="center">Give a new lease of life to your Flash assets and maximize investment</div><br>Flash will soon be obsolete and companies around the world are scrambling to make sure they don't lose their eLearning assets developed in older authoring tools with Flash elements.<br><br>Get the best ROI out of your Flash to HTML5 conversion strategy through this webinar, where you'll learn about the 4 Rs – Record, Republish, Rebuild, Redesign.<br><br>Based on our hands-on experience in Flash to HTML5 conversion, we will talk of:<br>▪ The 4 Flash to HTML5 conversion strategies<br>▪ Criteria to select the right conversion strategy<br>▪ Authoring tools that help<br>▪ Best practices for a smooth conversion process |

| 9 | Measurement of Training Effectiveness | Show me the money! |
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| | | With training managers now having to justify every dollar spent on training programs, the focus is not just on learners' reaction, but the actual improvement in their performance. Learning analytics is making huge inroads by offering real-time reports and valuable data. |
| | | The challenge lies in managing this huge chunk of data and making sense of it. Calculating the ROI on training can be a tricky area, but there are models such as Kirkpatrick's 4-level model that help reach that magic number. |
| | | This webinar will talk about: <br> ▪ Learning analytics and how an LMS can help <br> ▪ Trends in learning analytics <br> ▪ Kirkpatrick's 4-level model of training evaluation <br> ▪ Steps to calculate training ROI |