

## Nelson Croom launches Publishing Portfolio

Nelson Croom have launched their Publishing Portfolio: a suite of online professional development courses designed specifically for the publishing industry. The catalogue is available on a 512mb memory stick which has been sent to a range of contacts within publishing. The memory stick contains information on each of the 26 professional development courses.

*"We really wanted people to look at the courses in detail. They have been developed over the last few years in conjunction with some of the leading companies in publishing. We felt we should shout about them a little more widely as they have proved to deliver real benefits to clients who have worked with us,"* says Alan Nelson, MD of Nelson Croom.

The Publishing Portfolio is a unique service that provides publishers with a complete learning and development solution. Designed specifically for publishing staff, each course can be tailored further to meet the needs of a company. The courses offer a personalised online learning experience which can be reinforced with face to face workshops.

The content is engaging and interactive so that it interests learners and delivers effective learning. Our technology allows detailed tracking and analysis of course usage and achievement levels. Additional resources and documents can be made available to allow for reflection and to communicate company goals.

*"This all adds up to a flexible tool that can meet the needs of a diverse team,"* continues Alan. *"A major benefit to companies is that being online, the Portfolio can provide an ongoing professional development programme – not just a one-off quick fix, so often a problem with more traditional training solutions."*

The courses are designed to be tailored and branded to a company's requirements and cover a range of levels and disciplines including sales, marketing, leadership, performance management and much more.

*"The great thing about the Publishing Portfolio is that the courses can be personalised to reflect the company's objectives and values. This means it makes sense to the learners – they can relate to the language, terminology and case studies – so they find the learning more effective and relevant."* Helen May, Business Development Manager, Nelson Croom.

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### **Notes for editors:**

#### **About Nelson Croom**

Nelson Croom creates and publishes online learning courses. We work in partnership with companies, professional associations and other organisations. We believe that learning works best when it engages and motivates people. Different people learn in different ways, with different levels of learning and knowledge. In a Nelson Croom programme the learner is always in charge of what they do and how they do it.

Go to [www.publishingportfolio.co.uk](http://www.publishingportfolio.co.uk) for further information or call Helen May now to ensure you receive your copy of the catalogue.

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Ask for the new Publishing Portfolio catalogue.

Available on memory stick now.