

press release

September 2007

Engaging sceptical learners at WOLCE 2007

Alan Nelson, Managing Director of Nelson Croom, will be holding a free seminar at the World of Learning Conference and Exhibition 2007. **Engaging sceptical learners** is part of a new seminar and workshop programme being held at the exhibition on 14th and 15th November. The seminar offers visitors the chance to benefit and learn from Nelson Croom's experiences, in particular on the Institute of Physics (IOP) Management PAC project.

"The seminar outlines how to engage reluctant learners and how learning design should always be based on a detailed understanding of objectives, learners and content", Alan Nelson explains. "We recently partnered with the IOP to produce a management development toolkit – Management PAC – and our biggest challenge was how we would engage the learners. These were scientists who had been promoted to management not through choice but because of their expertise in their field. The learners were sceptical and any training and development programme would need to overcome that. Through this seminar I have the opportunity to share our experiences in overcoming these barriers. It's an honour to be speaking at such a key event in the industry's calendar."

The World of Learning Conference and Exhibition is now in its 15th year and has established itself as a must attend event on the training industry calendar.

Title: Engaging sceptical learners
Date: Wednesday 14 November
Time: 12.00 – 12.30
Where: WOLCE Exhibition 2007, NEC Birmingham

<http://www.learnevents.com/exhibition/free-seminar-programme.php>

<http://www.nelsoncroom.co.uk/about.htm>

ENDS

Notes for editors:

About Alan Nelson

Alan Nelson is co-founder and Managing Director of Nelson Croom, which he has run for the last seven years. Before setting up Nelson Croom he was CEO of Thomson Learning's activities in the UK, Europe, the Middle East and Africa. Alan had spent the last 15 years in educational publishing. He has commissioned and built some of Europe's leading textbooks and has been at the forefront of the development of learning materials on the web.

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.

To find out more about this story, please contact:

Victoria Clarke

T: 020 7582 3309

E: victoria.clarke@nelsoncroom.co.uk