

press release

September 2008

Nelson Croom presents a new approach to distance learning at WOLCE 2008

Elearning is, in the main, a solitary undertaking. Its critics have always maintained that, by taking the social interaction out of learning, the experience is diminished. Elearning companies have tried to combat this by hosting a synchronous event or offering an online tutor, but in reality we have all been uncomfortable answering this criticism. But all that has changed with Web 2.0. New types of services are now available that mean people can genuinely be part of a community, interact, and network online. This is a huge opportunity for e-learning.

Jacqui Nelson, Business Development Manager at Nelson Croom, will be holding a free seminar on the subject at the World of Learning Conference and Exhibition 2008. *"The seminar will discuss new strategies for elearning and look at what tools are available to make online learners feel connected. There is a lot of talk about Web 2.0 but not everyone understands what it can do for us or how it is transforming the online student's experience. Through this seminar I have the opportunity to share our experiences at Nelson Croom and to give people some pointers as to how they can benefit from Web 2.0 straightaway"* comments Jacqui Nelson.

Title: A new approach to distance learning

Date: Wednesday 19th November 2008

Time: 15.45 – 16.15

Where: WOLCE Exhibition 2008, NEC Birmingham

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

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

The World of Learning Conference and Exhibition is now in its 16th year and has established itself as a must attend event on the training industry calendar. This year the conference will be looking at innovation in the changing world of the learning and development professional and the latest approaches to traditional methods of learning.

ENDS

Notes for editors:

About Jacqui Nelson

Jacqui Nelson has held several senior roles in the publishing and corporate learning market. From a career in educational publishing she moved in to the elearning arena in 2000 to direct the marketing the for FT Knowledge's online learning businesses. For Nelson Croom, she has held a variety of roles in marketing, project management and client development.

About Nelson Croom

Founded in 2000, Nelson Croom has rapidly grown into a leading developer and publisher of online learning. Nelson Croom works in partnership with professional associations, companies and voluntary organisations to provide flexible, relevant and creative CPD, training, distance learning and compliance programmes. For more information visit www.nelsoncroom.co.uk

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