

What motivates professionals to learn?

Visitors to CHASE 2009 will be able to benefit from Nelson Croom's expertise through 2 free seminars. Jacqui Nelson will be tackling the issue of what motivates professionals to learn on Wednesday 25th February and Alan Nelson will discuss how to provide flexibility in CPD on Tuesday 24th February. Both seminars will draw on Nelson Croom's experience of providing online professional development to professional associations and voluntary organisations.

"Nelson Croom's approach and technology has developed specifically to meet the needs of professional learners. We work with a diverse range of organisations, often with specialist and technical content and sometimes reluctant learners. We've learnt a lot about what people want, what they need and how to provide it. We're always happy to share this information and we were delighted to be invited to speak at CHASE" comments Alan Nelson, Managing Director, Nelson Croom.

David Croom, Chairman of Nelson Croom will also be available to talk to visitors to the Institute of Association Management (IofAM) stand. Nelson Croom is the IofAM's Online CPD Partner and the course provider for the Institute's newly re-launched CPD programme for association managers.

CHASE, the Charities and Associations Exhibition, is now in its seventeenth year and continues to be the premier business-to-business exhibition for the not-for-profit sector. The event will take place at the Business Design Centre in London on 24th and 25th February.

ENDS

Notes for editors:

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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