A LMS or LCMS is a major investment. You make the purchase with the best intentions of taking your organization to the next level of your e-Learning strategy. Why would you put all this at risk because of a poor implementation or an ineffective ongoing management strategy?

This Online Symposium was designed to provide you with solutions to these challenges, and a path through the LMS/LCMS labyrinth.

Who Should Attend?

This event is designed for those who need to learn effective strategies and techniques for managing and implementing LMS and/or LCMS technologies in their organization. You should participate if you are:

• An executive responsible for the selection, overall management, or organizational preparation for your LMS/LCMS
• An e-Learning Director or Manager responsible for the management of your organization’s LMS/LCMS
• An e-Learning Designer or Developer who needs to prepare content to work in your LMS/LCMS

Online Symposium Structure

This Online Symposium includes 21 sessions spread across three days. Each day will include a General Session and two break-out concurrent session blocks of three sessions each. Every session is 75 minutes long and every session will be recorded in Elluminate Live! You can participate in up to nine sessions live over the three days, and you will have unlimited access to the archive of all 21 session recordings after the event. You’ll be hard-pressed to find any other event where you can experience EVERY SESSION offered on the program like you can at this event!

Benefits for Online Symposium Participants

Whether you are participating as an individual or with your team as part of a Site Registration, you will have access to all of the following benefits:

• All session handouts will be online 5 days prior to the start of the event
• 3 great General Sessions led by industry leaders
• 18 focused and interactive online Concurrent Sessions
• Professional online event moderation
• Unlimited access to all 21 session recordings, handouts, and other support materials after the event
• Technical support as needed from both The eLearning Guild and Elluminate
• Post-event online discussions with other participants (optional)

If you understand these proven strategies for LMS/LCMS implementation and management...

You Can Do It...

Are you searching for a better way to implement, integrate, and/or manage your LMS/LCMS?

• Focus on a variety of strategies and techniques for LMS/LCMS management and implementation that you can immediately incorporate into your organization’s plans
• Discover tips and techniques for ensuring that your strategies are optimizing the success of your organization’s efforts
• Develop a more complete understanding of the current state of LMS/LCMS technologies
• Have the opportunity to spend three days completely focused on this one critical aspect of your job
• Learn and network with other industry professionals who do exactly what you do every day

The solutions...

Find your way through the labyrinth of LMS/LCMS challenges...

Content Integration Selection Criteria System Administration Challenges Integration with Other Systems

Then get online for this exploration of the latest strategies and techniques for implementing, integrating and managing your LMS/LCMS. Join us for...

THE LMS/LCMS IMPLEMENTATION & MANAGEMENT SYMPOSIUM

Synchronous e-Learning technology is provided by Elluminate. Elluminate Live! v6 will enable you to fully participate and to experience state-of-the-art synchronous e-Learning technology at the same time. www.Elluminate.com

Are you searching for a better way to implement, integrate, and/or manage your LMS/LCMS?

3 days with 24 LMS/LCMS experts

21 sessions to enhance your skills and understanding

Hundreds of great ideas to ensure your success!

July 27 - 29, 2005 | ONLINE

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Santa Rosa, CA 95404

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Produced by
The challenges... In the eLearning Guild's LMS Research Report, published on December 15, 2004, we discovered this...

What were the biggest challenges that your organization faced in implementing a LMS?

47% Customization to meet business challenges
32% Content integration
11% Integration with other systems (HR, ERP, CRM, etc.)
26% System administration challenges

Since the eLearning Guild now has more than 17,000 members, this gives you literally thousands of you challenged by these issues!

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Wednesday, July 27

8:30a to 9:45a — Opening General Session

101 | LMS/LCMS: Spelling Success with this Alphabet Soup
Lance Dublin, Lance Dublin Consulting
Ready, Fire, Wait, Aim... Re-Load, Wait, Fire, Aim... OOPS! All too often this describes an organization’s—maybe even yours— foray into the world of LMS/LCMS. Successfully selecting, implementing and managing LMS/LCMS is no easy task. Learn to separate out fact from fiction, truth from possibility, leading edge from bluster. Understand the requirements from opportunity from misadventure. Discover how to identify the critical success factors for your organization, and then successfully implement — not just install — your LMS/LCMS.

10:15a to 11:30a — Concurrent Sessions

201 | The e-Learning Decision: LMS or LCMS
Joseph Gasque, Saks Incorporated
This presentation will shed some light on the specific learning challenges addressed by LMS and LCMS platforms and the major design and implementation issues attendant to meeting each of these challenges. Specifically, the distinctions between both solutions and the attributes and features that contribute to their differences will be illustrated.

202 | Marketing your LMS for a Successful Implementation
Thomas Goslee, Saks Incorporated
Many organizations often fail to realize the impact of the implementation process. Real-world challenges of migrating LMS/LCMS data, processes, and customizations from one implementation to another can be perilous. This session will help you determine which features are essential and which are just “nice to have” options.

203 | Creating and Integrating Dynamic Rich Media Learning Objects with a LMS
Tom King, Macromedia
For many LMS products, default content isn’t adequate or needs to be customized. With rich metadata and packaging options available in Macromedia’s authoring tools, you can avoid the “just add content” approach and drive your project to completion on time and on budget. You’ll learn about Macromedia’s authoring tools, the new Macromedia LMS platform and key integration points.

214 | Effective Use of the RFP: Strategies and Tools for Selecting a LMS/LCMS
Sharyn Engler, Learning Edge
This session will explore the key elements of an effective RFP. The purpose of an RFP is to help potential vendors identify the needs and requirements of an organization. The session will cover the importance of writing a clear and concise RFP and will walk you through the process of developing an RFP that is sure to drive the best results from potential vendors.

215 | Implementing LMS: Key Considerations for the Administrator
John Alonso, OutStart, Inc.
This session will provide a step-by-step outline on how to generate a plan to effectively deploy your LMS/LCMS. It will cover the following key topics: key considerations for the administrator, the implementation of effective learning initiatives, and the key elements of a successful LMS/LCMS implementation.

216 | LMS/LCMS Technologies on a Budget
Aaron Downey, roundup, Inc.
You don’t have to pay a lot to get a useful LMS... in fact, there are FREE, open-source systems that may very well meet your needs. This session will outline basic information about the cost-efficiency equation. You will learn methodology to find the right solution for your organization and the tools and techniques to help you deploy an effective system.

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Thursday, July 28

8:30a to 9:45a — General Session

401 | Development and Operational Issues of LMS Implementation and Management
Leo Lucas, e-LearningConsulting.com
Deploying a new e-Learning course within a large organization can be challenging. This session will discuss working with stakeholders to determine course completion requirements, assignment of courses and reporting. You will examine how course developers and LMS administrators can tailor a course to serve multiple audiences, different business units and worldwide delivery.

10:15a to 11:30a — Concurrent Sessions

301 | The Efficacy of the RFP: Strategies and Tools for Selecting a LMS/LCMS
Sharyn Engler, Learning Edge
This session will explore the key elements of an effective RFP. The purpose of an RFP is to help potential vendors identify the needs and requirements of an organization. The session will cover the importance of writing a clear and concise RFP and will walk you through the process of developing an RFP that is sure to drive the best results from potential vendors.

302 | Implementing LMS Technologies on a Budget
Aaron Downey, roundup, Inc.
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303 | LMS/LCMS Technologies on a Budget
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304 | LMS/LCMS: Implementing Beyond the Technology
Law Schoeneck, ENCOR Facilities Services, Inc.
In this session, we will explore how to leverage the technology but forget that, for the implementation and management of such systems, there are literally thousands of you challenged by these issues!

305 | LMS/LCMS: Spelling Success with this Alphabet Soup
Lance Dublin, Lance Dublin Consulting
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