Session Title: Extended Enterprise Learning: Building Your Business with External Training

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Description:  
Challenging economic times and changing business processes have brought great change to the learning market, none greater than the ability to reach more people than ever before using technology. Blended learning (face-to-face and online) has increasingly become the norm, creating opportunities to expand the reach of training sessions to more people inside and outside an organization.

Delivering external training to customers and partners offers a host of proven benefits. Training customers to use your products and services helps maximize usage, enhances their productivity and improves customer retention. Training partners on your products and services enables them to sell your offerings more effectively and has a direct impact upon your bottom line. There is an added benefit that more and more innovative organizations are adopting: the opportunity to create a new revenue stream by offering fee-based training.

With new economies of scale and automated processes, companies can easily add an ecommerce component as a natural extension of their training platform. More importantly, training organizations can drive new revenue, contribute to the bottom line and build even more value for their training programs.

In this session, we will discuss customer training and how monetization is a substantial opportunity for businesses to grow revenue in the training space.

Specific topics will include:
- Web conferencing as a customer training tool
- The differences between internal and external training operations
- What is needed to provide effective external training programs
- The benefits of monetizing external training