

## **Q2Learning Founder to Tell ELF Participants to Focus on Learning, Not Technology**

**Falls Church, VA, (February 2006)** – Bill Bruck, founder and lead solutions architect of Q2Learning will discuss the evolution of Web 2.0 tools and their implications for organizational learning and development with members of the Electronic Learning Forum at their monthly gathering.

“It’s easy to get excited about Web 2.0 technologies and what they enable users to do, but it’s also easy to lose sight of how organizations can effectively integrate these tools,” said Dr. Bruck. “The trick is to understand how to align the technologies with the learning goals of a company, then thoughtfully integrate the new technologies so we can make use of them.”

Dr. Bruck will also share insights from the Learning 2.0 Summit –, a combination of discussion forums, synchronous collaboration events, blogs, wikis and other Web 2.0 technologies that has given thought leaders an opportunity to experience 2.0 technology first hand, while sharing the challenges, best practices and innovations related to their integration into mainstream learning environments.

### **About Q2Learning, LLC**

Q2Learning is the leading provider of enterprise software for collaborative learning and knowledge management. The company’s xPERT eCampus, winner of the 2004 gold Brandon Hall award for innovative technology, offers the ability to drive mastery learning by rapidly developing blended learning programs that weave electronic content, web meetings, practice assignments and coached OJT into integrated programs of study. The xPERT eCommunity enables the rapid creation of communities of practice, performance support and knowledge sharing.

### **About ELF**

Founded in 1999 as the Silicon Valley eLearning Network, the eLearning Forum is gaining a reputation as the thought leader on eLearning trends, best practices, and advice. Members of ELF’s community of practice include corporate chief learning officers, eLearning marketing executives, investment analysts, researchers and developers. For more information, visit [www.elearningforum.com](http://www.elearningforum.com).

### **Contact**

Dianne Miller  
[press@q2learning.com](mailto:press@q2learning.com)  
(877) 751-2200 x401  
<http://www.q2learning.com>

###

---