

## **Q2Learning's Dr. Bill Bruck Headlines Prestigious LearnNB Instructional Design Series: to Speak on Best Practices in Blended Learning**

**Falls Church, V.A. (November 2006)** – Participants at the first of a series of LearnNB workshops will meet November 15<sup>th</sup> and 16<sup>th</sup> in Fredericton, New Brunswick, Canada. They will spend two days exploring the capabilities of various learning technologies, and then applying thinking frameworks that apply concepts to real-world training and learning scenarios.

Series presenters will include Dr. Bill Bruck of Q2Learning, Dr. Saul Carliner, William Horton, Jerry McGovern, and Dr. Jack Phillips. Each offers a range of expertise for the instructional design and web content industries. Dr. Bruck will launch the series with a workshop focusing on the innovations of blended learning.

“As learning professionals, we can no longer cobble together a variety of learning media and call it blended learning,” says Dr. Bruck, workshop designer and general manager of Q2Learning. “We need to develop a deep understanding of what blended learning really is and then consciously select and apply the tools available to us to create meaningful learning experiences that drive mastery, not just give learners exposure to the latest and greatest learning fads – without an eye towards the end result.”

Duane Dunfield, VP Technology at Red Hot Learning Inc, one of the event's sponsors affirms, “Dr. Bruck brings a unique perspective as a learning solutions designer. We're very pleased to be able to offer his experience to our attendees.” Learn NB and Red Hot Learning are united in their conviction that this series will address critical skill gaps, especially at the senior ID and consultancy levels as well as recruiting, retaining and repatriating instructional designers who have left the industry and/or the region.

This strategic LearnNB initiative will be unveiled at the Canadian Society for Training and Development's national Knowledge Exchange conference in Toronto, Ontario on November 7<sup>th</sup> and 8<sup>th</sup>.

### **About Dr. Bruck**

Since 2001 Bill Bruck has been the lead solutions architect for Q2Learning, of which he is a founding partner. He designed the eCampus technology and end-to-end methodology that has been used in deploying over a hundred blended learning solutions for Fortune 500 corporations. Bill comes from academia, where he was a tenured full professor of psychology and director of institutional research at Marymount University, where he designed a system for assessing institutional effectiveness that was cited as an exemplar during re-accreditation by the Southeastern Association of Schools and Colleges (SACS)

Bill has written over a dozen books on the effective use of technology, which have been translated into five languages. He serves as a luminary for media and industry relations, and provides keynotes internationally on collaboration technologies and their impact on organizations. His accomplishments have been recognized by his listing in Marquis Who's Who in America.

## **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, drives mastery learning by creating blended learning programs that weave electronic content, web meetings, practice assignments and coached OJT into integrated programs of study.

## **About LearnNB**

LearnNB is a bilingual umbrella organization to promote the development of e-learning and knowledge technologies.. Since the earliest days of the Web, New Brunswick has consistently been a leading Canadian jurisdiction for the development and application of online learning. Accordingly, NB is ideally poised between North American and European markets with multi-lingual and multi-cultural experience, the requisite advanced telecommunications infrastructure and the authority for online degree-granting.

These factors, along with a strong higher education system and a progressive fiscal climate, have fostered the learning industry cluster now known as LearnNB. Corporate and individual members include high capacity learning technology companies, market-savvy performance support consultants and world renowned mentoring organizations.

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