

U.S. Office of Government Ethics Trainers to Hear How Learning Can be Improved

"The process of converting classroom training to e-learning has relied far too long on replicating the worst practices in instructor-led training, rather than leveraging the media to vastly improve opportunities for training for proficiency."

Falls Church, VA, (September 2007) – Dr. Bill Bruck, lead solutions architect and co-founder of Q2Learning will challenge participants at the U.S. Office of Government Ethics Training Symposium to consider this when he presents in Washington D.C.

Dr. Bruck will guide participants through an evolution of learning technologies that is transforming traditional e-learning into an exciting, collaborative medium for learner participation – a transformation that has significant implications for thinking about and delivering learning.

Among the things attendees will learn are:

- Why it's no longer enough to simply convert from classroom to Web-based training.
- Methods for replacing dull, "sage on the stage" e-learning with relevant, interactive learning opportunities.
- How to choose the most appropriate combination of technology to meet the needs of any learning program.

"Learners are becoming increasingly more sophisticated about technology, and at the same time have less time available for learning than ever before," says Dr. Bruck. "It's to no one's advantage to keep doing things the same way, and in fact, it significantly diminishes our chances for designing effective learning, should we opt not to capitalize on the tools we have available."

In addition to sharing best practices, Dr. Bruck will share examples based on his considerable experience in creating learning programs that combine the best of the read-write Web.

About Bill 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

Q2Learning is a premier provider of collaboration software for learning and knowledge management. The company's xPERT eCampus, winner of the 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 company's eCommunity enables the rapid creation of communities of practice, action learning programs and cross-functional project teams.

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