



Roundtable Discussions

Marketing your LMS for increased learner engagement

What do you want to achieve?

- Know your goals and objectives
 - Increase in non-required training?
 - Improve retention rates?
 - Boost in performance numbers
- Determine what has and has not worked in the past
- Consult your marketing and communications team

Keep them coming back

- Where are your learners getting their info?
- How can you successfully promote new learning opportunities?
 - Look and feel
 - Messaging
- Create a movement!
 - Incentives
 - Endorsements

Share your thoughts

BRAINSTORMING SESSION