

Digital Chameleon's eLearning products are designed to be scalable, affordable and accountable. Scalable in that an online course is easier to deploy over many users regardless of location, and alleviates the issues of scheduling people's time, venues, equipment, etc.

Our courseware is affordable in terms of a "per head" user cost, and also in terms of saving travel costs, both for the facilitator, and potentially your staff.

And our products are accountable because you'll not only be able to see who's completed the modules, but also how well they understood and applied the information via quiz results.

Our modules are also experiential – users get to explore sites, applications, and concepts on their own, in a safe environment.

Digital Chameleon eLearning modules provide users a fully interactive experience, including video, audio, interactive quizzes and a collaborative eLearning support network.

This approach to ongoing training and development also has the advantage of allowing the user to access the content at any time or location (home or work), thus keeping "downtime" at a minimum while permitting management the opportunity to gauge participation levels amongst staff.

The "Introduction to Digital Media" eLearning program includes the following eight modules:

- 1) Pre-course introduction
- 2) Audience measurement
- 3) Campaign objectives
- 4) Buying & selling
- 5) Display advertising
- 6) Search
- 7) Web 2.0 and social networking
- 8) Campaign measurement



Social network learning component

The program also includes a social networking component where learners can collaborate and discuss topics and exercises. They also have access to the facilitator, and can ask questions. We believe people can learn a lot from each other, and our network enables team building, drives collaborative learning, and enables you to gauge user participation. Additionally, it gives users working experience with a social networking tool.



eLearning

Use our eLearning products as a stand-alone system, or to enhance face-to-face training

The benefits of Digital Chameleon eLearning modules:

- 1) Accountable – via user activity reports and tests
- 2) Experiential – users explore the concepts at their own pace in a safe environment
- 3) Cost effective – no extended periods of “down time” for face-to-face training; alleviates travel costs (for participants and facilitators); the per person cost is generally less than that for corresponding face-to-face sessions
- 4) Scalable – easy to deploy over multiple sites/locations; take advantage of economies of scale when you increase the number of users
- 5) Accessible – content is available to users when and where they want it
- 6) Flexible – our system of modules can be used in place of face-to-face training; incorporated into your staff induction; or used for retention after face-to-face training



As there is increasing interest in our advanced training offerings (which we continue to do face-to-face, as many involve workshops), we are moving our flagship “Introduction to Digital Media” course onto an eLearning platform. You can still choose to take the course face-to-face. We provide clients with as many options as possible.

Some of your options include:

- 1) Purchase the entire set of eLearning modules
- 2) Purchase individual modules
- 3) Enhance your face-to-face training by preparing learners for the “Introduction to Digital Media” course via the “Pre-course introduction” module
- 4) Incorporate the “Pre-course introduction” module into your existing staff induction training
- 5) Use the modules after face-to-face training to keep up to date, and for information retention



How it works:

Modules are purchased via 6-month subscription based on a cost per seat, with discounts increasing as number of seats increases. Cost per seat for the modules is generally less than if you were to have us run the “Intro to Digital Media” course for you face-to-face. Users get access to eight content-rich, experiential modules that they can refer to over the subscription period. Get your staff up to speed with self-paced, accountable, experiential, content-rich courseware for less than the cost of face-to-face training sessions.



Call us for more information or a test drive!

