



For Immediate Release

Contact: Amy Martin Quinn
Gregory FCA Communications
aquinn@gregoryfca.com
610-642-8253 (p)

**Analyst Bryan Chapman of brandon-hall.com and LCMS Vendor Council
to Present Special Forum on e-Learning at Training 2002 Conference & Expo**

*Forum will focus on benefits and functionality of
Learning Content Management Systems in e-Learning*

ARDMORE, PA – February 6, 2002 – The LCMS Vendor Council, which works to increase industry awareness and understanding of the value of Learning Content Management Systems (LCMS), is partnering with e-Learning analyst Bryan Chapman of brandon-hall.com to present a special forum at the upcoming Training 2002 Conference & Expo, scheduled for February 16-21, 2002 in Atlanta, GA.

The forum, “Why Learning Content Management Systems Matter Most,” will discuss the unique role and functionality of Learning Content Management Systems in e-Learning for the enterprise. It will also focus in part on the development of LCMS product standards that comply with the work of the ADL SCORM initiative. Chapman will present an overview of LCMS technology and host the forum with members of the LCMS Vendor Council serving as the accompanying panel. The forum, Session 218, is scheduled for Wednesday, February 20 from 8:00 a.m. to 9:00 a.m.

“The continued interest in LCMS and their growing significance at previous e-Learning conferences led us to develop this presentation,” said Chapman. “Learning Content Management Systems are proving to be critical for any organization planning an enterprise, e-Learning strategy. This presentation will not only provide valuable insight into current technologies used by trainers to convert, create, organize and reuse learning content from a central repository, but also how organizations are using these technologies to merge the practice of traditional e-Learning and knowledge management.”

The LCMS Vendor Council has established a Standards Working Group to liaise with the ADL SCORM Initiative and work with them to review the practical implementation of standards as LCMS products are rolled out. The Council’s program works to address and resolve issues relating to the definition and implementation of learning objects. The Council is also reviewing the implementation of the Shareable Courseware Objects Reference Model (SCORM), which is working to ensure access to high-quality education and training materials that can be tailored to individual learner needs and made available whenever or wherever they are required. By adopting a systematic approach for product interoperability, the group is contributing to the establishment of reliable methods to build modern learning systems.

As an e-Learning Analyst, Bryan Chapman helps organizations match their business requirements to e-Learning technologies. His views on the status and future of e-Learning have been quoted by

such sources as *CNBC*, *InfoWorld*, *ComputerWorld*, *Federal Computer Week*, and *e-Learning Magazine*. He also writes a regular technology-advice column for *Online Learning Magazine* called "Ask Bryan." Chapman was the primary researcher and co-author of the industry's most comprehensive study of LCMS technology. More information about the report is available at www.brandon-hall.com.

About the LCMS Vendor Council

Founded in November of 2000, the LCMS Vendor Council's mission is to increase industry awareness and understanding of Learning Content Management Systems, and to promote the value that LCMS infrastructure software solutions deliver to enterprises and the individual learner. Current members of the LCMS Vendor Council are Docent, Global Knowledge, Knowledge Mechanics, LeadingWay Knowledge Systems, Online Courseware Factory Ltd., Vitalect, Vuepoint and WBT Systems.

LCMS Vendor Council Contacts:

Docent, Inc., www.docent.com
Wayne Caccamo, WCaccamo@docent.com

Global Knowledge, Inc., <http://kp.globalknowledge.com>
Guillermo Leija, Guillermo.leija@globalknowledge.com

Knowledge Mechanics, Inc., www.knowledgemechanics.com
Frank Kwiatek, fkwiatek@knowledgemechanics.com

LeadingWay Knowledge Systems, www.leadingway.com
Paul Krueger, PaulK@leadingway.com

Online Courseware Factory, www.coursewarefactory.com
Keith Baker, keith.baker@courseware-factory.com

Vitalect, www.vitalect.com
Stephen Hatch, shatch@vitalect.com

Vuepoint, www.vuepoint.com
Kiersten Elia, kelia@vuepoint.com

WBT Systems, www.wbtssystem.com
Duncan Lennox, lennox@wbtssystem.com

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