

press release

October 2008

A double celebration as Nelson Croom reaches the finals of the World of Learning Awards

Over 1000 entrepreneurs, investors and others have already benefited from new elearning that teaches users how to develop and protect their ideas. Now, the World of Learning Awards has recognised this notable achievement by shortlisting the programmes for the award of e-Learning Solution of the Year. The online courses, created by Nelson Croom and the British Library, complement an existing programme of workshops run by the Business & IP Centre at the British Library's St. Pancras site in London.

Originally intended to expand the reach of the training to those that couldn't attend the face-to-face workshops, the online modules have exceeded all expectations, smashing the original target for learner numbers and reaching users in such far flung locations as India, Australia, Japan and Thailand.

It's a double celebration for Nelson Croom, as long-standing client the Institute of Revenues, Rating and Valuation (IRRV) is also a finalist, in the category of Rapid eLearning Solution of the Year for its Employment and Support Allowance (ESA) programme. The new Employment and Support Allowance legislation was announced at the end of March 2008, and it will shortly replace Incapacity Benefit and Income Support paid on incapacity grounds. The IRRV developed the course, part of the Euclidian suite of online programmes, to train practitioners in this essential and complex legislation.

"Using the content management tools in Nelson Croom's technical system Imago, the IRRV built the course themselves, handing it over to us for a final polish prior to launch. It's just the sort of partnership we seek to build with our clients" says Alan Nelson, Managing Director of Nelson Croom. "Within two months of the legislation being laid the ESA course was launched – before the official guidance was even released."

The highly competitive World of Learning Awards are acknowledged as the premier event for honouring learning-specific solutions. Now in their eighth year, they recognise and reward organisations and individuals whose outstanding achievements have notably improved workplace productivity and performance, the most innovative new learning initiatives and exceptional venues of 2008. The Award winners will be announced at a black-tie event in Birmingham on 19th November.

ENDS

Notes for editors:

About Nelson Croom

Founded in 2000, Nelson Croom has rapidly grown into a leading developer and publisher of online learning. Nelson Croom works in partnership with professional associations, companies and voluntary organisations to provide flexible, relevant and creative CPD, training, distance learning and compliance programmes. For more information visit www.nelsoncroom.co.uk

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