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Elearning! Magazine and Bersin & Associates Partner
on Enterprise Learning Research

--Partnership to Track and Report Trends and Research Findings

Corona, CA, November 27, 2005—*Elearning!* Magazine, the industry trade publication produced by B2B Media Company, announced today an agreement with Bersin & Associates to research, track and report on enterprise-wide practices in e-learning. The findings and trends will be exclusively reported in *Elearning!* Magazine, e-zine, e-newsletters, web sites and virtual events.

"Because *Elearning!* Magazine is focused on senior-level line of business managers, research conducted on the implementations and practices of its readers will give us a clear view of best practices and trends in the use of e-learning for specific business applications," reported Josh Bersin, president of Bersin & Associates.

Currently, a minority of U.S. corporations map their e-learning initiatives to specific strategy and goals. This is the gap that *Elearning!* Magazine and Bersin & Associates is committed to fill for the marketplace. As e-learning implementations evolve, senior managers and executives are struggling with how to integrate the bottom-up processes and practices typical of training with the top-down strategic initiatives of CXOs.

"Our goal in researching and reporting on enterprise-wide deployment of e-learning and its strategic links to corporate performance is to provide executives the first objective resource to map their course toward integrating tactics to strategy," stressed Catherine Upton, Group Publisher of *Elearning!* Magazine.

The e-learning market has doubled over the last two years—and implementations are no longer exclusively within the training department's domain. The top e-learning applications have been in product information, sales and customer service training and performance management. This means the key business drivers have come from the functional area managers. "As the benefits of e-learning practices are documented at the functional level, executives are deploying beyond the department level—across the company and often globally. This evolution of e-learning practices is increasingly forging new ground for the enterprise," reported Upton.

The Enterprise Learning Research findings will be featured in *Elearning!* Magazine's family of five media products serving the \$50 billion market: *Elearning!* Magazine, e-zine, web site and *Elearning!* e-newsletters and virtual events. In combination, these brands reach over 600,000 executives, practitioners and professionals all evaluating, deploying or implementing e-learning solutions across their enterprises. Plus, readers, subscribers, advertisers and sponsors are invited to forward content to their peers and constituencies. This is the true value of an industry magazine—available to all who wish to use it.

"B2B Media Company is dedicated to delivering valued media products to the e-learning market. We are very excited about the partnership with Bersin & Associates and look forward to sharing the findings of the original and exclusive research partnership," concluded Upton.

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About Elearning!

Elearning! Magazine, e-zine, *Elearning!* e-newsletter, *Elearning!* Alert, *Elearning!* Virtual Trade Show and web site are produced by B2B Media Company, a privately held trade publishing and electronic media company. *Elearning!* brands are produced by B2B Media Company's trade publishing unit. The custom publishing division offers complete turnkey third party publishing, production, and fulfillment services. To learn more, visit www.elearning.B2BmediaCo.com

About Bersin & Associates

Bersin & Associates is the only research and advisory firm solely focused on corporate-learning with a comprehensive research program targeted to the needs of learning professionals and executives. In 2001, Bersin & Associates introduced the WhatWorks® series, primary research that offers learning practitioners factual and practical insight that can improve program effectiveness and results, reduce costs, and avoid time-consuming and costly mistakes. The company specializes in six research areas: planning and strategy, blended learning, content development, learning management systems and infrastructure, measurement and analytics, and talent management. Bersin & Associates also provides workshops for senior executives and advisory services to corporations and learning vendors. For more information, go to www.bersin.com