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**Analyst Bryan Chapman and LCMS Council to Discuss Buyer Demand for Learning Content Management Systems at Online Learning 2002**

*LCMS Council Launches New Name, Web Site and White Paper to Respond to Industry Needs*

ANAHEIM, Calif., Sept. 17, 2002 – Bryan Chapman, senior researcher and e-learning analyst at brandon-hall.com, will moderate a panel presentation from representatives of the LCMS Council about the critical business benefits of a Learning Content Management System (LCMS) on Tuesday, Sept. 24, at the Online Learning Conference and Expo 2002 to be held Sept. 23-25 at the Anaheim Convention Center, Anaheim, CA.

LCMS Council members from Docent, LeadingWay Knowledge Systems, Vitalect, Vuepoint, and WBT Systems will present the content of a new white paper, entitled, “*Leveraging E-Learning Standards to Produce Business Value*,” focused on the importance of consistent standards adoption for LCMS technologies. The presenters, led by Mr. Chapman, will also speak to the features of a LCMS that customers really value to solve their immediate business problems and will cite specific customer case studies.

The Council has also announced its name change from the LCMS Vendor Council to the LCMS Council to welcome a broader representation of members beyond the LCMS vendor community who wish to join the organization. The Council’s Web site, [www.lcmscouncil.org](http://www.lcmscouncil.org), is now launched in response to increasing demand for information about LCMS technologies and standards. The new white paper will be available on the site following the LCMS Council’s presentation of its content at the conference.

The LCMS Council was formed to promote broad market awareness of the benefits to learners provided by Learning Content Management System infrastructures.

“The LCMS Council is thrilled to be expanding the set of resources that we can deliver to the training community with our expanded membership offering, our new Web site and our new white paper,” said Beth Broderson, Chair of the LCMS Council. “Our presentation at Online Learning 2002 will focus on helping customers clarify the value of LCMS tools and feature sets in comparison with other learning technologies. The panelists will in particular help to define the position of LCMS tools in relation to the evolving SCORM and AICC standards for both customers and users.”

In addition to the topics below, the LCMS Council session, to be held from 2:30 to 4 p.m. (Session 503), will also address some of the questions in the minds of training practitioners, such as:

- Does my organization need both an LMS and LCMS?
  - Aren't all vendors offering both now?
  - Do evolving standards apply to LCMS solutions?
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- “Extending the LCMS to All Employees Across the Extended Enterprise to Collaboratively Create, Access, Manage and Deliver Compelling Learning Content over the Web,” Tobin Gilman, Vice President of Marketing, Docent
  - “Just-in-Time Learning with LCMS Systems,” Dr. James Li, CEO, LeadingWay Knowledge Systems
  - “Sharing and Reuse of Enterprise Content in a Learning Content Management System,” Beth Broderson, Chief Marketing Officer, Vitalect
  - “Matching Speed-to-Knowledge with Speed-to-Market: How Rapid Knowledge Sharing Accelerates Revenue Opportunities,” Preston Dodd, Vice President, Strategic Alliances, Vuepoint
  - "ROI Now! - Delivering value in real-time with a Learning Content Management System," Duncan Lennox, Chief Technology Officer, WBT Systems

On the Net: Online Learning 2002 site: <http://www.onlinelearningconference.com>.

### **About the LCMS Vendor Council**

Founded in November of 2000, the LCMS 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 Council are Docent, LeadingWay Knowledge Systems, Online Courseware Factory Ltd., Vitalect, Vuepoint and WBT Systems.

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