

Analyst Bryan Chapman, LCMS Vendor Council to Discuss Benefits of Learning Content Management Systems at Training Directors Forum

Panelists to present problem-solving features, cite customer case studies

LAS VEGAS, N.V., June 4, 2002 - Bryan Chapman, senior researcher and e-learning analyst at brandon-hall.com, will moderate a panel presentation from representatives of the LCMS Vendor Council about the critical business benefits of a Learning Content Management System (LCMS) on Monday, June 10, at the 18th annual Training Directors Forum, to be held at the Hyatt Regency Lake Las Vegas Resort June 9-12.

LCMS Vendor Council members from Docent, Knowledge Mechanics, LeadingWay Knowledge Systems, Online Courseware Factory, Vitalect, Vuepoint, and WBT Systems, led by Mr. Chapman, will speak to the features of an LCMS that customers really value to solve their immediate business problems and will cite specific customer case studies.

LCMS solutions allow companies to create small units of instructional content called learning objects, reducing the time and cost of content creation as well as facilitating personalized learning for students. Research firm IDC defines an LCMS as a system that is used to create, store and deliver personalized e-learning content in the form of learning objects. However, not all Learning Content Management Systems are implemented with the same features.

In addition to the topics below, the LCMS Vendor Council session, to be held from 3:15 to 4:15 p.m. in the Tangier Room, 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?

- "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
- "Rapid Authoring Capability through the use of Standard Content Types: Simulations, Interactions, and Various Media Formats," Steven N. Gauld, Vice President, Product Development & Services, Knowledge Mechanics
- "Just-in-Time Learning with LCMS Systems," Dr. James Li, CEO, LeadingWay Knowledge Systems
- "Controlling and Managing the e-Learning Content Object Production Processes," Keith Baker, Emerging Technologies, Online Courseware Factory Ltd.
- "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," Ara Ohanian, CEO, Vuepoint

The LCMS Vendor Council was formed to promote broad market awareness of the benefits to learners provided by Learning Content Management System infrastructures. "The LCMS Vendor Council is focused on helping customers to clarify the importance and value of LCMS tools and feature sets in comparison with other learning technologies," said Beth Broderson, Chair of the LCMS Vendor Council. "We are particularly concerned about helping to define the position of LCMS tools in relation to the evolving SCORM and AICC standards for both customers and users. Our panelists will also address those evolving standards in their presentations."

Separately, the LCMS Vendor Council announced that it has named Darrell Woelk as Director to help elevate the visibility of the council's work, particularly in the standards arena. Woelk is also President of Elastic Knowledge, a consulting company specializing in e-learning and knowledge management solutions. He is an acknowledged industry expert in knowledge management, distributed computing architecture, agent-based computing, database management systems and e-learning. Most recently, Woelk was Vice President of Engineering for the Austin Development Center of Docent, where he led development efforts for a number of next-generation Docent products in the area of e-learning and knowledge management.

On the Net: Training Directors Forum site: ▶ <http://www.trainingdirectorsforum.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, Knowledge Mechanics, LeadingWay Knowledge Systems, Online Courseware Factory Ltd., Vitalect, Vuepoint and WBT Systems.

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