

The e-learning starter kit

The *quickest* path to e-learning success

Introducing e-learning into your organisation might seem like a major project, fraught with risk and uncertainties, but it needn't be like that.

At BdM Development we've been helping organisations large and small, implement learning initiatives such as e-learning for over 15 years. Now we've condensed that knowledge and experience into an e-learning starter kit that will get you up and running in the shortest possible time.

In simple terms, our e-learning starter kit will give you:

- The means to create professional e-learning content without programming
- Your own portal over which to deliver your content
- The assistance, training and support you need to get everything in place

From day one you could be creating and deploying effective, engaging content for your learners.

Consider the benefits

- Implement e-learning at a fraction of the cost you may have considered
- Minimise the risk to you and your organisation
- Deliver a solution that is simple, quick and highly effective
- Retain total flexibility over how your e-learning initiatives develop in the future
- Transform the business of learning for your organisation



What the kit includes

<i>Lectora Publisher</i>	An e-learning authoring tool that is unrivalled in its ease of use, speed of development and quality of output
<i>Essencia</i>	The simplest and quickest way to create your own learning portal to distribute, track and manage your published content
<i>Lectora training</i>	Attendance at one of our regular "Lectora Basics" open training courses
<i>Launch day</i>	An intensive one-day series of sessions, at the end of which you'll have your authoring software in place, your portal up and running and be ready to hit the ground running with your first e-learning project

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How does the starter kit work?

Lectora install CD

At any time prior to the launch day you can have a copy of Lectora publisher to install for yourself. It will give you the chance to see first hand just how easy and intuitive it is to use.



Essencia online access

We will also give you access to our Essencia trial site which will enable you to see just how simple it can be to access your own, or off-the-shelf content from a learning portal. Our site is branded as generic Essencia; your portal will have your own corporate colours and logos applied.

Essencia

Lectora training

Our Lectora Basics open classes run at least monthly and allows users to gain proficiency in the use of Lectora and become productive with the minimum of delay.

Planning pack

We will also send you a detailed planning pack to ensure you get the very most from the launch day. It covers guidance on how to plan your learning portal deployment, how to prepare for the launch day, who to involve and what needs to be in place to make it a success.

What's in the launch day?

We've packed as much as humanly possible into our launch day, to give you maximum value from the day and the solid start that you need for your e-learning initiative. That includes:

- The installation and set-up of Essencia as your own fully-branded learning portal
- A combined tour of your new learning portal and technical planning session
- Administrator training for Essencia
- A fast-paced hints and tips session on how to plan and create great e-learning

The sessions are both practical and highly interactive. Each will cover the essentials that you need to know at the outset and point you to further sources of information and help, so that you can continue to develop your knowledge and skills long after the launch day is over.

And the benefits don't end there...

Future proof

All the products in your starter kit are subject to a progressive product development programme that means you can be assured they stay at the forefront of learning technology.

Not only that, they are designed around e-learning open standards. You can add other standards-based content or products from BdM Development or anybody else in the future, safe in the knowledge that they will work with your starter kit.

Also, we'll offer you a 20% discount on a whole range BdM Development follow-on services such as Lectora advanced training, our courseware design workshop, content development and off-the-shelf content. You can also upgrade to our enterprise Learning Management System in future if you wish.

For more information

For more information or for access to trials of the products in the starter kit, please contact our sales team on the number below or email sales@bdmdevelopment.co.uk.