

**THE E-LEARNING
AGENCY**

vestergaard  co

Total supplier of e-learning

Optimize your training activities!

Benefit from the many opportunities **e-learning** has to offer, and strengthen the **competences** of your employees through customized and targeted courses – **when it suits you.**



What can e-learning do?



Customized e-learning courses



Augmented Reality // Virtual Reality



Standard e-learning courses



Training // Do It Yourself



Learning Management Systems



About Vestergaard & Co

e-learning

(also called: online training)

A standard definition for competence development, where the content, of part of it, is given in a digital form.

E-learning is not synonymous with effective learning. The definition covers many different types of activities and does not segment between good and bad learning.

Also see: LMS, authoring tools

good e-learning

(e-learning courses with the right learning outcome)

Web based courses, learning objects and tools, that take advantage of the opportunities of digital media to create inspiring, involving and relevant learning processes.

Good e-learning courses combine the advantages of elements such as movies, cartoons and games to keep the learners active and involved in the learning process.

Through active participation, good learning design and creative course elements, a high degree of involvement and learning can be achieved. Learning that is understood, remembered and used by the learners.

Also see: Learning styles, mobile learning, microlearning, gamification, Vestergaard & Co

WHAT CAN E-LEARNING DO?

E-learning can be adapted to almost any work environment and conditions, so employees can learn exactly what they need – when they need it. It's about relevance and accessibility – about creating targeted competence development tailored to the needs and learning style of the individual learner.

4

Employees can acquire new knowledge, learn how to use a new software or train a new work process in a safe and quiet environment at their own pace. Even complex topics can be communicated in a simple and easily accessible way through e-learning.

With e-learning you can communicate common knowledge in a uniform way for a large group at once – even if they sit in each their department, region or country.

9 FACTS AND STATS ABOUT E-LEARNING

1

COMPANIES WHO USE E-LEARNING

ARE

34%

MORE ABLE TO RESPOND TO THE NEEDS OF THE CUSTOMER

46%

MORE LIKELY TO BE THE LEADER IN THEIR INDUSTRY

17%

MORE LIKELY TO BECOME THE MARKET SHARE LEADER

2



APPROX. 67% OF THE WORLD POPULATION OWN A CELL PHONE AND THE NUMBER OF CELL PHONES HAVE SURPASSED THE NUMBER OF PEOPLE IN THE WORLD



3



BY 2020, **MILLENNIALS** WILL FORM 50% OF THE GLOBAL WORKFORCE. THEY HAVE GROWN UP WITH TECHNOLOGY AT THEIR FINGERTIPS AND IN THEIR HANDS.

50%

MLEARNING TOOLS

4

SEE WIDE ADOPTION, WITH 74% OF TRAINEES USING THEM WHILE TRAVELING. 52% EVEN USE THEM IN BED EITHER RIGHT BEFORE SLEEP OR RIGHT AFTER WAKING UP...

5



A 2010 REPORT FROM U.S. DEPARTMENT OF EDUCATION REVEALS THAT **ONLINE STUDENTS OUTPERFORMED STUDENTS** WHO WERE LEARNING THE SAME MATERIAL THROUGH TRADITIONAL EDUCATION

6



MICROLEARNING

IN 3-7 MINUTE CHUNKS

MATCHES THE BRAIN'S WORKING MEMORY AND ATTENTION SPAN

Sources:

1. Learning on Demand" by Babson Survey Research Group and The Sloan Consortium // 2. bankmycell.com
3. elearninginfographics.com // 4. elearninginfographics.com // 5. myeducation.com // 6. grovo.com
7. Protential // 8. CertifyMe.net – A study by Bersin & Associates // 9. The Education Sector Factbook 2012

7

COMPANIES INVESTING

 **USD 1500**
PER EMPLOYEE
IN TRAINING

**EXPERIENCE 24%
HIGHER PROFIT
MARGINS**



IN A SURVEY OF
HR MANAGERS

8

 **12%**

LISTED "**NOT ENOUGH
TRAINING**" AS THE
TOP REASON FOR
EMPLOYEES LEAVING

9



COMPANIES THAT HAVE A
STRONG LEARNING CULTURE
DO BETTER IN THEIR MARKET
THAN THOSE THAT DO NOT



SUITABLE FOR ...

- Onboarding of new employees
- Information about new work processes
- Communication of values and strategy
- Product knowledge and training
- Compliance training
- Sales- and communication training
- H&S and CSR training
- Training software skills
- Certification and retraining programs



... BUT ALSO

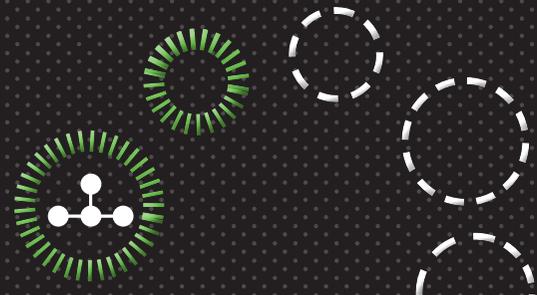
E-learning is much more than stand-alone courses for the individual employee.

E-learning can also be used as:

- An element in blended learning programs
- A tool for dialogue and surveys
- A recruitment tool
- Knowledge sharing with customers, resellers and suppliers
- An active tool in everyday task solving



1. Analyze



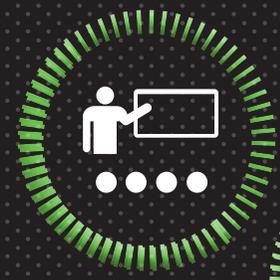
2. Design



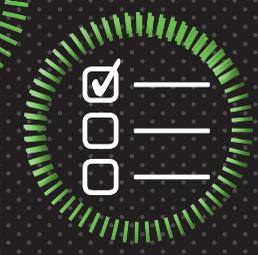
3. Develop



4. Implement



5. Evaluate





CUSTOMIZED E-LEARNING COURSES

Through the many years we have developed e-learning, we have acquired a good understanding and thorough knowledge of learning processes and targeted delivery. Our courses are developed by experienced and talented specialists in all areas – from learning designers and storyboard writers to web designers, video professionals and programmers.

Active learning

We use all of the features that make e-learning exciting and engaging and which supports an active learning process. It can be speak, animations, illustrations, movies, interactive exercises and game elements.

Mobile learning

Our e-learning courses must be available for the learners, when they want them and where they want them – no matter if it is on PC, tablet or smartphone.



Big solutions or small chunks ?

An e-learning course can take several hours, be part of an extensive training plan – or simply be small chunks of learning that lasts 2, 5 or 10 minutes and can fit into a busy day, when the need for new knowledge arises.

Cooperation

Course development is done in close collaboration with you, to secure that the content, structure and visual design of the courses fit your employees and organization perfectly. We have an elaborate workflow to ensure that projects are always delivered according to agreement.

Creative and effective courses, that match your needs for learning.

Courses can be developed for both PC, tablet and smartphone.

They can be delivered in various formats – i.e the standards SCORM and xAPI, so they can be used in a LMS that meets these standards for e-learning.



*Let us help you into the
new virtual world!*

AUGMENTED REALITY // VIRTUAL REALITY

In these years, AR and VR are seriously becoming an integrated part of training in many companies. The possibilities are evolving very fast and at Vestergaard & Co we keep a close eye on the industry and all the new possibilities.

We can develop AR and VR courses for you – either as part of an e-learning course, or as a stand-alone solution. We also ensure that the courses run through your LMS if you want.

We are reseller of some of the world's best tools for production of AR/VR, if you would like to produce courses yourself.

AR/VR can give a boost to learning and retention and increase the interest from the learners.



St

STANDARD E-LEARNING COURSES



Vestergaard & Co offer standard e-learning courses within many different areas of business and occupations. Standard e-courses are a great supplement to customized courses – there is not always a need to develop courses from scratch.

Standard e-courses can, for example, be IT courses such as training in the Microsoft Office suite. It may also be safety courses, e.g. electrical safety or ATEX, or courses concerning money laundering, GDPR, effective meetings, sales training, and much much more.

If you want to improve the language level of your employees or test your applicants' language skills before hiring, you can also take advantage of our language courses in i.e. English, German, French, Spanish and Italian. In our language solutions, it is possible to learn languages at different levels and possibly with an affiliated online language teacher as well.

Most of our standard courses can be completed through our platform or installed in your own LMS.

*Find some of our standard courses
in the webshop at www.vesco.uk*

Safety

HR

Languages

IT

Food Hygiene

GDPR

First Aid

At Vestergaard & Co you can buy courses within these categories among others.

We have a wide selection of courses, so please ask us, if you are in need of a particular course...

DIY

TRAINING // DO IT YOURSELF E-LEARNING

*Learn how to design and produce
your own e-learning courses*

Developing e-learning course is not "rocket science" ... and then again.
Effective e-learning requires knowledge of a variety of areas
such as didactics, script writing, various software,
graphic design, audio, video, animations etc.

However, we can help you get started, so you can handle many types
of e-learning productions on your own and become independent from
external suppliers. Of course, we are also ready with support
and consulting, if it is needed along the way.

**Attend our open courses, or have a
tailor made workshop to suit your needs.**

**The course material is comprehensive and proven,
and you can subsequently use it as a reference or manual.**

*Vestergaard & Co is an internationally reknown provider of e-learning workshops and training.
The teaching is dynamic and provides insight into both theory and our own
everyday experiences with the production of e-learning.*

... COURSES WHERE YOU LEARN WHAT YOU NEED FROM IDEA TO SUCCESSFUL IMPLEMENTATION

Authoring tools for e-learning course production

Vestergaard & Co can train you in 3 of the industry leading authoring tools and we use them ourselves every day!

Lectora

– one of the industry's most recognized tools with lots of functions and possibilities for creating responsive courses. Vestergaard & Co er danish representative and reseller of Lectora and other products from Trivantis.

Articulate Storyline

– is a popular user friendly and simpel authoring tool with many cool built-in functions. *If you are familiar with Powerpoint, you will quickly feel at home in Storyline.*

Adobe Captivate

– is a more technical but very powerful authoring tool for many purposes. *The software holds many possibilities and if you know other Adobe products, you will soon be able to use the many functions in Captivate.*



Storyboarding – learn to write great and engaging manuscripts

Storyboarding

Besides teaching authoring tools, Vestergaard & Co can also teach you how to make storyboards, so you have the best foundation for production of great e-learning course.



Administration and delivery of e-learning courses to the users

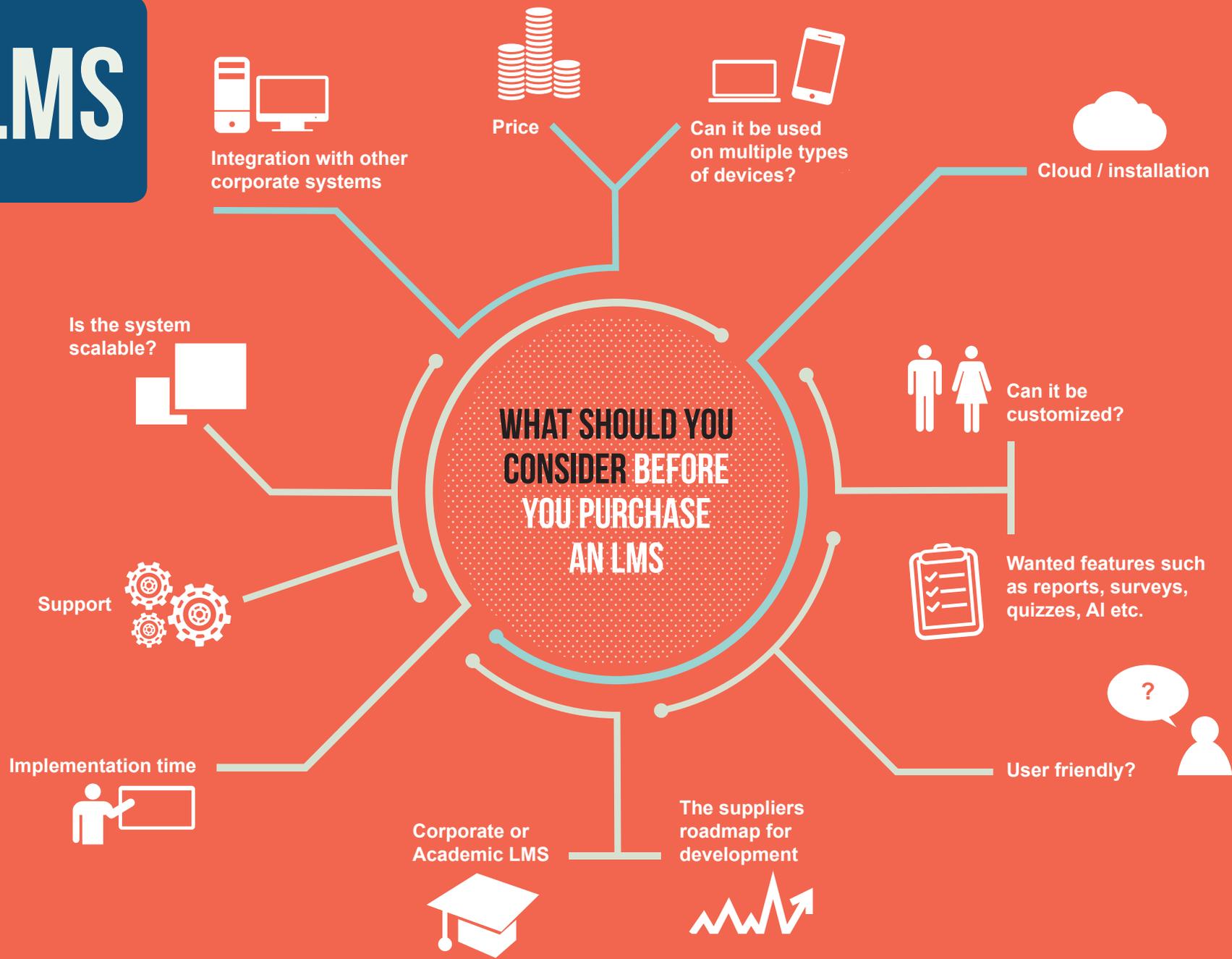
LMS

– learn how to use your LMS. *We teach you how to administer users and courses, how to report on activities for optimal overview of the company's learning and competences, and much more...*



What should you choose?
*Let us advise you about the best setup, before you invest!
And get a tailored workshop and implementation suited to your needs.*

LMS



LEARNING MANAGEMENT SYSTEM

– an effective admin tool

OVERVIEW

With an LMS you get an overview and insights about the learning activities in the organization and effectively administer courses, tests, notifications and much more...

HOW TO DO IT ?

You put all courses – possibly both e-learning and classroom courses – into the LMS and create employees and departments. Employees are given access to the courses that are relevant to them, and management can continuously monitor their progress and gain an overview of the skills development and training needs of the company. An LMS gives you easy and secure distribution of courses as well as tools for follow-up and documentation.

LMS THROUGH US

Vestergaard & Co are resellers of a couple of the world's leading Learning Management Systems.

DEMO AND SUPPORT

We gladly provide demo access to the systems or present them to you. We help you with the entire process from need analysis to implementation and training in the system.

RESULT

An LMS is a fantastic tool to managing the company's training activities.





VERSTERGAARD & CO PASSIONATE ABOUT E-LEARNING

Vestergaard & Co are passionate about e-learning and would like to give even more companies the opportunity to save time and money while they upskill employees in an efficient, fun and engaging way.

We get around all of e-learning. We provide consultancy services when choosing e-learning strategy and purchasing LMS. We develop high quality custom e-learning courses at competitive prices and offer a wide range of standard courses at the best prices in the market. We like to teach you too and offer training if you want to be independent.

We are flexible and adjust workshops and training to suit your wants and needs – always based on a high degree of professionalism. We have many years of experience with e-learning and develop cutting-edge and engaging courses to please our many customers – big and small.

Vestergaard & Co have competencies within IT, web, learning, pedagogy, communication and design. We can thus provide e-learning solutions from A-Z.

The founder and CEO of Vestergaard & Co is René Vestergaard

René has a background from advertising and marketing, but has specialized in e-learning for many years, advising and teaching some of Scandinavia's largest organizations.



