

S M A R T F O R C E

S M A R T S E M I N A R S

#### AUDIENCE

Business Manager, Strategy

#### SPEAKERS

ROI Experts:

Jay Cross

Internet Time Group

Jack Phillips, Ph.D

The Jack Phillips Center for Research

Edward A. Trolley

The Forum Corporation

SmartSeminars is a great example of the power of e-Learning. Students can log into the seminars and watch it live, giving them a chance to interact with the speakers via email. Students can also replay past seminars that are archived in the My SmartForce Event Center.

The Return on Investment Seminar, one of the most popular of our seminars to date, can be replayed, by logging onto [www.mysmartforce.com](http://www.mysmartforce.com), Events, and then Vault.

#### TOPICS DISCUSSED

- Learn about the latest on ROI strategies as they apply to e-Learning and the demands of the new economy.
- Real-world challenges, Experiences, and Results.
- How to apply ROI concepts to position your company strategically for the new economy?
- How to evaluate ROI data to determine your future training investment strategy and tactics?

# Return on Investment Round Table

September 21, 2000

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The e-Learning Company

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