SyberWorks LMS e-Learning Implementation Podcast Discusses Advertising Specialty Institute's Member Training Program

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SyberWorks, Inc., a leader in custom e-Learning Solutions and the Learning Management System (LMS) industry, today announces the next episode in their LMS e-Learning Implementation Podcast Series: "*Advertising Specialty Institute Member Training Program – Enhancing Member Benefits by Providing Continuing Education.*"

Dave Boggs, CEO at SyberWorks, states,

> *"This episode examines how Advertising Specialty Institute has developed an online training portal to augment member benefits by providing continuing education to its association members. The courses offered through their training portal are on subjects such as sales and marketing, social media, business management and other topics important to promotional products suppliers, distributors and decorators. The program itself has become very successful, growing to over 1100 users in ten short months." Mary Kay Lofurno, Marketing Director for SyberWorks narrates the series."*

SyberWorks LMS e-Learning Implementation Podcast Series, Episode #36: "*Advertising Specialty Institute Member Training Program – Enhancing Member Benefits by Providing Continuing Education*" is located at http://www.syberworks.com/audio/success36.mp3 in the SyberWorks Online Media Center at http://www.syberworks.com/success_podcast.htm in the "About Us" section of the SyberWorks web site. The transcript is located at http://www.syberworks.com/success36_transcript.htm.

About The SyberWorks LMS e-Learning Implementation Podcast Series

The SyberWorks LMS e-Learning Podcast Implementation Series looks at actual learning management system (LMS) implementations and e-Learning program rollouts. Developed for busy training and e-Learning professionals, they feature how corporations, governments, and non-profit organizations are using online training to improve performance, instruct employees, increase customer acquisition and retention, and more!

The SyberWorks Learning Management System/Learning Content Management System

SyberWorks Training Center (STC) is a Web-based Learning Management System (LMS)/Learning Content Management System (LCMS) that provides complete solutions for managing and tracking all types of training at your organization — from e-Learning courses to traditional classroom training and self-paced study programs. The STC includes extensive testing and assessment tools, reporting, management, communication and collaboration tools, and quality control capabilities — all in one integrated database application that is highly scalable to precisely meet your

organization's needs. The SyberWorks Training Center LMS/LCMS can be purchased as an enterprise license or hosted application.

About SyberWorks

SyberWorks, Inc. (www.syberworks.com) is a leader in the custom e-Learning Solutions and Learning Management System industries for Fortune 1000 corporations, higher education, and other organizations. Located in Waltham, Massachusetts, the company serves the multi-billion-dollar e-Learning market. Since 1995, SyberWorks has developed and delivered unique and economical solutions to create, manage, measure, and improve e-Learning programs at companies and organizations in the United States, Canada, Europe, and other countries.

About ASI

The Advertising Specialty Institute (ASI) is the largest media and marketing organization serving the advertising specialty industry, with a membership of over 26,000 distributor firms (sellers) and supplier firms (manufacturers) of advertising specialties. Supplier firms use ASI print and electronic resources to market products to over 22,000 ASI distributor firms. Distributor firms use ASI print and electronic resources, which contain nearly every product in the industry from more than 3,500 reputable suppliers, to locate supplier firms and to market services to buyers. ASI provides catalogs, information directories, newsletters, magazines, websites and databases, and offers e-commerce, marketing and selling tools. Visit ASI online at http://www.asicentral.com.