

ALPSP

eLearning

We are pleased to announce that our training workshops are now available to all publishing staff, worldwide, via our new eLearning system.

We have converted our existing highly successful face-to-face training program into online, interactive courses, so that all ALPSP members (wherever they are based) can now access this key member benefit. The courses are also open to non-members.

Please go to <http://eLearning.alpssp.org> to see a sample of our eLearning program (this sampler is part of our *Introduction to Journals Publishing* workshop).

We are launching our online learning program with three introductory level courses:

Introduction to Journals Publishing:

This introductory course covers all aspects of journals publishing for

those who are at the beginning of their careers. Content includes everything from peer review to online delivery, and provides delegates with a clear understanding of how all the elements in this fast-moving area fit together.

Introduction to Journals Marketing: This course provides an introduction to the changing and challenging role of promoting journals in today's market. Expectations of editorial boards can be high and marketing staff need to be able to produce a plan which

is impressive to editors, delivers results and is achievable.

Fundamentals of eProduction: Whether your production facility remains in-house or you have an outsourced arrangement, a knowledge of underlying technologies and associated jargon is essential. This course explains the current common technologies used within the production workflow: manuscript submission systems; file delivery mechanisms (such as FTP); PDF and PDF-X; use of SGML and XML for online products.

THE ADVANTAGES OF OUR eLEARNING PROGRAM:

Convenience: People can access the online training from any computer with internet access, worldwide. As more and more people struggle to balance the demands of work and home, eLearning allows anyone to learn from work, home or while travelling.

Immediate: The course can be taken as soon as required. This means that you get the training you want when you most need it. And it's available 24 hours a day, 7 days a week.

Cost effective: There are no travel, meal or accommodation expenses, and time

away from the office is minimised.

Flexible: The course can be taken in one's own time, in one chunk or over a period of a few weeks.

Pace: Our eLearning programs are self paced which leads to a greater understanding of the topics being studied.

Level: Depending on your level you can focus on what you need – skip what you know or don't need – and repeat sections and exercises as necessary.



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Inclusive: eLearning is known to increase the diversity of opinion because everyone gets a say, not just the most talkative.

Questions and answers: Once answers have been given, you will be able to review your responses along with those of the other delegates, and the tutor.

Interactivity: The courses don't just provide reading, they also provide exercises and require learners to practise what they are learning. This leads to greater retention

of what's been studied and helps build confidence in the newly acquired knowledge.

Discussion forum: The tutor monitored discussion forum allows you to ask questions and advice of other participants and the tutor.

Ask the tutor: There is also the option to email the tutor directly at various points throughout each workshop.

Resources center: This is filled with highly useful information and further reading, including links to relevant websites for delegates who wish to get the most out of the course.

So now you can immediately start to improve your job skills, or the job skills of your team,

department, or your entire company, at the click of a mouse.



Fees and how to book

Course fees: ALPSP members £245 (+VAT), non-members £345 (+VAT).

Special introductory offer – receive a 20% discount. Information at: <http://elearning.alpssp.org>

If you have any questions please contact Amanda Whiting (Training Co-ordinator) at: amanda.whiting@alpssp.org. Tel: +44 (0) 1865 247776

I'm really pleased to see ALPSP converting some of their excellent courses to eLearning. Now even more people will be able to take advantage of this first rate training opportunity.

– LEON HEWARD-MILLS, PUBLISHER, THOMAS TELFORD PUBLISHING