



accès  
au salon  
GRATUIT

27 et 28 janvier 2015  
Espace Champerret / PARIS

- Tutoring
- Blended Learning
- Serious Games
- Content Development
- Mobile Learning
- E-Learning Project Management
- Rapid Learning
- Case Studies

## iLearning Forum 2015: French eLearning changes up a gear

*iLearning Forum Paris & the Talent Management Show brought together 4500 visitors, 100 speakers et 90 exhibitors on 27th et 28th January 2015*

**Paris, 1<sup>st</sup> February 2015** - [iLearning Forum Paris](#), the number one eLearning trade fair in the francophone world and the partner show [Salon Talent Management](#), took place on Tuesday 27th and Wednesday 28th January 2015 at the Espace Champerret in central Paris. The event, now in its 15th year, attracted 4500 high caliber visitors and was a resounding success for all concerned. iLearning Forum 2015 posted 10% growth over 2014.

In preparation for this edition, the organizers invited the five top sponsors-exhibitors to a focus group workshop in Paris on the 20<sup>th</sup> of June 2014. Using a facilitated envisioning, mapping and prioritization process, the sponsors were able to design the ideal event for 2015. Among the strategic ideas that the workshop detailed, were three high impact changes to the show: Firstly the organizers refocused the target of the visitor promotion campaign towards general business managers and decision makers (rather than the traditional HR function) in order to reach the 90% of firms in France that have still not embraced eLearning. Secondly, also with first time users in mind, the organizers created strategic round table sessions in the conference to address the questions of strategic business managers with little or no experience of eLearning. We designed these strategic sessions to be highly interactive and covering key questions: Why should companies use eLearning? How to choose your first LMS today? What did companies learn from eLearning case studies? What impact does the French Training law reform have on eLearning activities? Thirdly, in order to animate the expo floor and meet the needs of experienced eLearning professionals visiting the show, an agenda of large-scale technology demonstrations was put on over two days and was unexpectedly popular with over 100 visitors watching each demo on the sponsors stands. This agenda also included a special presentation, of interest to exhibitors and visitors, by the SNCF of their new on-line university of railway service (for 80 000 users) Overall, the format changes were hugely successful and exceeded the expectations of the exhibitors, visitors and organisers.

### ILF 2015 Key Statistics

**4500 visitors** of which 90% French, and of those 75% from Paris central region and mainly large organizations of over 5000 employees. This year we saw a resurgence of visitors from the world of lifelong learning and education with 20% of badges. Among the remaining 80% of enterprise visitors we counted 400 managing directors and 450 heads of marketing and sales. This reflects the shift in marketing campaign targets. We also noted an increase in badges for adult schools & training center managers looking to convert classroom activities to eLearning and to better manage their public offerings. Also managers from SME's were in greater numbers this year, looking for their first eLearning solutions.

**90 exhibitors**, including 12 sponsors : e-doceo, Cornerstone OnDemand, MOS MindOnSite, Symetrix, Speexx, Demos eLearning, Altissia, Rosetta Stone, LearnPerfect, Strass eLearning, MeetingOne et FuturSkill.

**100 Speakers in three auditoriums**, from around the world presenting live case studies from multi-national organizations, SME's public sector and universities. Subjects included deployment strategy, managing ROI, rapid learning, MOOCS, serious games, social and mobile learning. The three conference rooms were full all day with 500 seats continually occupied from 09.30h to 18.00h over two days. We had an average of 200 delegates in room 1, an average of 70 delegates in room 2 (for the special conferences on language learning and education), with 130 people coming in for the session on MOOCS, and an average of 80 people in the VIP room for the special international conference in English on both mornings.

**The international nature** of the ILF event was reflected in the multitude of overseas delegations attending the show, from the French speaking world (Switzerland, Belgium, French-speaking Africa, Canada) as well as the USA, UK, Ireland, Scandinavia, Latin America, Spain, Italy, Turkey, UAE and India.

**The 2016 Edition of iLearning Forum will take place on 26th and 27th January at Hall A of the Espace Champerret, central Paris.**

These dates make the show the first in the year for French eLearning and avoid the main holidays and clashes with other key events in Europe. For the 2016 edition we are increasing both stand space and conference seats in order to satisfy increased demand.

Event Director and founder, Sally Ann Moore, said about the ILF 2015 show :

*"The focus group initiative in June was a brilliant way to innovate and improve our mission of bringing together buyers and sellers in the French eLearning market. The new conference format with more interaction and audience participation was a total success for the decision makers looking for solutions. The exhibitor and sponsor feedback has been top notch, with all confirming that they have generated plenty of ultra-qualified leads and brand new business with companies not seen at the show before. All the main sponsors and exhibitors have already confirmed their participation in 2016"*

#### **About iLearning Forum**

iLearning Forum is the organizer of numerous international exhibitions and conferences dedicated to the use of learning technologies for the worlds of education and enterprise . The team founded ElearnExpo in 2000 in Paris, Amsterdam, Vienna, Hong Kong and Moscow as well the MELT – Middle East Learning Technologies annual events in Bahrain and Dubai. Building on the success of eLearn Expo Paris, iLearning Forum brings together professionals in the domains of learning technologies, learning and development in an environment that optimizes reflection, innovation and networking.

For more information: [www.ilearningforum.org](http://www.ilearningforum.org)