



E-LEARNING DEVELOPMENT & MARKETING BOOT CAMP



3 GENERAL SEGMENTS OF THE BOOTCAMP



DEVELOPMENT



MARKETING



MANAGEMENT





GENESIS REONICO



ONLINE JOBS LIFESTYLE

ONLINE BUSINESS MANAGER | SPEAKER |
eTRAINER | ONLINE FREELANCING ADVOCATE





LESSON #1

**Introduction to e-Learning, Trends,
and Technologies**



Why e-Learning?



Some Benefits & Applications



**PERSONAL
BRANDING**

Affirm your authority



E-Learning Trends and Statistics



E-Learning Trends and Statistics

Increasing Global E-Learning Market

Compounded Annual Growth rate of 7.90 percent
over the period 2012-2016

7.9%



ASIA



\$7.1B
2013 Revenues



17.3%
Annual growth rate



\$11.5B
Revenues by 2016

Highest
Growth
Rate



Strong
Government
initiatives



Integration
with **Talent**
Management



Adoption
of **Mobile**
Technology



Demand of
Contents



Literacy
Development

There is a Demand for Elearning Programs, Platforms & Trainers



E-learning Technologies and Systems





E-learning Technologies and Systems

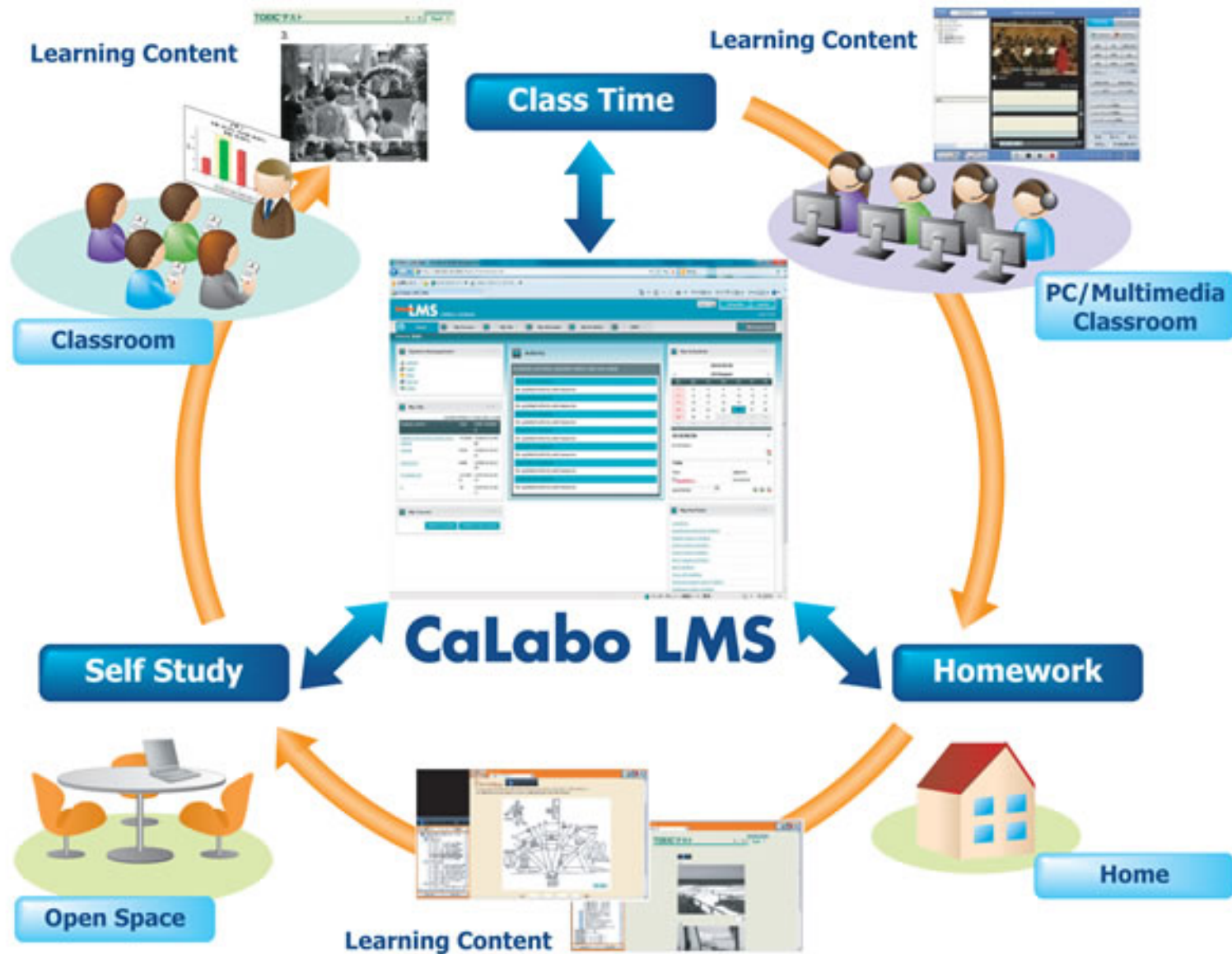


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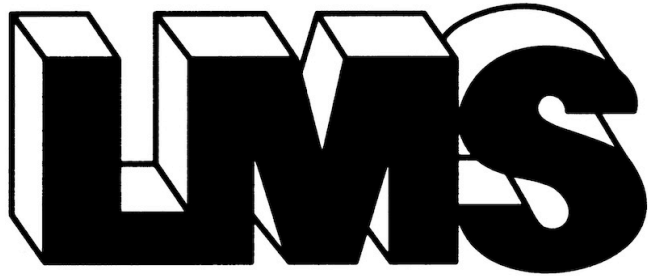
LEARNING MANAGEMENT SYSTEM



Lesson #1: Introduction to e-Learning, Trends, and Technologies



E-learning Technologies and Systems



LEARNING MANAGEMENT SYSTEM



E-LEARNING COURSE BUILDER



Various Course Builder Programs



E-Learning Development is a Process





e
LEARNING
DEVELOPMENT
AND
MARKETING