



# PROMOTING YOUR LEARNING OFFER

## Description

Promote your learning offer. Increase the impact of your offer by providing everyone with the program they need.

## Target

This program is intended for heads of HR et L&D, coaches, facilitators, directors of training organizations, learning professionals.

## Requirements

To take this course, you need to be working in learning and know the challenges of this industry.

## Technical requirements

To follow the program, you will need a computer (with a camera) and access to internet.

## Duration

The program lasts 12 hours spread over 4 weeks:

- 3 virtual classes of 2 hours each
- Digital program (videos and resources)
- Individual work (asynchronous trainings)

## Price

The intra-company custom-made programs are invoiced on quotation. Basis: 690€ pre-tax value / person.

## Access

The time between the moment you subscribe and the moment when the program starts will vary depending on the availability of our facilitators. You might need to wait between 3 and 4 weeks.

## Group size

The intra-company groups must be composed of at least 5 people.

## Learning objectives

At the end of this program, you will be able to:

- Analyze a target group of learners to position and build the value proposition of a learning experience
- Build a learning program's communication strategy
- Create communication content (teaser, flyer, banner, emailing campaign, posts for social networks)
- Measure the impact of your communication strategy by checking the data and adapt it according to the results

## Accessibility for the disabled

Don't hesitate to contact us if you have a disability. We will to our best to adapt our programs to your needs.



## Tools and learning methods

Our program is available on our LMS platform. In addition to the virtual classes, you will have access to resources (videos, help sheets, etc.) and trainings to practice the skills you will learn during the course.

## Assessment methods

The program starts with a self-assessment survey. To validate the program, you need to complete 3 exercises and write an insider's letter that you will send to our learning team. Three months after the end of the program, you will receive the self-assessment survey again to measure your progress



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## Program

### WEEK 1: DEFINE YOUR TARGET AND POSITIONING

Needs assessment, user research, ecosystem mapping, identification of primary and secondary targets and influencers, work on the value proposition

### WEEK 2: BUILD A COMMUNICATION STRATEGY

Effectively communicate without harassing your targets

Communication strategy and kits, digital tools, e-mailing, content strategy, analyzing the campaigns' data and adapting the following marketing actions

### WEEK 3: CREATE A CONTENT

Writing a script, shooting and editing a teaser, building a communication strategy... The participants will create the promotional content of their choice, according to their needs and offer

## Trainings

- #1 - Revisit the learning experience with the AARRR funnel
- #2 - Identify your targets
- #3 - Define your value proposition
- #4 - Create your benchmark by studying external best practices
- #5 - Build a communication plan
- #6 - Build a communication strategy
- #7 - Design a website page for your product
- #8 - Create a teaser
- #9 - Measure the impact of your marketing actions

## Virtual classes

- #1 - Build a marketing strategy for your learning project
- #2 - Create promotional content
- #3 - Master the best practices of content production

## Facilitators

**Pascaline Barbaud, Marketing and Communication Director at Learn Assembly**  
Pascaline has a Master's degree in translation and intercultural communication. After living in the USA and in Mexico for 6 years as a Program Manager, Head of Learning Experience and Head of Communication and Marketing, she is now leading the marketing, content and communication strategy for Learn Assembly and Learning Boost.

### Antoine Amiel, Founder & CEO of Learn Assembly

Professional self-learner, Antoine first studied literature before attending a business school. Passionate about the digital and education worlds, he founded Learn Assembly to help learning and employability optimists grow. Antoine is also a member of the boards of directors of Acteurs de la Compétence (Professional Learning Federation) and EdTech France Association.



## Contact & legal notice

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