**LEARNING INITIATIVE AWARDS 2016**

**Application Form**

**Content Creation**

The Best Learning initiative in Content Creation rewards a successful learning content compliant with the corporate needs.

**INSTRUCTIONS FOR SUBMISSION**

1. Fill out this document
2. In order to complete your submission, you could also send separately or any relevant document. You are encouraged to also submit supplemental digital content via email such as a video, a PowerPoint presentation, graphics, data, models or screen captures to help our jury members analyze your effectiveness, impact and innovation.
3. Submit all the material exclusively by email to [clia2016@crossknowledge.com](mailto:clia2016@crossknowledge.com)

**JUDGING CRITERIA**

* Quality of created content
* Visual impact and ergonomics
* Variety of resources (video, dynamic text, presentations…)
* Strategy and method to organize internally and/or externally the production of content
* Measurable benefits to train your audience (business impact, learner satisfaction through focus group/surveys…)

1. **INTRODUCE YOURSELF**

**Person in charge of this submission:**

First name: Last name:

Job title: Company name:

Email address:

Phone: Mobile:

Are you a member of the CrossKnowledge Academy platform? ⃝ Yes ⃝ No

**If your project is rewarded, you’ll receive your award during Talent 2016, the CrossKnowledge Conference in Paris on March 17, 2016. Please identify representative(s) who will participate to this event:**

First name: Last name:

Job title: Company name:

Email address:

Phone: Mobile:

1. **YOUR PROJECT SUBMISSION**

Name and start date of your project:

Company profile (max: 150 words)

**PRESENTATION OF CONTENT PRODUCED**

Objectives, organizational situation, approach, needs, geographical spread and targeted population (max: 300 words)

**CONTENT RESOURCES**

Explain what kind of rich media you used in the creation of your learning content (technology, formats, visual aspect…) (max: 300 words)

**INTERNAL/EXTERNAL PROCESS FOR PRODUCTION**

Explain how you organize production and industrialization of your content creation (people involved, timeline, delivery plan…) (max: 300 words)

**RESULTS**

Give some figures – number of learners, number of contents, completion rate, connection rate, ROI… Explain the benefits for learners and organization (max: 400 words)

**ADDITIONAL COMMENTS**

Congratulations, **you did it!**

🞎 By submitting this application form, I declare that I have read the terms and conditions of participation

🞎 By supplying my contact information, I authorize CrossKnowledge to contact me (by email or phone)

For more details, please visit the website: <http://talentconference.crossknowledge.com>