**LEARNING INITIATIVE AWARDS 2016**

**Application Form**

**Learner Engagement**

The Best Learning initiative in Learner Engagement rewards a learning program that succeeded in attracting, engaging and retaining learners

**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

**JUDGING CRITERIA**

* Innovative learner engagement methods (principles and formats)
* Use of original marketing tools to guide learners
* Involvement of stakeholders
* Measurable benefits for the learner and the organization
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 YOUR LEARNING PROJECT**

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

**LEARNERS ENGAGEMENT STRATEGY AND PROCESSES**

Description of accompaniment strategy deployed: principles of your approach and formats… (max: 300 words)

**MARKETING AND COMMUNICATION TOOLS USED**

Explain what kind of marketing and communication tools your organization uses to make your learner engagement strategy a success (max: 300 words)

**INVOLVEMENT OF STAKEHOLDERS**

Describe how your employees (at all hierarchical levels: managers…) where involved and contributed to the learner engagement process (max: 300 words)

**RESULTS**

What are the measurable benefits and impact on 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**](http://talentconference.crossknowledge.com)