



FOR IMMEDIATE RELEASE

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1000+ Executives Attend First *Elearning!* Summit 05.08.08

--Professionals Embrace Industry's First Truly Virtual Trade Show

Corona, CA, May 19, 2008- *Elearning!* Magazine, the industry trade publication produced by B2B Media Company, announced more than 1000 executives attended *Elearning!* Magazine's first *Elearning!* Summit, their virtual trade show hosted on May 8th. Attendees viewed educational sessions, hundreds of products, and participated in live Q&A and chats during the event.

"The participation level was phenomenal and an indication that executives need event options that are flexible, comprehensive, participative and available from their desktops," reports Catherine Upton, Publisher of *Elearning!* Magazine.

In a time when professionals are doing more than ever, and travel budgets are closely scrutinized, the *Elearning!* Summit format provides executives an alternative. The Summit provides best practices showcase and virtual Expo Hall featuring new products and services available to buyers..

The *Elearning!* Summit is also environmental friendly. "For every attendee who elected a virtual event over a physical event, we saved 1000 lbs of CO2 emissions. The equivalent offset would be 100 trees growth for one year, per attendee" sites Upton.

"The event was highly interactive and very cool," exclaims Chris Howard, Vice President, Bersin & Associates. "This format is at the cutting edge of event management, and we were happy Bersin & Associates was part of it," concludes Upton.

What Exhibitors Say

Executives were very active in the Networking Lounge and the Exhibit Hall. The typical visitor stayed in the event two hours and visited many booths. Exhibiting companies reported up to 473 visitors during the live session, 553 downloads, 317 products views and 194 web links engaged.

“We had three sales representatives working the virtual booth simultaneously, from across the country. Before the end of the event day, we had several sales prospects... which could result in a 10 fold return on our initial investment,” reported Todd Nelson, Director of Marketing, Blackboard Inc.

Session co-host and exhibitor, Bersin & Associates, also chimed in. “This was a very cool, state-of-the-art virtual event,” said Chris Howard, Vice President. “No doubt, we will participate in more of these programs. The quality of the attendee was high, the real-time networking was valuable, and the ease with which to participate was an advantage for us.”

Who Attends

The Summit attracted very high level executives; 39% reported CEO, CxO or senior management titles. The industry make-up reflects the “heavy users” of e-learning, with manufacturing (20%), financial services (19%), education (18%) and healthcare (11%) leading categories.

These high-level executives possess significant buying power. The average e-learning budget reported is \$1.114 million per year. Spending is driven by the size of company in attendance. Sixty-seven percent of attendees report more than 1000 employees and 22% report 50-999 employees.

Available On-Demand

Unlike traditional events, the *Elearning!* Summit stays live for 90 days. Executives can view the sessions, dialogue with peers and visit booths at their leisure. Those that missed the event can view the event on-demand at www.elearning.b2bmediaco.com. Registration is complimentary and the event will remain available on-demand until August 8th.

“We are very happy to announce our next event is scheduled for November 6th and 7th. This two day event will host twice as many sessions, and the flexibility for more attendees to participate,” reports JW Upton, Vice President of Operations, *Elearning!* Magazine.

To register for the upcoming event, visit www.elearning.b2bmediaco.com. For companies wishing to present or sponsor an upcoming *Elearning!* Summit, please call 888-201-2841 x844 or sales@b2bmediaco.com.

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About *Elearning!*

Elearning! helps business executives build smarter companies, one employee at a time. Each media product provides executives a roadmap to building a high performance organization by focusing on industry best practices, real world case studies, trends, analysis, new products and services. *Elearning!* Magazine, e-zine, *Elearning!* E-News, *Elearning!* Alert, *Elearning!* Summit and Web site are produced by B2B Media Company, LLC. To learn more, visit www.elearning.b2bmediaco.com.

About Bersin & Associates

Bersin & Associates is a research and advisory services firm focused solely on research in enterprise learning and talent management. Bersin & Associates' WhatWorks® research and research-based services are designed to deliver actionable direction and to help improve operational effectiveness and business impact. For more information, go to www.bersin.com.