

The Learning Marketplace

A National ASTD Marketplace for Learning & Development

Chicagoland ASTD

The American Society for Training and Development is a national association for training and development professionals. The Chicagoland Chapter of ASTD, one of the largest and most influential in the nation, came to **Convey** with two key challenges: How do I increase value to our membership? And, How do we generate more revenue? The answer was to create a learning marketplace for the chapter as well as other chapters of ASTD nationwide.



22% of the CCASTD membership are vendors and consultants that are invited to use the Marketplace to create an online portfolio of their expertise and work, build their brand, and grow their business. Although the Marketplace is run by CCASTD, it is open to other ASTD chapters, vendors and individuals interested in training and development. Owners of content catalogs can create their online portfolio and can also sell their training and content.

Adding Value to ASTD Members

According to Greg, "The Chicagoland ASTD is a very progressive chapter and is consistently looking for ways to help our members promote themselves, acquire the latest knowledge on their profession, and create opportunities to generate additional business. Our corporate members can now have a place to find those consultants, trainers, designers and vendors when they need external help for training projects." The marketplace helps job seekers in transition by offering opportunities to build thought leadership, blogging, posting a resume and showing work samples. Students can begin growing their network, sharing their projects and blogging.

Generating Revenue for ASTD

Traditionally, association revenue has been generated through membership, meetings, and business partners. The Learning Marketplace opens up a range of opportunities for CCASTD to generate additional revenue for the chapter and provides affiliate ASTD Chapters the ability to do the same. The site is monetized by charging a low annual fee for catalog ownership, and additional fees if the catalog owner uses the e-commerce feature. CCASTD takes a percentage of revenue for all sales on the site and shares that revenue with any Affiliate Chapter. The site sells banner ads, home page ads, and featured placement of content and events.

Managing the Learning Marketplace

The Learning Marketplace is managed by a single volunteer member who has full control of site management. **Convey** automates the process of on-boarding catalog owners, site members, and advertisers and processes payment automatically through its robust e-commerce engine. When content or training is sold on the site, **Convey** automatically divides the revenue among CCASTD, the Affiliate Chapter and the catalog owner and transfers payment directly into the bank accounts of each entity. A full set of reports tracks all catalog activity, how members are engaging, what is being viewed, downloaded or purchased, and all payments.

Poised for Success!

The Learning Marketplace is launching on a national scale at the ASTD National Conference in Washington, DC in May of 2014. This conference is attended by 9,000 ASTD Members and supported by over 300 exhibitors. Affiliate Chapters are lined up to join the Learning Marketplace, promote it to their members, and attract their vendor partners to advertise.

Online Platform for Content, Training & Events

A Convey Case Study — The Learning Marketplace

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Learning Marketplace

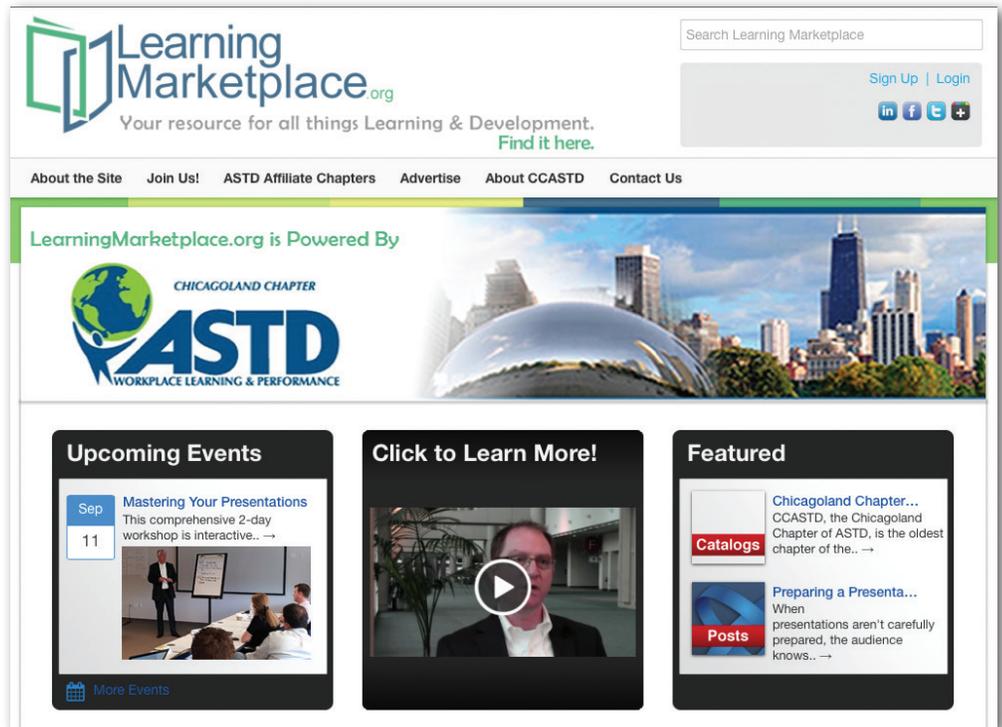
LearningMarketplace.org is designed to meet the needs of CCASTD's broad range of members as well as Learning & Development Professionals outside the Chicagoland region.

Our Vendor and Consultant population, which makes up roughly 22% of CCASTD's membership, now has a new avenue to share their expertise. By creating a presence at LearningMarketplace.org you can build your brand and grow your business. Becoming a Content Provider isn't just for CCASTD members. Anyone in the field can (and should) join.

Workplace Learning & Performance Professionals who are employed by large corporations now have a new one-stop-shop for finding the resources.

Who else will benefit?

- **Job Seekers:** If you are in transition, consider building your thought leadership by blogging, posting your resume or showing work samples.
- **Students:** Why not begin growing your network and building your thought leadership by sharing student projects and blogging?
- **ASTD Affiliate Chapters:** Sign up for the Affiliate Chapter Program and offer your members the benefit of becoming a Content Provider on LearningMarketplace.org. When they make a sale, your chapter receives a commission.



How LearningMarketplace.org uses Convey

Catalog Owners & Members

The Learning Marketplace offers catalog ownership with different price points. **Convey** automates the application process and takes payment via credit card. Members can join the site for free to see members-only content, write reviews, and make it easier to purchase from the site.

Managing Catalogs

Catalog owners can brand their catalog, add a description, and add their contact information. Adding content is easy with a simple wizard to walk through the process of describing their content, uploading files, adding keywords, and customizing payment.

Event Management

The Learning Marketplace hosts and manages live or recorded events. **Convey** promotes the event through email, registers participants and reminds them to attend. A full event calendar highlights upcoming courses.

Reporting

Catalog owners and individuals managing the site have a full set of reports to show who has accessed training and content. Reports keep track of revenue and shows how payment is transferred. Catalog and site administrators can create customized reports and download the data that the report creates.

Surveys and Quizzes

Catalog owners can add a survey or quiz to any content or training. Surveys allow catalog owners to assess people are engaging with their content and what they would like to see in the future. Quizzes are used if the training is offered for continuing education credit.

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