

Training Outsourcing.com

Marketing Tools, Part 3: Conferences

Part three in a five-part series about the marketing tools of TrainingOutsourcing.com.

By Jim Hanlin of TrainingOutsourcing.com



In the training industry, we talk a lot about developing blended learning for successful learning initiatives. The reasons for using blended learning methods are well thought out and agreed upon by most training professionals. It's not much different when creating an effective blended marketing plan.

In previous segments in this series, we talked about how training companies can use Internet communities, webinars, electronic newsletters, email announcements, and conferences to create an effective marketing strategy. Let's take a look at the often-overlooked part of a blended-marketing plan: conferences.

At TrainingOutsourcing.com, our objective is to create a more efficient marketplace for the training industry by bringing training suppliers and corporate and government executives together to facilitate valued and long-term partnerships. To provide our sponsor partners with multiple opportunities and ways to reach prospects, we support a blended approach to marketing. In this segment, we'll discuss the advantages and opportunities for marketing through conferences.

First, we have to admit that the training industry is inundated with conferences. Symposia, summits, and other live events are designed to get people together for the purpose of exchanging ideas and exploring business opportunities. Some of these conferences attract thousands of attendees, concurrent sessions, specialized content tracks, and large exhibits.

At TrainingOutsourcing.com, we typically work with the organizers of these major conferences to develop several sessions that will help corporate and government executives who are interested in significant training business strategies and initiatives. We work with our sponsors and their customers to develop sessions that present case studies of "best in class" partnerships for developing, delivering, and managing learning services. Our partners appreciate the opportunity to gain exposure to a variety of conference participants through our affiliations with the organizers of many major conferences and events.

We typically organize sessions for ASTD International Conference & Expo, Training Directors Forum, CLO Symposia, IDC Conferences, HRO World, Training Magazine's Conferences & Expos, E-Learning Guild, and more.

While we understand the contributions and goals of the large industry-wide conferences, we have developed our own smaller, focused conferences that provide opportunities to learn from recognized thought leaders and also to discuss issues with colleagues and prospective customers during lunch, dinner, breaks, and other networking events. Because participants spend the entire conference (two or three days) together, they share each others thoughts and learn about experiences and the needs of other participants. This also makes it easy to communicate with those that have partnership potential.

Programming at our conferences is focused on case studies, research, best practices, technology applications, learning analytics, business strategies, “how to” sessions, and global issues. They’re designed to provide participants with knowledge and tools to allow them to make positive impact on their organization through learning. We recognize the value of face-to-face, live interaction in the process of doing business and will continue to offer a variety of opportunities for our partners to present and network at conferences as a component of a blended approach to marketing.

Each spring, TrainingOutsourcing.com offers a unique **“Training Suppliers Executive Summit”** that is designed specifically for leaders of training companies. This is the only conference that provides a program that addresses topics that are important to training companies. It’s also an opportunity to share market intelligence and to form partnership to help achieve business goals.

In the fall, we organize a conference to present business strategies and best practices to buy-side corporate and government executives. This year our **[“2006 Conference on Learning Logistics – Managing the Training Supply Chain”](#)** is being held October 31 – November 1 at Disney World.

With all these tools at your disposal, and all in one place, we suggest that you consider designing your marketing strategy around TrainingOutsourcing.com. Your prospects are waiting and we have the means of putting you in front of them. Contact us today to schedule an initial consultation where we’ll arrange a package of services that meets your budget and helps you reach your sales goals.

Jim Hanlin is the Chief Operating Officer of TrainingOutsourcing.com. You can reach him at 919-653-4996 or jhanlin@trainingoutsourcing.com.