

FOR IMMEDIATE RELEASE

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### **Xyleme to Speak at Leading European Learning Exhibition**

*CEO to outline how organisations can meet learner need with content strategy at Learning Technologies*

**Boulder, CO; January 27, 2014** – At the Learning Technologies tradeshow this week in London, Xyleme CEO, Mark Hellinger, will be presenting “The impact of the modern learner on content strategy,” at 11:45am, Thursday, January 29th at Theatre 2.

Hellinger, a renowned learning technologist, will discuss content strategy and management and how it fits into learning organisation’s plans to deliver learning content effectively to meet the 'just in time, just for me' learner.

Attendees of this session will leave with a clear understanding of:

- How to leverage formal training content for just-in-time learning
- Strategies for getting the right content to the right audience
- How to deliver content effectively to multiple systems of engagement
- Why it's time to stop experimenting with mobile learning

Learning organisations that have identified content as a strategic issue for 2015 don’t want to miss this session. Hellinger’s valuable insights have inspired many learning leaders to adopt new content approaches that drive real business results.

Xyleme will be at booth #69 in the expo and is currently accepting appointments for January 28<sup>th</sup> or 29<sup>th</sup> for any individual or member of the media who would like a demo of Xyleme’s award-winning technology. To set up a meeting, please email our Manager of Business Development, [Cindy Bequeaith](#).

To learn more about Xyleme, please visit the website at [www.xyleme.com](http://www.xyleme.com).

### **About Xyleme**

Xyleme delivers content management for learning and development. We partner with organizations to transform the way they author, publish, deliver, and analyze learning content to drive business performance. With Xyleme, organizations have everything they need to create a dynamic learning environment — from rapid single-source content development to anywhere delivery. It’s a content management solution that brings increased velocity to the entire learning technology ecosystem and makes learning content a competitive advantage.

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