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issue two

Wood. for Good Academy to revolutionise timber training

Cortexa is creating an impressive online timber academy for Wood. for Good, the largest timber promotional campaign ever undertaken in the UK.

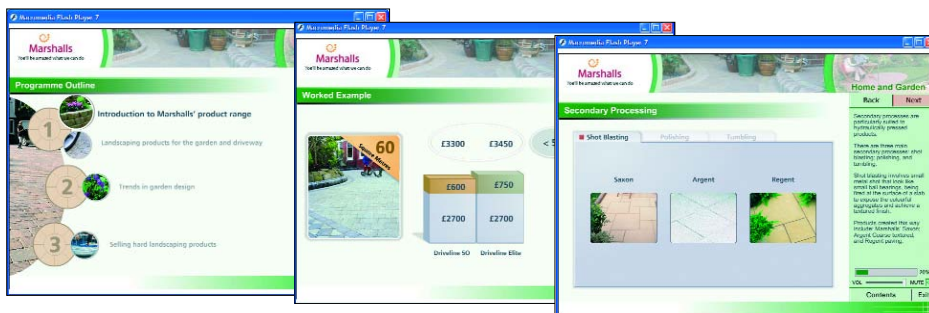


Phase one aims to educate architects and specifiers about the benefits of modern timber technology, over-coming the drawbacks associated with lacklustre paper-based distance learning and travelling long

distances to accrue CPD points. The academy brings CPD to life with a number of accredited modules, while highlighting timber as a major constituent of the built environment. Tony Traynor, Project Manager at Wood. for Good commented, "Whilst we are

aware that there have been attempts in the past to put CPD online we believe that this initiative, taken with our partners, will take online professional development to a whole new level."

Cortexa and Wood. for Good are working closely with other timber industry associations such as the Timber Decking Association (TDA) and the Institute of Wood Science (IWSC) in the development of the academy. The first four modules to be released are: Landscaping with Wood, Sustainability and Climate Change, Properties of Wood in Construction and Engineered Wood in Construction.



Marshalls paves the way to better training

Marshalls is the UK's leading manufacturer of hard landscaping products, dividing its business between the commercial sector and homes and gardens. Cortexa was tasked with creating an eLearning programme for the home and garden division, primarily for merchant Jewson.

Using striking visuals throughout, Marshalls' eLearning programme incorporates three modules including an introduction to the product range, detailing its landscaping products for the garden and driveway. The second module describes trends in garden design in order to educate employees as to current customer preferences. For the first time, Cortexa has also incorporated a sales element to the programme, with the final module explaining how to sell the premium and high value-added hard landscaping products and enhance sales as a result.

Andrew Singleton, Marshalls' Key Account Manager for Jewson, commented, "We are really pleased with what Cortexa has been able to do for us. The eLearning programme they have created means that we can train a large audience on our full range of products quickly and efficiently. I am confident that Cortexa's eLearning package will revolutionise our training programme and look forward to implementing it with our spring launch."

Ideal and Stelrad join the eLearning fraternity

True to its reputation for innovation and investment in new technologies, Ideal, the UK's leading boiler manufacturer and Stelrad, the largest producer of radiators in the country, have commissioned Cortexa to create two tailored eLearning modules. In Ideal's module, 'Introduction to High Efficiency Gas Boilers', Cortexa has brought the topic to life with carefully constructed animations. By the end of the introduction, students will be able to distinguish between the main types of modern gas boiler, understand how they operate and be better placed to advise on the correct matching of boiler type to installation. Similarly, Stelrad's 'Introduction to Radiators' simplifies radiator sizing, differentiating between the main styles available. Easily navigable, the module explains the different radiator configurations and familiarises students with the Stelrad range.

New appointments



Cortexa has appointed Ian Forrest as Business Development Manager with a remit to continue developing and building sales within the public and

private sectors, including the construction and building materials market. Ian will be drawing on his extensive sales experience of eLearning gained from previous roles at SkillSoft UK and Electric Paper. "I'm delighted to be part of such a progressive company committed to delivering high quality, high specification eLearning programmes," commented Ian. "I'm very much looking forward to working with Cortexa's existing client base as well as forging new associations in different sectors."

Lynne Moses, Director at Cortexa added, "Ian is joining us at an exciting time in our expansion. His energy and experience will be of immense value as an increasing number of public and private sector companies see the cost and efficiency benefits of training their staff through eLearning."

Mira eLearning plumbs in to FE colleges

After the success of Cortexa's initial merchant eLearning programme for Mira Showers, the UK's leading shower manufacturer, Cortexa was tasked with updating the programme so that plumbing apprentices in FE colleges could also use it. The result is an eLearning programme with more technical instruction than is usual for merchants. Cortexa has also created an additional module to introduce new models including the innovative digital shower, the Mira Magna.

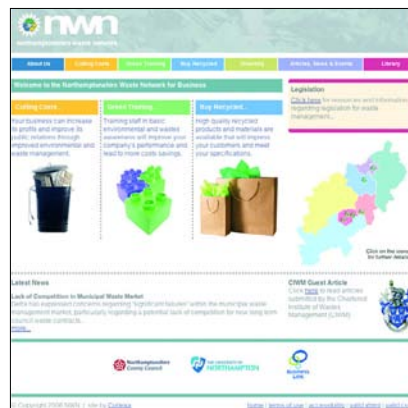
Cortexa helps Northamptonshire students Aimhigher



Building on the success of our work with other public sector bodies, such as the Northamptonshire Observatory, Cortexa Web Development has re-developed a new website for Aimhigher Northamptonshire at www.aimhighernorthamptonshire.ac.uk.

A joint initiative between the Higher Education Funding Council for England (HEFCE) and the LSC, Aimhigher addresses the Government's targets to widen and increase participation in Higher Education. It provides information for young people, mature students, teachers and parents about the range of Aimhigher activities along with useful guidance to help career or academic progression. The revitalised site is easily navigable, allowing large amounts of information to be readily accessed. The Pathways Mapping function also allows potential students to map their path of learning using any start point, such as chosen career or subject topic.

Northamptonshire Waste Network revitalises website



Cortexa Web Development is re-developing the website for Northamptonshire Waste Network (NWN), a partnership initiative between Northamptonshire County Council and the University of Northampton aimed at encouraging the business community to manage their waste more effectively and be more environmentally friendly. Cortexa took the opportunity of renewing the website to suggest a completely fresh approach, shifting the emphasis from passive and purely informative, to active.

The new focus areas for the website include Cutting Costs, Green Training and Buy Recycled, all of which detail specific Calls to Action that reveal how businesses can tangibly benefit from getting involved in effective waste management. Lynne Moses, Director at Cortexa commented, "We are really delighted with the extent of our input on this worthwhile project, both in terms of creativity and in redefining the focus of the site. Not only does it drive businesses to take action but also measures results"