

Tata Interactive Learning Forum 2008 to Focus on Leveraging Learning to Overcome Economic Uncertainties

Tata Interactive's Annual Global Event to Highlight Innovative Learning Strategies to Help US Companies Take on Business Challenges

Mumbai, Maharashtra, July 29, 2008 /[India PRwire](#)/ -- Taking the view that learning that delivers business impact can help organizations tide over the uncertainties posed by the global economy, the Tata Interactive Learning Forum (TLF) 2008 will focus on critical business issues such as boosting revenues by better customer interaction management, reducing time-to-competence, ensuring that staff are aligned to business goals, and increasing productivity and performance.

Now in its fifth edition, the highly successful annual TLF provides an interactive platform for thought leaders across domains to get together, interact - and inspire - each other. The event, being held in partnership with Training Magazine (Nielsen Media), aims to help organizations work together to overcome current challenges by sharing insights, innovations, and successes. It comprises discussions of the experiences of various organizations, and the different tools they use to make learning effective. As a unique knowledge-sharing platform, the TLF 2008 seeks to encourage ideas and innovations with a special focus on the effectiveness of interventions, specifically in an uncertain economy.

According to Gajanan (Gaj) Kasbekar, Vice President - Corporate Learning Solutions, "Given the uncertainties of today's business climate, the event will aim to identify and highlight potential successful strategies to overcome the key challenges faced by US companies. We'll assess the business impact of simulations, viz., how to enhance business acumen in a risk-free environment. We also plan to closely review the use of electronic performance support to help users learn on-the-job, enabling Day One productivity, and serious games to improve performance by providing immersive and engaging practice. On the whole, we aim to evaluate what learning and performance interventions and strategies are the most relevant and effective in today's business climate."

This year, the event will be held on October 17 at the University of Chicago Gleacher Center in downtown Chicago. Participants in the TLF not only stand to gain from the successful experience of their peers in the industry, but also network and exchange ideas with the leaders in the learning.

Notes to Editor

Notes for editors

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About Tata Interactive Systems (TIS)

Tata Interactive Systems (TIS), a global leader in e-learning, is a part of the \$45bn Tata Group. Truly international, TIS has a presence across the US, Canada, UK, Australia, New Zealand, the Middle East, India, and mainland Europe. TIS offers corporations, universities, schools, publishers and government institutions a diversified and innovative bouquet of learning and training solutions including Simulation-based Learning Objects (SimBLs(R)), Story-based Learning Objects (StoBLs), courseware and curriculum design, special-needs education, assessments, electronic performance support systems (EPSS), mobile learning, game-based learning along with other corporate training and consultancy services. Our multi-disciplinary expertise and 17 years' experience across domains helps us design e-learning programs that are unique to clients' requirements and specifically crafted to boost knowledge retention and application.

TIS is the only e-learning organization in the world to be assessed at Level 5 in both the SEI-CMM and P-CMM frameworks. TIS's quest for excellence is reflected in numerous prestigious industry awards, including a Performance Centered Design Award, an ASTD Award, IT Training Awards, Brandon Hall Excellence in Learning Awards, APEX Awards of Excellence, BETT Awards, and Business World-NID Design Excellence awards.

For more information log on to <http://www.tatainteractive.com>.

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