



NEWMARKET[®]
eLearning

Improve Sales & Catering Results with eLearning

eLearning is an essential tool for training new employees, upgrading the skills of existing employees and rolling out new technologies quickly and effectively. Newmarket International's industry-leading standard and customized eLearning solutions help you sustain employee performance and service quality.

TRAIN EFFICIENTLY AND EFFECTIVELY WITH ELEARNING

Implementing eLearning for your sales & catering operations enhances both the user experience and the quality of customer service. Sales & catering professionals who use eLearning to improve their skills can leverage technology to be more efficient and effective, positively impacting the bottom line. eLearning helps to create the virtuous cycle of better employee retention, higher customer satisfaction and increased sales.

Newmarket offers both standard courses and customized solutions to meet your unique needs. Our Educational Development team has over 50 years of combined experience in the hospitality eLearning industry. We have successfully certified more than 40,000 users using Newmarket's robust student-tracking programs and designed and developed more than 130 hours of self-paced training.

Newmarket's eLearning courses have vibrant and easy-to-use user interfaces, are browser-based and developed using current web technologies, and can be installed by you. They include complete student data tracking capabilities, the flexibility to add custom standards and procedures and can be run within your LMS. Additionally, hundreds of users can concurrently access an eLearning course without any decrease in system performance.

STANDARD ELEARNING COURSES

Newmarket has designed a set of standard eLearning courses that complement Newmarket's industry-leading sales & catering applications. These courses address the most common needs in a hospitality sales & catering setting. Each course comes complete with tracking, testing and assessment of students' results. The most popular titles are:

- New Employee
- Newmarket Systems Analyst (NSA)
- Multi-currency
- Multi-language
- DelphiSynch (Outlook integration)
- Delphi.Net
- Power BEO (Banquet Event Order)
- Upgrade
- Diagrams
- Market Vision
- Sales Home
- MeetingBroker

ELEARNING YOUR WAY: CUSTOMIZED ELEARNING COURSEWARE

Whether you're looking to enhance your current course offerings or need guidance in establishing your organization's eLearning roadmap, we have the solution. Newmarket has created custom application training for group sales and catering, property management, CRM, room diagramming and business intelligence systems.

ELEARNING SERVICES

Newmarket's flexible eLearning Services include:

- **eLearning Consulting** – Our Educational Development team works with you to assess your needs, recommend eLearning options and develop a plan to deploy eLearning in your organization within your Learning Management System (LMS)
- **Instructional Design** – Experienced instructional designers design curricula and courseware to meet your specific educational objectives
- **User Interface Design** – Designers create custom user interfaces that reflect your company's objectives, branding and culture
- **Multimedia Development** – Developers create dynamic multimedia presentations, courseware, animations and simulations to deploy your curricula and messaging

Examples of custom eLearning projects completed to date include:

- Sales & catering standards and procedures
- Software application training
- New hire training and orientation
- Trackable certification tests to support new or existing instructor-led or virtual classroom training

eLearning courses developed by Newmarket's eLearning Services team can be deployed via a variety of technology environments, including:

- SCORM or AICC compliant training to be integrated into your existing LMS
- Internet/Intranet
- Terminal server
- Local Area Network (LAN)
- Standalone or CD-Rom based

NEXT STEPS

For information contact us at salesinfo@newmarketinc.com or call your Newmarket sales representative toll free within the U.S. at 888-829-8871.

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