



Press Release

CrossKnowledge announces its “European Breakfast Meetings Tour”

Meet the expert. Develop your network

Paris, 15th September 2009 – CrossKnowledge, the European expert in the development of managerial and leadership skills through new technologies is pleased to announce its new initiative the “European Breakfast Meetings Tour”. The first UK event will take place at Galvin at Windows in London on 9th October 2009 in the presence of main speaker Charles Jennings, who will be presenting a conference on fast forward (experiential) learning in interactive organisations.

CrossKnowledge facilitates exclusive business meetings on the hottest industry topics

In the following months, CrossKnowledge, the European leader in remote development of leadership and managerial skills using new technologies, will be hosting a series of exclusive business meetings throughout Europe. These sessions will be an opportunity for top HR professionals to network in a professional, constructive yet informal atmosphere, where an informative guest speaker will provide valuable insight into current hot topics within the training and strategic alignment industry.

Knowledge is no longer power

The rise of technology over the past 20 years has not only changed the way we communicate and interact, but also the way in which we transact our business, and more importantly the way we develop skills. The limitless amount of information we have at our fingertips has fundamentally altered the way in which we learn and perform. Knowledge alone is no longer power and simply memorising learning content is not sufficient. Access to knowledge – and the ability to turn that knowledge into action and decisions – has become the new power.

‘Just-in-time’, rather than ‘just-in-case’ training

Even though information and knowledge is used to drive critical business decisions and create productive actions, the quality of these actions is dependent on the relevance of the information. In the current “Internet era”, ensuring productivity depends on finding information precisely when we need it and acting rapidly. ‘Just-in-time’, rather than ‘just-in-case’, solutions must be the new priority in order to develop the agile minds of resourceful individuals who can locate and master the skills and knowledge needed to support necessary action.

“Experiential learning” with Charles Jennings

Today’s “new frontier” requires the adoption of fresh approaches to develop these agile minds. Among these approaches is “experiential learning”, hands-on personalised practice with live Internet-based systems and scenario-based virtual learning environments. **Charles Jennings, CEO of Duntroon Associates**, a UK-based Learning and Human Capital consultancy firm with more than 20 years’ experience in developing, deploying and using a wide range of technology enabled learning solutions, will be guest speaker at the first UK Breakfast Meeting. According to him, *“Everyone learns in a different way. Some prefer to learn alone, others in collaborative teams. Some people prefer to learn in little chunks, others in big blocks. Some like to develop their own unique approaches to learning and a few feel really swamped by it all.”* His conference entitled, Fast forward (experiential) learning in interactive organisations - the importance of performance over knowledge, will address 50 HR professionals from large enterprises.

Neil Hinwood, UK Country Director at CrossKnowledge comments, *“Initiatives such as the European breakfast tour promote a culture of collaboration and openness where employees, partners and customers can easily and securely share their ideas, knowledge and best practices with one another with the aim of fostering innovation and improving knowledge acquisition strategies.”*

CrossKnowledge’s UK office, located at Hanover Square, opened in July 2007 with the aim of providing the company’s UK-based clients and partners a higher level of service and support through a dedicated physical presence. The CrossKnowledge UK team are able to respond to the specific needs of the UK market.

About CrossKnowledge Group:

Founded in 2000, CrossKnowledge is the European leader in remote development of leadership and managerial skills, using new technologies. CrossKnowledge designs, develops and markets the fullest catalogue on the market, with more than 300 multilingual training programmes, tackling all management and leadership topics. Its “Faculty” comprises the best authors, professors and Management professionals from the most renowned Business Schools in the world, such as Harvard, Stanford, IMD and HEC. CrossKnowledge has offices in the United Kingdom, France, Belgium, Italy, the Netherlands, Spain and Switzerland, and thanks to strategic partnerships, in Morocco, India, China, Japan and Canada.

CrossKnowledge already has 1.5 million users.

For further information please refer to: <http://www.crossknowledge.com>

For more information or to organise an interview with a CrossKnowledge representative, please contact the press department below.

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