

Case Study - John Wiley & Sons: Interactive Staff Event (E-Learning)

Wiley - The Challenge



John Wiley & Sons, Inc. is a leading global enterprise providing must-have content and services for the academic, professional, scientific, technical, medical, scholarly and consumer markets.

Wiley's e-solutions Manager from the Chichester office contacted AVT in order to discuss a hybrid event that would bridge the gap amongst the UK offices and delegates of Wiley; a way for staff to "ReDiscover Wiley".

This one-day event would include breakout panel sessions revolving around the current and future e-publishing and technology markets. Post event, a digital archive where delegates could follow up also needed to be put into place.

AVT - The Solution

To get staff involved, Wiley commissioned AVT to build a pre-event website for their intranet. AVT created a welcome page with corporate branding and links to registration for the breakout sessions on event day. An interactive quiz was implemented and the website would later hold the post-event programmes.



As well as an e-learning package for Wiley staff, AVT provided full live event production and audio visual services at The Atrium, which is a large loft-like open space in the centre of Wiley's Chichester Office.

Two cyber cafes were available to delegates throughout the day, where they could learn more about Wiley technology. Breakout workshops were held across three floors in various rooms, some holding up to 60 people.

Wiley delegates were interviewed about the concept and delivery of "ReDiscover Wiley". These vox-pops were played as part of a video module which had been edited on-site and ready for the closing presentation.

The Results

AVT filmed and edited on-site and captured the day in photographic stills. These were developed into an online



gallery for the Wiley corporate post-event website.

This consisted of a welcome page linking to downloads to opening presentations, the opening video presentations, as well as six workshop presentations. The closing video module and the interactive quiz were also accessible to delegates.

"You guys did a great job with the day. It was very impressive"
- Wiley Project Team

