

Dynamic CLO Webinar & CLO Symposium Campaigns

Contact:
East Apthorp
ETU
Chief Marketing Officer

Website:
etu.co

Industry:
E-Learning; Videoconferencing; EdTech; IT

Employee Count:
100-250



About ETU

ETU helps the world's leading companies design and build immersive learning simulations. Their powerful technology unlocks game-changing data analytics, providing insight into workforce behavior around the globe. Learners are dropped into an unmatched, visceral experience that creates lasting behavior change.

About East Apthorp

East leads the strategic marketing efforts for ETU. Her tenure in the learning and development space brings a confident perspective around customer needs and how to uncover and address them. In her previous roles within the marketing teams at Miller Heiman Group and AchieveGlobal, she led strategic planning, research development, product launches, and market positioning.



"I've been in the learning and development industry for 20 years now and I've worked with Chief Learning Officer throughout that time. What continues to make me want to work with them is the results."

- East Apthorp,
Chief Marketing Officer,
ETU

- East Apthorp,
Chief Marketing Officer,
ETU

"We have seen 3-4x return on our investment with Chief Learning Officer webinar and events, which is why we have continued to partner with them over the years, especially on events."

Strategy Goals Results

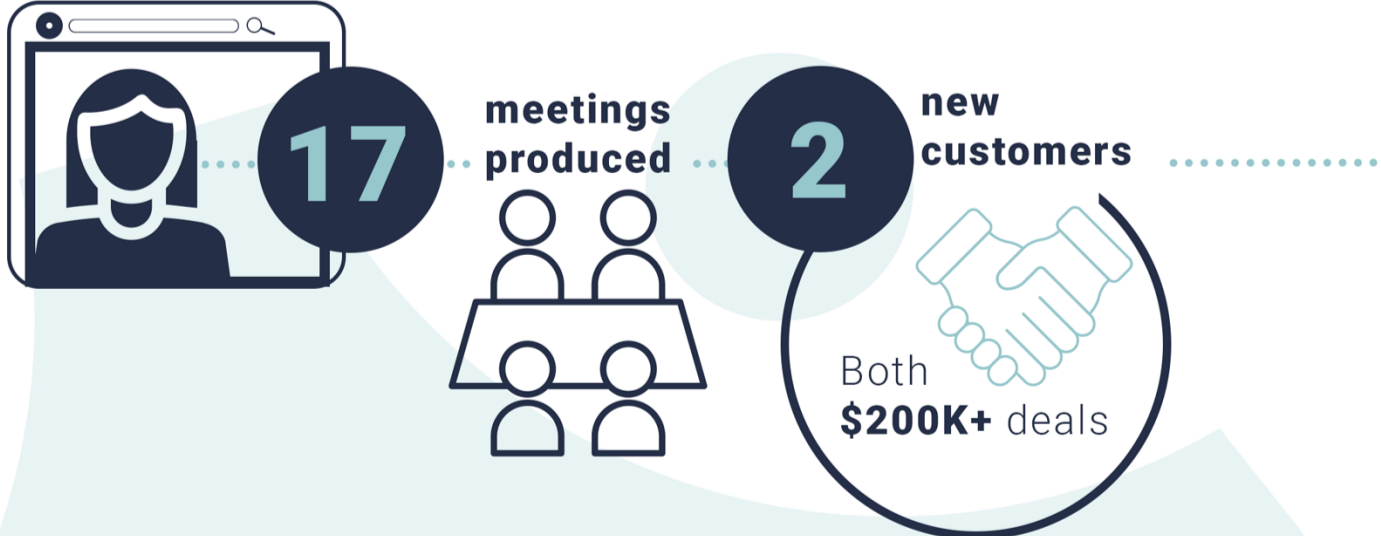
ETU sought collaboration with a partner who understood and could facilitate a connection with their audience of learning executives. They chose to work with BetterWork Media Group (BMG) subsidiary brand, Chief Learning Officer (CLO) after recognizing their long-time success in producing content that resonated with their target audience.

For the CLO webinar, BMG's editorial staff provided feedback on the webinar topic, title, and abstract per ETU's request. BMG also handled promotions and even distributed ETU's Strategic Guide to DEI Learning Programs asset to the CLO audience prior to the webinar. The webinar featured a panel of DEI/learning thought leaders who shared stories and provided great insights while engaging heavily with a qualified audience of corporate learning leaders from BMG's Chief Learning Officer community.

For the CLO Symposium, BMG's Editor In Chief organized and moderated a panel on simulation learning and secured two ETU client participants from Merck and ETU's CTO. One of BMG's researchers also sat on the panel to provide insight on a simulation study BMG collaborated with ETU on which was then used to create a thought leadership asset for ETU to be shared with the learning community. The panel garnered a great deal of interest and the participants shared specific success stories and hard data that provided a great deal of value and insight for event attendees.

The Final Results

September 2020: Sponsored CLO Webinar on DEI



October 2021: CLO Symposium



Contact us TODAY for more info:

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