



ILEARNING FORUM PARIS 2009: Post-show analysis

iLearning Forum Paris 2009, the world's leading francophone exhibition and conference on Learning technologies, is clearly recession-proof – this 9th edition has been a resounding success with growth all-round.

Paris, 26 January 2009, iLearning Forum Ltd (UK) and Eifel (France), The European Association for eLearning Professionals, have just completed the 4th edition of iLearning Forum Paris, 19th et 20th January 2009 at the Palais des Congrès de Paris. Originally founded in 2000 under the name of eLearnExpo Paris, the event has confirmed its status as leading French-speaking event in the European eLearning calendar.

For the 2009 edition, 45% of visitors were French, while 60% were French-speaking, notably from North Africa, Belgium, Switzerland and overseas French territories. In addition to this trend, we noted the increase in visitors from small and medium sized enterprise, who confirmed their uptake of eLearning as a valid solution for training. Effectively 34% of visitors worked in organizations of over 1000 employees, with the 66% majority coming from companies of under 1000 employees.

Some key data to illustrate the success of the show:

- 2500 visitors (of which 60% were training managers or training directors, 25% were trainers, teachers or learning consultants and coaches, 10% were managing directors or small business owners)
- About 40 eLearning companies exhibited their products and services on 30 booths. In addition to French companies, exhibitors came from Germany, Italy, Belgium, India, USA, Canada, UK and Ireland.
- 65 international conference speakers
- 200 international delegates.

« This year visitors and exhibitors could see the coming of age of eLearning in France. No longer considered a marginal substitute for training, eLearning has finally gone main stream here. Considered as an essential tool for maintaining workforce competence, business growth and talent management, eLearning is an ideal solution in harder economic times. *“Visitors to the show were looking for ways to avoid cost of traditional classroom training, respect the law on employee rights to training, keep the workforce up to date while providing entertaining leading edge content that learners love”* said Sally-Ann Moore, Event founder and Director .

The exhibitors were delighted with their participation and the outcomes of the event. *“Loads of visitors, loads of quality leads, we were thrilled with this edition of the event and want to thank sally-Ann and her team for making this possible”* emphasized Sabine Delacourt, marketing manager of Epistema, just one of the happy exhibitors at ILF09.

Finally, Sally-Ann Moore underlines the market trend towards SME's and access to eLearning for a far wider audience than before. *“The show was a great success this year, despite the recession in Europe; I was deeply impressed by the creativity and quality of exhibitor's stands and presentations this year, plus the quality and focus of the visitors. This show has a very clearly defined profile and an important role to play in bringing eLearning to more and more companies. Gérard Crépel, director of Editions ENI, a leading French eLearning provider said that he was very pleased with the traffic to his stand, as it was ideal for developing business in small and medium enterprise, and especially companies of 500 to 5000 employees, who were well represented.*

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About EIFEL

EIFEL (European Institute for E-Learning) is an independent, not-for-profit European professional association whose mission is to support organisations, communities and individuals in building a knowledge economy and a learning society through innovative and reflective practice, continuing professional development and the use of knowledge, information and learning technologies. EIFEL is leading the Europortfolio consortium and is a founding member of EFQUEL the European Foundation for Quality in E-Learning.

About Learning Forum

iLearn Forum Ltd is the organiser of numerous international exhibitions and conferences dedicated to the use of learning technologies for the worlds of education and enterprise. The team led by Sally-Ann Moore, international eLearning expert, founded ElearnExpo in Paris, Amsterdam, Vienna, Hong Kong and Moscow as well the MELT – Middle East Learning Technologies annual events in Bahrain and Dubai. Building on the success of eLearnExpo Paris, iLearning Forum brings together professionals in the domains of learning technologies, learning and development in an environment that optimises reflection and networking. The event is now in its 9th year.