

## **Industry News Headlines from CLOMedia (Oct 11)**

### **Atria Publishes First-Ever Nearfield Communications 'Smart Book'**

10/28/11

Atria Books says it's released the first-ever smart book. A thousand copies of the book will be stickered with a RFID chip allowing for any Near Field Communication (NFC) enabled phone to simply tap and engage with the book's content.

### **PDI Ninth House Names New Director Worldwide Coaching Services**

10/28/11

The global leadership services company announced the promotion of Allen Moore to director, worldwide coaching services. He will be responsible for ensuring that PDI Ninth House delivers the highest quality of coaching to clients at all leadership levels.

### **Survey: Live Classroom Sales Training Down by 24 Percent**

10/27/11

ES Research Group Inc. (ESR) announced the results of a survey to explore the impact that technology, evolving media and new delivery methods are having on the people and organizations that develop, deliver and purchase sales training.

### **Survey: CFOs Cite Communication, Leadership as Top Areas for Improvement**

10/26/11

Thirty-one percent of chief financial officers (CFOs) interviewed named communication as the area where employees need to improve the most.

### **EdLink Adds Herzing University to its Provider Network**

10/25/11

Herzing University offers career-focused education through 12 physical locations across the country and Herzing University Online.

### **Chicago Initiative Focuses on Adult Education**

10/24/11

Mayor Rahm Emanuel introduced and endorsed Complete the Degree, a Chicago-based college completion initiative focusing on adult learners.

### **L.A. Kings Teams With Bunchball to Increase Fan Engagement**

10/21/11

The program, which uses game mechanics like challenges, achievements and rewards to increase user engagement and loyalty, is the first of its kind in the sports world, according to Bunchball.

#### **AlliedBarton Partners With Brown Mackie College for Employee Education**

10/19/11

The partnership gives AlliedBarton employees savings on tuition, both in the classroom and online, and learning paths are tailored to fit each employee's schedule.

#### **Blackboard to Partner With Internships.com**

10/19/11

The planned integration will enable students to search and apply for internships, student jobs and entry-level positions within the course platform.

#### **QA Acquires Program Management Training Organization**

10/17/11

QA announced it has acquired Aikona, a specialist project and program management training organization. The deal closed Oct. 10

#### **SkillSoft Acquires Element K Business from NIIT**

10/14/11

SSI Investments II Ltd., a parent company of SkillSoft Ltd., announced that its indirect subsidiaries, SkillSoft Corp. and SkillSoft Ireland Ltd. have acquired the Element K business from NIIT Ventures Inc., a subsidiary of NIIT Ltd.

#### **Conference to Discuss Mobile Learning**

10/13/11

Scheduled for Oct. 20-21 at the Capital Hilton in Washington, D.C., the conference is expected to draw an estimated 400 attendees and feature more than 50 speakers.

#### **AlliedBarton Forms Education Partnership With DeVry University**

10/12/11

AlliedBarton Security Services, a provider of trained security personnel, continues its commitment to employee learning and development by implementing a national partnership with DeVry University.

#### **ForeScout Extends Alliance with McAfee**

10/11/11

ForeScout CounterACT, a Network Access Control Platform, integrates with McAfee ePO Endpoint Compliance Management Platform.

### **Equipos Launches Coric Academy Global Training**

10/10/11

Equipos, a global provider of client communications and reporting products, launched the Coric Academy, which has been established to deliver education and training courses to its current base of partners and clients.

### **Security Services Firm Receives a 2011 ASTD BEST Award**

10/7/11

AlliedBarton Security Services was recognized with a 2011 ASTD BEST Award during the awards ceremony in Washington, D.C., Thursday.

### **App Aims to Teach Business English**

10/6/11

Product lets non-native English speakers create better business communications and improve business English performance using mobile devices.

### **Blackboard and Edline Merge**

10/5/11

Edline and Blackboard are both owned by Providence Equity Partners, which announced the completion of its acquisition of Blackboard Tuesday.

### **Lumesse Acquires Edvantage Group**

10/4/11

Integrated talent management products firm announced that it has signed a binding agreement to acquire Edvantage Group. Deal expected to close later this month.

### **Four HR Tech Vendors Combine to Create Cloud System**

9/30/11

The four companies have collaborated to create "HR in the Cloud," a collaboration of unified SaaS products that integrates applicant tracking, human resource information system, performance management and learning and compliance management.