

# Meetings and events

After launching Lynda.com, it's helpful to keep reminding learners of the ongoing opportunity to develop their skills. Meetings and events are great forums for maintaining the momentum. Remember to promote these opportunities across your internal communication channels.



## New hire orientation

- Encourage new team members to contribute to your organization by enhancing their professional skills.
- Recommend courses relevant to their areas of responsibility.



## All Hands or monthly team meetings

- Tie learning opportunities to current business needs or other timely themes.
- For a new software rollout, promote courses to get everyone up and running quickly.
- Can't get everyone together at once? Record the meeting or conduct a webcast to broaden your reach.



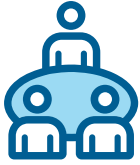
## Lunch and learns

- Invite learners to gather in a casual setting and watch a Lynda.com course.
- Encourage them to bring food and be social.
- Target people new to on-demand learning, who are often drawn to social lunch and learn events.



## Annual Week of Learning

- Ask employees to take two courses and share top takeaways with their teams.
- Invite employees to embrace microlearning and skill building by setting aside a few minutes each day.
- Companywide, highlight a new course each day.



### **Course club**

- Build a community of learners and start a monthly discussion about Lynda.com.
- Each month, select a course for the group to view and discuss.
- Interview a club member and feature popular courses in a newsletter.
- Use downloadable exercise files to help facilitate discussion.



### **Coffee sleeve socials**

- Plan a social event to share learning best practices, help individuals sign up for Lynda.com accounts and choose courses.
- Serve drinks, and if possible offer them wrapped in coffee cup sleeves printed with a learning message.
- Have a few computers available for signups, and a Lynda.com sponsor on hand to field questions.