

Teach on Mars and Acqua di Parma to showcase benefits of next-generation learning at LEARNING LIVE 2018

Acqua di Parma to highlight how mobile-optimised learning solutions are increasing workforce productivity across the business

LONDON, August 22 2018 - [Teach on Mars](#), Europe's leading mobile-optimised learning platform, and iconic fragrance and beauty company Acqua di Parma (LVMH Group), have today announced a collaboration at [LEARNING LIVE 2018](#) (5-6 September 2018, 155 Bishops Gate, London) to showcase how businesses can adopt next-generation learning technologies to increase workforce productivity.

With the [mobile learning market set to be worth £28.4bn by 2020](#), the joint workshop (3pm on 5th September), also featuring Teach on Mars' strategic partner Anders Pink, will address how businesses of all sizes can utilise mobile technology to empower their workforce and produce measurable performance improvements.

In the session, *Next-gen Mobile Learning: A secret performance weapon in everyone's pocket*, Adam Charlesworth, Business Consultant at Teach on Mars, will highlight the parallels between Acqua di Parma's experience deploying mobile learning solutions and that of other blue-chip organisations. He will also discuss the challenges companies have in elevating productivity and how learning is about optimising performance, not skills or competency.

Adam said: "I am delighted to be hosting this session at LEARNING LIVE 2018. To have real operational impact, a modern mobile learning solution needs to be simple and easy to use for programme administrators and content creators. It must also deliver an exceptional user experience to learners. Research shows that 95% of organisations believe technology is key to improving business performance, but that employees still spend more than nine hours a week on average searching for the information and knowledge they need to do their day-to-day job. Our workshop will help companies understand how implementing next-gen m-Learning can help them overcome these challenges and make every moment a learning moment."

Eleonora Carrarelli, International Trainer and Digital Learning development Lead at Acqua di Parma, will share her insights into effective ways to deliver modern, gamified learning to a diverse and global workforce. She'll also discuss the challenges the company faced at the start in terms of user adoption and engagement, and how they successfully tackled these issues. Meanwhile, Stephen Walsh, Co-Founder of Anders Pink, will offer his perspective on how the latest content curation tools are harnessing the power of algorithms and Artificial Intelligence to help the L&D function deliver new levels of value to organisations.

Teach on Mars has over 500,000 users in more than 60 countries, and works with 100+ leading blue-chip organisations, including Allianz, BNP Paribas & L'Oréal. Earlier this year, the company was accredited by the Learning and Performance Institute, the UK's leading industry organisation for the L&D sector and the organisers of LEARNING LIVE 2018. Teach on Mars will be exhibiting at the event on booth 34.

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About Teach on Mars

Teach on Mars is Europe's premier mobile-optimised learning platform. Comprehensive, engaging and social, it delivers a personalised learning experience that users genuinely love.

Thanks to Teach on Mars, over half a million corporate learners and members of the extended workforce from blue chip companies as diverse as Allianz, AXA, BNP Paribas, Clarins, L'Oréal, LVMH, Saint Gobain and Sanofi, have adopted their smartphone as a personal learning & performance assistant.

The recipient of numerous industry awards over the last two years, the Teach on Mars solution is elegant, scalable and easily integrates with core HR Systems, LMS's, CRM's and productivity applications.

www.teachonmars.com

Twitter: @teachonmarsen

LinkedIn: <https://www.linkedin.com/company/teach-on-mars>

About LEARNING LIVE

Exclusively designed for heads of learning, talent and development, LEARNING LIVE 2018 is dedicated to tackling today's strategic challenges in workplace learning. Conveniently located in central London, LEARNING LIVE runs on September 5th and 6th and is free to attend, at the discretion of the organisers.

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