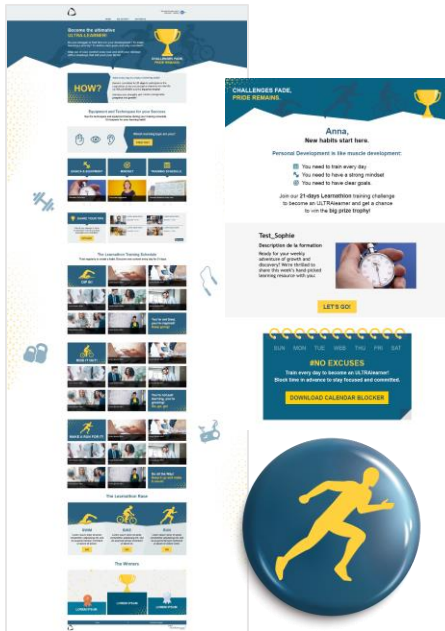


# LEARNATHON

A ready-made solution to plug in your own content and foster learning habits.

A Challenge to become an ULTRA-LEARNER!



## PRINCIPLE

A ready-made Learning Channel to plug in the content of your choice and adapt to your training objectives. Can be deployed as a gamified Challenge.

Available in French and English.

## BENEFITS

- Boost your **learner's engagement**
- Boost **mobile learning**
- Ignite **learning habits**
- Foster **a learning culture** and social sharing

## A SOLUTION EASY TO DEPLOY

- Quickly implemented by the CrossKnowledge team
- A packaged solution including:
  - Learning Channel (incl. mobile version)
  - BlendedX Kit (incl. Background, Certificate & Badges)
  - Microlearning Newsletter
  - Email Templates
  - Communication Materials
  - Communication Plan
  - Goodies to support a Learning Habit

## ELIGIBLE CLIENTS

- All clients where learners can have **access to Learning Channels** (using CKLS as an entry point or via SCORM)
- All clients who want to **reposition self-directed** learning.
- All clients who want to give a **punctual boost to the usage** of their CKLS platform.
- All clients who want to **animate their learner community** with fun and engaging campaigns over a defined period of time.