

PRESS RELEASE



FOR IMMEDIATE RELEASE

ALTeRD CLIENT WEB VISITORS REACH OVER 4 MILLION

The ALTeRD (Active Leisure Training eResource Development) Learning Management System has just surpassed 4 million combined visitors across all of its client websites.

In business for just over 12 months, ALTeRD has in that short time, successfully transformed the businesses of these companies, reflected in the huge amount of online traffic now generated for them over the internet.

4 million visitors collectively for ALTeRD clients, represents for some, such as YMCA Cambridgeshire and Peterborough, a year-on-year increase of over 100% in the amount of web usage their company benefits from. This in turn has added an extra revenue stream that was previously unavailable to them as a training provider or awarding body.

Key clients within the 4 million visits in the UK include Active IQ, University of Bath, English Federation of Disability Sport, Rising Stars Health Clubs, Global Fitness Education, CK Academy and Koreography Kings. More major contributors will be online soon, growing the combined visitors of 4 million far higher in the near future. .

“ALTeRD took our learning materials - manuals, theory modules, practical workshops and testing and assessment procedures - and placed them all online. This represented for us a total re-think in our teaching practices, embracing the idea that people increasingly want to learn in their own time, at their own pace. It saved us on tutor costs, administration costs and now provides an experience that is leading to a higher number of courses being sold than ever before. Whilst we haven't totally done away with our face-to-face learning, ALTeRD has opened up a whole new market of net-savvy students who want this learning method. We can foresee a time in the near future where we dedicate more of our business to this way of training - it's the future and I want to be leading instead of playing catch-up with my competitors”, comments Debra Stuart, Executive Director of Active IQ.

For more details, imagery, or to find out more about ALTeRD, email greg@gregsellar.com or call 0845 257 8575.

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NOTES TO THE EDITOR: The Learning Management System (LMS) and Content Management System (CMS) by ALTeRD, allows training providers and employers to manage their training online. Everyone using the system, including course directors, tutors, assessors, internal verifiers and external verifiers can enjoy the convenience of working anywhere at any time via the internet. The ALTeRD LMS is a white label product which allows training providers to create their own web site, branded with their company's identity, which manages the learning process from enrolment through to certification. The company, headed by Directors Michael Betts and Steele Williams, is part of a wider umbrella of brands including fitness fx and jumpybumpy.com. For more information, log onto www.alterd.co.uk