

TRAINING NEWSLETTERS

In brief

An email management service which, through sending periodic notifications (often accompanied by text and images), allows constant updates about educational initiatives, thoughts, useful information, tools, and events.

What is it?

The newsletter represents a continuous educational tool for professionals who wish to innovate and experiment. It consists of email messages that are periodically sent for free to those who register and contains updates and further information on topics of interest.

Inside there are often several sections containing theoretical insights, scientific articles, tools to use in the classroom, sheets on training methods, practical advice on how to use the Web 2.0 environments for training.

What is it for?

- providing periodic information
- guaranteeing an up-to-date, continuous education
- building loyalty and creating a wider community of users and employees sensitive to issues of training
- having material and content of interest always available