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**Kineo and clients tell Rapid E-learning's real story**

*The rise of Rapid E-learning was evident at this year's Learning Technologies conference and exhibition in London. But is it myth or reality? Kineo told the real story at its seminar, co-presenting with a key client to reveal to the packed crowd how Rapid E-learning really delivers results.*

**/24-7PressRelease/** - BRIGHTON, UK, February 12, 2008 - Kineo, leaders in Rapid E-learning, have been delivering the benefits to its clients since launching its Rapid E-learning Service in 2006. The term has become firmly established in the UK marketplace, with many organisations now adding a Rapid offer. But this has created some confusion in the market as to what Rapid E-learning means and how it can deliver.

Kineo's seminar, "Rapid E-learning: The Real Story", aimed to set the record straight. Speaking to a capacity crowd, Kineo Managing Partner Steve Rayson and Kineo client Mike Booth, Learning Technologies manager at Cable & Wireless, co-presented on how Rapid E-learning makes a difference through

- Leveraging new tools and technologies
- Cutting excessive paperwork out of the e-learning process and focusing on prototypes
- Identifying sequences and patterns for re-use
- Focusing on small multi-skilled teams

Kineo's Managing Partner Steve Rayson commented: "We came to Learning Technologies with a clear message: Rapid e-learning is a reality, it is delivering extremely cost-effective solutions for Kineo clients, at the speed that business demands, and with no compromise in quality. Today, Cable & Wireless told the audience about their experience with us as a Rapid e-learning partner. We've now delivered over 50 rapid e-learning modules for them, with a typical turnaround of five days. We're proud to have them refer to us as members of their internal team delivering great results.

We've had a huge response at the show, with Jay Cross referring to us as the busiest stand at the exhibition. We look forward to partnering with new clients as a result of the show to deliver rapid benefits to them."

The slides from the event are available at  
<http://www.slideshare.net/steverayson/rapid-elearning-the-real-story/>

Kineo will be running further workshops on rapid e-learning in London at Covent Garden on February 13th and at their new offices at Sheffield Technology Parks on 21st February 2008. For more information contact [info@kineo.co.uk](mailto:info@kineo.co.uk)

**About Kineo**

Kineo is the leading rapid e-learning company.

We bring fresh thinking to e-learning, because we believe it can be done faster, better and more effectively. We've partnered with Google, BP, C&W, VirginMedia, HSBC, Reuters and M&S to take a fresh approach to e-learning.

We build long term relationships by earning our clients' trust. We do this through our consistently high standards of service, our professional conduct, responsiveness and our complete commitment.

With collective experience on over 300 e-learning solutions, we've got the most talented design and development team in the business. We have innovated to develop a rapid e-learning approach that enables us to deliver business benefits faster and more cost-effectively for our clients, whether short rapid e-learning projects or a large custom e-learning project.

We're passionate about sharing our new ideas for e-learning. Our website features over 100 articles, 25 reports and white

papers which are available free to visitors.

For a fresh take on what's possible in e-learning, take a look at [www.kineo.com](http://www.kineo.com)

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Kineo is the UK's leading e-learning research and consultancy practice. For further information, please contact us at <http://www.kineo.co.uk>