

# Learning Technologies 2016: Gamification, Mobile Learning and Learning Analytics are IMC's key topics in 2016

## IMC to present the latest in Learning Analytics at the Learning Technologies 2016 in London

Saarbrücken/Germany, December 10<sup>th</sup>, 2015

IMC will be exhibiting at the Learning Technologies, 2016 – Europe's leading L&D exhibition and conference as one of 250 exhibitors. Experts from IMC UK Learning will talk about current learning trends and new products at the upcoming Learning Technologies on 3<sup>rd</sup> and 4<sup>th</sup> February 2016 at Stand P9.

This is the first opportunity of the year for visitors to experience IMC's solutions and services and to learn more about this year's innovations in IMC's product portfolio.

**Gamification** is one of the trends of 2015 that is here to stay. "We are currently observing that Gamification is increasingly integrated into the learning management systems. We are pleased to see that motivational elements such as game items or badges for certain achievements, which we summarize under the term Gamification, gradually find their way into e-learning and can certainly be considered as a long-term trend," explains Christian Wachter, spokesman of the IMC board of directors. IMC is continuously working to optimize Gamification elements to enrich the overall learning environment. Their latest solutions can be viewed at their stand.

With the changing learning pattern of professionals, the subject of Learning Analytics plays an increasingly important role. Delegates will get an idea of the new solutions that IMC has on offer which will help to adapt learning programs according to the changed learning habits of its users. As those individuals learning after hours on the sofa using a tablet have different requirements than those who are solving short quizzes and knowledge tests on their smartphone.

This kind of knowledge requires comprehensive user data which can be collected and analyzed anonymously.

IMC uses the opportunity to introduce its new cloud service **IMC Teach** which can be used to share created learning content and for the evaluation of learning outcomes. The service

includes a fully functional authoring software that can be used immediately after download – for creating courses, interactive presentations and tests, as well as enhancing existing material.

Visitors of the IMC booth will have the opportunity to create their own e-learning content.

On Thursday, 4<sup>th</sup> February, IMC will host a free seminar on “EPSS- How to save money by switching to real time learning support”. In this 30-minute seminar, delegates will learn how to increase staff productivity by using an Electronic Performance Support System (EPSS) to deliver instant help at the point of need. An EPS system operates as an employee’s own virtual assistant. By offering context-sensitive help with daily activities in a 'learn-as-you-go' format, it reduces employee errors and boosts productivity. Delegates will receive a hand-out of the latest IMC whitepaper covering this topic. The seminar is scheduled for Thursday, 4<sup>th</sup> February at 2pm in Theatre 8.

Detailed information on the products and solutions IMC will present on the 3<sup>rd</sup> and 4<sup>th</sup> February 2016 at the Learning Technologies, can be found on our website. [LINK](#)

With more than 7000 visitors, 150 free L&D seminars, 250 exhibitors and Europe’s leading L&D conference, the Learning Technologies provides a unique environment for all those involved in workplace learning. More information can be found via [www.learningtechnologies.co.uk](http://www.learningtechnologies.co.uk).

For more information please visit us at: [www.im-c.com](http://www.im-c.com)

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Opinions and proposals regarding HR, IT and eLearning can be found on the [IMC Blog](#).



## About IMC

IMC is a leading full-service provider of learning technologies and e-learning content. In addition to the award-winning Learning and Talent Management System, IMC Learning Suite, the innovative Electronic Performance Support System (EPSS), IMC Process Guide, and the intuitively usable authoring software IMC Content Studio, IMC offers creators of digital content the free cloud service IMC Teach. Moreover, customized and standardized learning contents are part of the IMC portfolio.

Since the issue of compliance is gaining relevance for more and more companies, IMC has developed qualifying solutions that support the verifiable implementation of compliance policies in the company effectively.

Worldwide more than 1,000 customers with over 5 million users in businesses, public institutions and educational institutions of all sectors and sizes trust in IMC.

The company, headquartered in Saarbrücken (Germany) has offices in Munich and Freiburg, Australia (Melbourne), United Kingdom (London), Austria (Graz), Romania (Sibiu), Switzerland (Zurich) and the USA (Phoenix). Furthermore, IMC is represented in numerous other countries with [partner offices](#).

IMC is one of the top 1% -partners within the Microsoft network.