E-Learning
1. Is e-learning the answer?
2. Developing an e-learning strategy
   • What is e-learning?
   • Best practices for choosing an LMS and authoring tools
3. CIFFA e-learning examples
Is e-learning the solution?

- Learners are spread out Geographically?
  - Yes
  - No

- Learners have access to computers and the internet?
  - Yes
  - No

- Learners require training to meet their schedule?
  - Yes
  - No

- Classroom instructors are readily available in all regions?
  - Yes
  - No

- You have Initial funding and staffing to invest and MAINTAIN e-learning?
  - Yes
  - No

- Ready for an e-learning strategy
  - Yes
  - No

Traditional and distance learning

Blended Training
What is e-learning?

Loose definition:
• Any learning that occurs electronically
  • Webinars
  • Online videos

Strategic definition:
• Online learning that is tested, and completion is validated to ensure knowledge or skill transfer to the learner.
• Secure software to host, track, report and deliver online training modules, webinars, exams etc.
A **learning management system (LMS)** is a software application for the administration, documentation, tracking, reporting and delivery of e-learning education courses or training programs.
What are authoring tools?

An authoring tool is a **software package** which developers use to create and package content deliverable to end users. This software is used in e-learning to create the courses that are hosted on your LMS.
Best practices for creating online material

1. Choose a standard and common authoring tool
2. Hire an instructional designer
   • Designers: analyze, design and story board, develop and implement.
3. Keep all source files secure and back them up
4. Offer learners a variety of ways to learn online
   • Exercises, e-books, webinars, printable documents
5. Choose the Learning Management System (LMS)
Example of E-Learning: online lessons and e-textbooks

Lesson Objectives

- Define important terms associated with lithium battery shipments
- Identify the differences between different types of lithium batteries
- Summarize the basic functions of lithium batteries
- Recognize the risks associated with lithium batteries
- Identify the possible causes of lithium battery malfunction
Example of e-Learning: Webinars

Who do Incoterms concern?

Banks

Importers and exporters/buyers and sellers

Freight forwarders and service providers

Insurance companies

Chat (Everyone)

nimisha: yes
maria punzal: yes
Sakae Tanaka: yes
marie-daniele: yes
dinesh hurree: yes
Arniss: ICC International Chamber of Commerce
Arniss: IN = International
Arniss: CO + Commercial
Arniss: TFRMS = Terms of Delivery

Notes 7

International Transportation and Trade Week 3 - Terms of Trade
Instructor: Arniss Bredovskis
Teaching Assistant: Sadhna Persaud
(sadhna.persaud@gmail.com)

Announcements:
1. Webinars found at: http://learning.ciffa.com under the resources tab
2. Questions from last class:
Adds Flexibility

Essentials of Freight Forwarding
Understanding how buyers and sellers manage risk with a variety of international payments, cargo insurance, properly completed commercial documents and export packaging leads students.

LOCATION: Online
Learn More & Register!

Essentials of Freight Forwarding
Understanding how buyers and sellers manage risk with a variety of international payments, cargo insurance, properly completed commercial documents and export packaging leads students.

LOCATION: Toronto, Montreal Vancouver
Learn More & Register!

Essentials of Freight Forwarding
Understanding how buyers and sellers manage risk with a variety of international payments, cargo insurance, properly completed commercial documents and export packaging leads students.

LOCATION: Online + Webinar
Learn More & Register!
eLearning ...

Reaching Members Across Miles