

SyberWorks e-Learning Podcast Discusses the Impact of Shifting Audience Demographics on e-Learning Development

Waltham, Massachusetts –September 23, 2009

SyberWorks, Inc., a leader in custom e-Learning Solutions and the Learning Management System (LMS) industry, today announces the next episode in their e-Learning Podcast Series: *“Shifts in Audience Demographics and its Impact on e-Learning Development”*

Dave Boggs, CEO of SyberWorks, states:

“Today’s podcast is an interview with Steve Pena, Senior Instructional Designer and Implementation Consultant at SyberWorks. In this edition, Steve discusses his latest article, “Do we still know our audience?” He colorfully reminds us that the 2013 graduating class of George Washington University and other people exiting schools and universities today who enter the workforce only know Jay Leno as the host of the Tonight Show; never used IBM electric typewriters and for them, the Internet has always existed.” Mary Kay Lofurno, Director of Marketing at SyberWorks, narrates the series.”

SyberWorks e-Learning Podcast Series: Episode #35: *“Shifts in Audience Demographics and its Impact on e-Learning Development”* <http://www.syberworks.com/audio/elpodcast35.mp3> is located in the SyberWorks Online Media Center at http://www.syberworks.com/elearning_podcast.htm in the About Us section of the SyberWorks web site. The transcript is located at http://www.syberworks.com/website/elpodcast35_transcript.htm. The source article, *“Do we still know our audience?”* can be found at <http://www.syberworks.com/articles/do-we-still-know-our-audience-article.htm>.

About the Author:

Steve Pena is a Senior Instructional Designer and Implementation Specialist at SyberWorks, Inc., Waltham, Mass. SyberWorks is a custom e-Learning solutions company specializing in Learning Management Systems, e-Learning solutions, and custom online course development.

About the SyberWorks e-Learning Podcast Series

Each month, the SyberWorks e-Learning Podcast Series discusses helpful and influential topics in e-Learning, the Learning Management Systems industry, custom online training development, instructional design, performance management, and talent management. The SyberWorks e-Learning Podcast Series is produced by SyberWorks, Inc., as a free service for professionals in the e-Learning and Learning Management System industries.

The SyberWorks Learning Management System/Learning Content Management System

SyberWorks Training Center (STC) is a Web-based Learning Management System (LMS)/Learning Content Management System (LCMS) that provides complete solutions for managing and tracking all types of training at your organization — from e-Learning courses to traditional classroom training and self-paced study programs. The STC includes extensive testing and assessment tools, reporting, management, communication and collaboration tools, and quality control capabilities — all in one integrated database application that is highly scalable to precisely meet your organization's needs. The SyberWorks Training Center LMS/LCMS can be purchased as an enterprise license or hosted application.

About SyberWorks

SyberWorks, Inc. (www.syberworks.com) is a leader in the custom e-Learning Solutions and Learning Management System industries for Fortune 1000 corporations, higher education, and other organizations. Located in Waltham, Massachusetts, the company serves the multi-billion-dollar e-Learning market. Since 1995, SyberWorks has developed and delivered unique and economical solutions to create, manage, measure, and improve e-Learning programs at companies and organizations in the United States, Canada, Europe, and other countries.