

## **The Business of eLearning: Creating a Revenue Channel**

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Online education and eLearning is the new paradigm shaping the web. In the mid-eighties, brochureware hit the web, closely followed by customer support. The next step was eCommerce for commodity goods, until recently being introduced to eCommerce for education and services.

Like your basic utilities of electricity, water and Internet access, education is a basic need and requirement of our industrialized society. The web has opened the door to bring education to you, your employees, partners and customers, 24 hours a day, 7 days a week, 52 weeks a year for the rest of your life at home, work or play. It has become Education on tap!

So you ask yourself, how do I tap this business opportunity? We will discuss a formula, process and a number of helpful steps to get started in building a profitable online education revenue channel. Included will be case study examples.

**About the Presenter:** Thomas B. Christel, has over 18 years experience in the high tech industry, with such companies as IBM, Andersen Consulting and Ameritech and now serves as Vice President, Worldwide Marketing for Viviance new education. ([www.viviance.com](http://www.viviance.com)) or 1-877-4-NEW-EDU (639-338).