



605 Elliott St., Suite 3
Grand Haven, MI 49417-
1040
616.935.1155 Main Office
616.935.1160 Fax

solutions@media1.us
www.media1.us

FOR IMMEDIATE RELEASE

Contact: Audra Troccko

Media 1

(616) 935-1155

atroccko@media1.us

Media 1 Shares Award for HP Sales Community

Local Company Wins Silver at Top Industry Awards Ceremony



GRAND HAVEN, Michigan, November 9, 2010 — Media 1 VP of Operations Harrison Withers was on hand in San Francisco when HP, a longtime Media 1 client, won a coveted Brandon Hall Silver award for excellence in the Best Use of Web 2.0 Tools for Learning category. The HP win was announced on Thursday, November 4. The winners are listed at www.brandon-hall.com.

The winning entry was the HP Enterprise Sales Fitness Center, a community of practice targeted at the HP enterprise sales force, a group of 10,000 consultative selling professionals working in teams across the globe. Media 1 was part of a collaborative team of training development partners that worked with HP to build a SharePoint™-based interactive framework to capture content sharing, establish a safe environment for sharing best practices, and to encourage salesforce participation.

“Working with our HP clients and vendor partners on this project made us expand our thinking about this area of work,” said Harrison Withers, VP of Operations at Media 1. “The HP Enterprise Sales Fitness Center was the springboard for a number of successful learning portal projects since and these will continue to be a focus area for us as we move forward.”

Over the last 18 months, Media 1 has grown their SharePoint™ Learning Portal and Social Learning technology offerings to include Cohort Learning, Onboarding, HiPo/Succession Development, Curriculum Guidance, Communities of Practice, and Media Sharing.

The Media 1 team has tapped into its extensive instructional design and course development experience to put a novel spin on SharePoint™ functionality. The end result is an online experience that goes far beyond traditional web based training or even blended learning. The SharePoint™ platform can include Web 2.0 and social media attributes as well as other functionality for customizing the learning experience based on the learner’s role in the company.

“Media 1 has grown this new area to over a third of our business,” added Media 1 CEO Chris Willis. “We are delighted about the new direction and growth that this work has opened up for us. It is an exciting time for the company, and we look forward to what 2011 has in store for us.”

The Brandon Hall Excellence in Learning Awards are presented annually by Brandon Hall Research, one of the leading research firms in training and development. Now in its sixteenth year, the Awards program showcases exceptional work in the use of learning technology. “These winning entries are very impressive,” said Brandon Hall, Ph.D., chairman of the Awards program. “We are thrilled to recognize innovative learning of such high quality.”

About Media 1

Media 1 is an award-winning custom learning developer specializing in SharePoint™-based Social Learning Portals for onboarding, sales, and leadership. We help large companies with a distributed workforce get their people up to speed quickly and efficiently to meet strategic business goals. Our goal is to help your people succeed through learning—on their own and from each other.

Contact us to learn how.

(616) 935-1155

solutions@media1.us

www.media1.us



Find [Media 1](#) on Facebook!

LinkedIn

<http://www.linkedin.com/companies/83921>

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

About Brandon Hall Research

Brandon Hall, Ph.D. is the CEO of Brandon Hall Research and author of the ground-breaking "Web-Based Training Cookbook." Since 1992, Brandon Hall Research (www.brandon-hall.com) has been providing independent research reports and expert advice on using technology in learning. Brandon Hall Research conducts the Awards program each year to recognize the best in innovative learning.

###