

# Learning Campaign Packs



Like marketing and advertising, learning campaigns facilitate knowledge retention and can affect behavioural change when used effectively. Liberate produces a range of learning artefacts for use in learning campaigns, as follows.

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## BASIC PACK

- Infographic/Poster

## RECALL PACK

- Infographic/Poster
- Video-animation

## SOCIAL LEARNING CAMPAIGN PACK

- Infographic/Poster
- Video-animation
- 3 x Pod-casts
- Printed resource

## PERFORMANCE PACK

- Infographic/Poster
- Video-animation
- QRG
- Micro-learning
- Poster

## HIGH ENGAGEMENT CAMPAIGN PACK

- Infographic/Poster
- Video-animation
- 3 x Pod-casts
- Printed resource
- Micro-learning
- Micro-video
- QRG



## Why use a Learning Campaign Pack?

One of the most challenging outcomes to achieve in any learning design, be it classroom or online learning, is behavioural change. This is particularly difficult in one-off formal training events. A behavioural change, like skill development, takes practice. It is also common for the retention of key information to be forgotten a period of time following a learning event. This is often referred to as the 'forgetting curve'. If you don't use it, you lose it.

One way to eliminate the forgetting curve is to utilise a 'learning campaign' by providing a series of learning experiences that occur over time. This spacing of learning provides **retrieval opportunities** that reconstruct memories, alters them and makes them more robust (the spacing effect).

You can likely recall what the Mercedes logo looks like because you have seen so much advertising over time. Like marketing and advertising, learning campaigns facilitate knowledge retention and can affect behavioural change when used effectively.

The spacing effect occurs when we present learners with a concept to learn, wait some time, and then provide the learner with an opportunity to recall. Spacing can involve a few repetitions or many repetitions. Repetitions of learning points can be achieved using learning artifacts such as those outlined on the following pages:

# Learning Campaign Artefacts

## Podcasts



A short podcast can be formally scripted; however, a natural conversation between two or more parties is more authentic. The speakers come prepared with a plan, and one of the members facilitates the discussion. The audio file is then edited and used to support your learning campaign. The podcast can be embedded in a formal learning setting or shared on a social learning platform to generate online social conversations.

**Scope:** edit and apply any audio corrections.

## Infographic or Poster



Infographics communicate complex data, processes, facts and figures, notable trends and statistics in a simple, visually appealing and memorable way. Infographics can be turned into posters, learning takeaways or as part of a learning campaign. The phrase 'a picture tells a thousand words' resonates well with the use of infographics.

**Scope:** design and creation of a one-page infographic.

## Printed materials



Learning campaigns can also be supported by branded printed or manufactured collateral, such as custom branded mugs, USBs, posters, signs, pens, swipe-card sized information cards, lanyards, lapel pins etc. Printed or manufactured materials are an excellent method to transfer the learning messages from a digital environment to a physical one. Keeping the critical campaign messages visible in the workplace encourages learning retention, behavioural change and information recall.

**Scope:** creative artwork design, with printing/manufacturing sourced by you.

# Learning Campaign Artefacts (continued)

## Quick Reference Guides (QRG)



QRGs summarise the key messages, process steps or instructions from your learning program in an easily accessible and digestible format. QRGs can be single-page and static (i.e. digital brochure or printable poster, for example) or multi-page and interactive to allow for simple navigation (i.e. interactive PDF or booklet). QRGs provide your learners with a 'just in time' resource, ensuring they are well-equipped and supported if they need to apply or refresh their knowledge on a particular process or procedure.

**Scope:** design and creation of a 1-2 page reference guide.

## Micro-video



A video or series of short videos are a great way to create a level of connection and empathy with your learners while sharing footage of relevant people, places or objects. Videos capture the importance and excitement of the learning event before it has launched, during the event to maintain motivation and context, or as a refresher of the key takeaway messages. Storytelling plays an essential part in sharing a video message and aims to project a personal connection between the storyteller and the viewer.

**Scope:** shooting and editing x2 videos interviews being 2 min each (travel not included).

## Micro-learning



Many learners are busy and time-poor. 30 or 60 minute eLearning may not be feasible for your learners. 'Micro-learning' describes bite-sized chunks of learning that focus on a single learning objective or outcome. Micro-learning is often action or task-based, allowing learners to practice and directly apply new information. Micro-learning is also suitable for spaced learning, aiding knowledge retention and combatting the 'forgetting curve'.

**Scope:** short 4-5min eLearn consisting of 5-7 screens using App-eLearn.



## Learning Campaign Artefacts (continued)

### Video-animations



Animations make eLearning easily digestible and memorable. They help simplify complex ideas, concepts and tasks by providing a visual representation that evokes emotion with narration and relatable character personas. Animations can be used as a stand-alone micro-learning piece, incorporated into eLearning modules, or used as a learning campaign resource.

**Scope:** creating a dynamic 2-minute motion graphic animation with voice talent narration.

**Liberate can work with you to determine the most effective learning asset for your needs - it's not a one-size-fits-all situation.**

### Get in touch

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