



Trends in the Learning System and Tech Space

Description

In the coming weeks, you will learn the learning library, and the latest learning definitions also available as a download in technology/systems worth a few eyeballs. Plus, covers one learning highlight product system that I dive into with lots of gusto basically, it is a re-branded product review! as something that can be added to a Next up The Gen-AI products/tools that I see and/or used in your L&T, and Training learning system, added to learning technology, Learning Library and covered in a blog post) it departments. This will be available via the another month now is not yet available and only 3,000 products are still to be for at least to review(

they aid in trends; okay, two do, the other, what I bring all the above up because the kind of like and what are you thinking That I love a Product Spotlight, especially could be why plenty of vendors out there demure this area I surmise the PR coup.

this post covers are trends that are either in or show signs, I will post the no, what There are so many trends out there for the rest of 2022-23 thru early 2024. a post on all of them would be quite massive and thus, as I have done in the past that writing I selected a few that stand out to me even past, and perhaps you have seen it too!

Trend 1

Return of the Monster Booth

in the past several years For those who attended an industry trade show/conference

For those who have, though, oh, yeah, you have seen it.

Call it the Behemoth Booth or Bottomless Pit you choose! When a vendor goes to a trade show, there is a lot of costs. Not just where they are, but the location, but the who have attended the show in years cost. Better shows consecutively, Zing. Furniture? Ten more money. Need footprint? Zing! Other stuff you so on. Oh, this is for any trade show. The big Zing. Then comes the booth design, and size. There have always been vendors who go for the shebang, though, is that booth as though there is a correlation in perception. I believe that larger size is better, that have a larger size booth, I am making more money and doing well financially, and have in the booth, and we are financially secure, lots of clients, and look at all the salespeople not going anywhere, and we want your business you see the thing did because and we are the size of our

though, it is true that attending a show at least one way too many. In our industry, whatever, as still vendors go to all of them a mistake, identifies you system, tech, thus viable. This is marketing, after all, and being in the e-learning market visible and need or should take with your messaging. However, the strategic approach you

see a large booth, I immediately think marketing. What I will say, though, is that when I of vendors know that being budget. And ROI means Return on Investment. The majority any deal, that is, of course, the ideal, but this is the end game here and that if you close more than 12 months on average, lots of interest lead timeframes tend to be quite long thru or do, and maybe they get one or two top ups for vendors, who either fail to follow it is to be seen, especially with your current close out of a few hundred. Knowing customer base a huge plus, is the angle here.

The size of the booth, in the long run, really except to say, you dropped a matter these costs, oh, and resources to be there, etc., along with all those other a net gain unless you are in charge of the show. Expecting

is a definite trend after years of scaling back yes, there The return of the big booths were of them has increased in 2023. Some of the large always big booths, but the number push of marketing for the sake of it; others, it booths are the result of raised capital and a was thinking. The booths get eyeballs) a must (is due to, well, who knows what someone on what else is going on there to entice traffic) definitely on day one (, and depending and solution) s (, content, etc. (, only increases the folks to come in) yes, besides the appearance who want to move forward with the said vendor. of lots of people

While I did not attend ATD23) great weather, it was cold in San Diego (, I hee hee ? huh there. One was of Franklin Covey. Besides the did receive a few photos of booths taken stuff, massive big booth, they also had a screen with their name on it) maybe other for the ROI, did it pay off to go who knows I just saw the name (. This begs the question scaled back and achieved the same ? equal that ? sevitcejbo Could they have

like Pan Jam or something like that) I guess the At LTUK, a vendor whose name was From sheer size and scope along t did marketing stick (, had an extremely large booth. like banners with these things that hung down it IMO definitely stood out, but did it the crowds and, more importantly, the return on ? nemtsevni draw

but over a period of time, okay, multiple s ah T the risk of going BIG. It works fine once, matches what went out the proverbial door. Beshows, then I doubt the ROI for everything continue. ? level but at Empire Size seen, yes Not needed. Anyway, it is a trend and will

Trend ʻ

To Go Generative AI now or wait

ILK going the way of being passe or, ChatGPT is really hot now, but is it and similar) soon from Google (, Kosmos-1 ? etelosbo worse, Because solutions such as GPT-4, Bard the) from Microsoft (are all multimodal a.i. which depending on whom you read) and is the message around it is very clear (for AI. This is because, as , erutuf multimodal to add multiple modes of data, including video, the name implies, it allows the ability text, and images. ChatGPT is a text-only LLM. audio,

technologies as a whole, right now)and IAs to why learning system vendors and learning is using multimodal in their offering(, are notam going to be looking at one that implies it and partially indicates to they may not begoing with multimodal is partially surprising example, can solve visual puzzles and analyzeaware it exists. Supposedly, Kosmos-1, for images for content)among other things(.

this definition of multimodal will reinforceYou may not see this as a big deal, but perhaps in the learning system space)and yes, learningwhy this Gen-AI method will work the best technologies(

create more accurate determinations, senibmoC̄multiple types, or modes, of data to precise predictions about real-world problems.draw insightful conclusions, or make more video, audio, speech, images, text, and a rangeMultimodal AI systems train with and use) .̄stes of traditional numerical data [?IA What is MultiModal](#) George Lawton.(

at our industry, way too many are tappingMultimodal exists today, but when looking)rather than, say, using the GPT models or otherChatGPT as the first piece of the pie early adopters of Generative-AI to their system,LLMs that may be far superior(. The for doing so, but by racing to get it out,learning tech, and so forth should be commended speed of development for those LLMs to surpassthey may have underestimated the ChatGPT.

̄those fees ̄At the end of the day, the tokensare what is going to set vendors apart case of OpenAI, GPT-4 is far more expensive thanbecause, as mentioned before, in the GPT-4 will be more than the previous version.ChatGPT, and thus, whatever comes after angle is the reason why I am seeing this trend:The fee

Trend r

Proprietary models of LLM

LLMs a vendor is using, you either end up with aWhen you try to pin down what LLM or In some cases, it is both nepŌspecific retort,AI, GPT models(or the proprietary model. This begs the question, why build your)right now, that is the more common response(. one of the fee-based LLM = i.e. the tokens. Theown, at the same time you are using to go deeper into their ̄answer is simplerreduce the costs. However, getting a vendor on that LLM, and what is it ,̄edom yrateirporP̄with what data sets, how did they decide as getting Santa to deliver you the Maserati youexactly, and so forth, is the same I mentioned that one vendor in the learningwanted, every single year. In a previous post,

system space stated they use GPT-4, but also. I am unsure what short/big propriety models mean.

Trend ε

ChatGPT clients and future buyers

Not a lot of folks know the actual term Generative AI, thus, they are asking their vendors for vendors to beask if the vendor has if they have by reading above, multimodal is the one of moreor you want ChatGPT, because just should be to you too. relevance to our spaceand it

Trend 0

beyond Proprietary are overwhelmingly using Vendors who are using Gen-AI,

which overwhelmingly the learning evf OpenAI.talked to vendors who are on AWS and for whatever reason, decided against Titansystem space and content providers use(on Azure from Microsoft)the 2nd most snozamA)Gen-AI specifically for AWS(. Vendors are bypassing Microsoft and using OpenAI.popular among vendors(

question is whether or not vendors will look toThe [LLM selgoog](#) or perhaps another LLM.

Trend 1

Content Pricing is going up, up, and up

in the industry. People need the 3rd partyThis continues to be a major issue, overall who make such content, are charging more. True,content, and in return, the vendors are vendors whose price points are affordableand still produce outstanding there and Intelleyz)so far, the lowest PP contentseen in the industry, for lots evf Biz Library, of content(.

Trend v

Where are those courses around Gen AI and the?ecalpkroW

in development mode or on the must-need toThe courses/content that should be either your employees(who are using Gen-AI)likelybuild, are courses around workers)i.e.

and ChatGPT(daily in your workplace to do tasks, generate reports, information, and requires info to the manager or whomever. whatever else that is part of their role build Gen-AI, but rather the ethical, legal, and These courses are not about how to can come from the usage of Gen-AI)including potentially false information/fake to that ChatGPT(.

)which, like many things, is a Giant F at the EdTech plays the whack-a-mole strategy in the ytilaeR moment(. Corporate must play the ecalpkrow you are using this or will strategy.

and provide it at, say, NO Charge, that would If a content provider was to produce this be available. Oh, and whoever oversees HR, I make sense. But at the most basic, it should HR policies around the use of Gen-AI in an strongly recommend you start creating daily work or in the workplace. eeyolpme

Bottom Line

visible. Another, which needs to be delved into These are just a few trends that are quite of the upskill narrative and push by learning in a separate blog post is the insistence and others)including people looking to system vendors, learning technology solutions, or you should be hearing it, that reskilling upskill their people(. Gen-AI is telling you, here, and yes, skill-building is always needed as it has been. should take the priority

A final trend goes back to the trade shows.

book, promo materials, and other paper sfeL stop the usage of printing out your show geolocation and visual maps via your app or offerings and instead go fully digital. Use the web that people can easily read and find.

Want to allow folks to see and download go QR Code, or just a link to it ?slairtam Either will suffice.

the importance of the environment, and ways to Perhaps the shows will finally recognize reduce the abundance of paper for it.

That way, going BIG

Works.

E-Learning 24/v

Category

1. Gen-AI
2. Generative AI
3. learning systems
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