



NEWS RELEASE

Contact: Karen Angellatta-Wheeler
Phone: +1 678 591 3513
E-mail: Karen@EffectiveSalesStrategies.com

EFFECTIVE SALES STRATEGIES ANNOUNCES PRESIDENT TO CONDUCT MEASUREMENT & LEARNING EFFECTIVENESS WEBINAR FOR ASTD ATLANTA

▪ July 29, 2009

Effective Sales Strategies, LLC announced today that Karen Angellatta-Wheeler, Founder and President will conduct a webinar on Measurement and Learning Effectiveness for ASTD Atlanta's CPLP (Certified Professional in Learning and Performance) Study Group tomorrow, July 30th from 7 pm to 9 pm. The webinar is part of a twelve week series for workplace learning and performance professionals who are interested in or who are studying for the CPLP certification exam.

Karen was asked to facilitate the session "Measuring and Evaluating" due to her expertise in the subject matter and her experience in designing measurement and evaluation plans for companies like Verizon Wireless, GTE and Rollins/Orkin. The content was based on ASTD National's CPLP Study Kit and additional knowledge provided by Deborah Thomas from SillyMonkey and ASTD Atlanta's VP of Professional Development and Karen who is also ASTD Atlanta's VP of Marketing.

This interactive webinar will use Cisco's WebEx platform donated to the Chapter by InfoMentis, Inc. Karen and Deb added chat, live discussions and interactive activities to accelerate the learning in the session. Karen will share the purpose of measurement, the measurement process, the concepts of reliability and validity, Kirkpatrick's four levels of measurement, Phillips' ROI model and cost benefit analysis and measures of central tendency. In addition, Karen will provide her insights regarding her experience with measuring and evaluating curricula and creating measurement and evaluation plans. Also, the webinar materials will be housed on ASTD Atlanta's CPLP wiki for CPLP Study Group participants after the session.

Every day Effective Sales Strategies helps business owners and companies with their sales, marketing and training plans, strategies and projects. Many of Karen's clients are training, consulting, human capital and technology companies looking for thought leadership for their sales, marketing and training initiatives. After hiring Effective Sales Strategies, clients typically recommend Karen's firm via LinkedIn. For more information, please visit our testimonial page at <http://www.effectivesalesstrategies.com/testimonials.htm> or Karen's LinkedIn profile <http://www.linkedin.com/in/karenangellattawheeler>.

Effective Sales Strategies, LLC is a strategic consulting firm providing organizations with successful sales, marketing, training and human capital strategies increasing their top and bottom line results. They are located in Alpharetta, GA a northern suburb of Atlanta. For more information, please visit their website: www.EffectiveSalesStrategies.com.

