

Coorpacademy and Video Arts to Deliver Compelling Joint Learning Content

Submitted by: Sarum Consultancy

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Learning Experience Platform leader links significant new content partnership with award-winning UK e-learning company Video Arts

LONDON, January 24, 2019 – Coorpacademy (<http://www.coorpacademy.com/en/>), the leading upskilling and Learning Experience Platform (LXP) in Europe, is delighted to announce a new partnership with Video Arts (<http://www.videoarts.com/>), the UK-based learning provider famous for delivering corporate training in a humorous and memorable way.

The firm, set up by ex-Monty Python comedian and writer John Cleese and Yes, Minister creator Sir Antony Jay, is dedicated to making the most entertaining, memorable and effective learning by using some of the UK's best TV writers and well-known comedy actors to deliver a highly effective, compelling learning experience.

The partnership's first fruit is a new set of 60 compelling training courses, including 200 bite-sized videos and longer online tutorials, based on 7 key themes of the Video Arts Essentials (Customer Service, Leadership, Management, Wellbeing, etc.), and which cover various topics ranging from team decision making, creativity, innovation & change (some of which are already available on the Coorpacademy Learning Experience Platform). Coorpacademy will release 20 new videos each month, while Video Arts will also host French versions of its courses, created by Coorpacademy, on its own site.

Coorpacademy will deliver the content to its range of global multinational businesses and NGOs using its distinctive flipped pedagogy, micro-learning and gamification style. Video Arts content will then become part of Coorpacademy's extensive and fast-growing content library of 800 courses, all created in collaboration with its other blue-chip brand partners such as IBM, Euronews and Wolters Kluwer.

Coorpacademy co-founder Arnaud Mitre comments that, "Soft Skills underpin our economy, as well as our future in the fourth Industrial Age, and our partnership with Video Arts reflects the importance we place on this."

"The user's Learning Experience is completely pivotal to the Coorpacademy brand, and Video Arts's award-winning comedy approach is another brilliant way of making the learning experience even more compelling."

"We are delighted to be partnering with such a hugely well-respected premium content provider as Video Arts."

Martin Addison, CEO of Video Arts, adds: "We are very excited about the partnership we have struck with Coorpacademy, whose approach to learning and focus on premium content makes it an ideal partner for us. We look forward to working together. "

The announcement of the deal was first made in September at Coorpacademy's 'Are You Ready For The

Skills Economy?’ (<https://vimeo.com/fixationvideo/review/303744380/c960dc0de6>) event at the Swiss Embassy in London.

About Video Arts

Video Arts is famous for creating and delivering engaging and memorable video and e-learning. Their award-winning content shines because of its subject matter experts, high production values, TV script-writing, famous actors and humour. Ever since they were founded by John Cleese and Sir Antony Jay in 1972, they’ve set out to change the way people behave at work by engaging them emotionally with the most entertaining and effective content in the business that’s fun, easy and accessible.
www.videoarts.com (<http://www.videoarts.com/>)

About Coopacademy

Coopacademy disrupts Corporate Digital Learning with its premium upskilling and Learning Experience Platform (LXP/LEP) used by global brands including BNP Paribas, BMW Group, Capgemini Consulting, Engie, Faurecia, Schneider Electric or Tag Heuer. Its cutting-edge SaaS-based solutions include the latest innovations in instructional design, including gamification, microlearning, adaptive and social learning, so as to convert any content into an engaging learning experience, fully adapted to learner needs. With a content library of more than 750 courses, produced with top industry experts like Euronews, IBM, Miller Heiman Group, the Coopacademy LXP develops employee digital and soft skills, as well as boosting engagement and employability. The platform supports 19 different languages and supports a community of 800,000 corporate learners worldwide. Founded in 2013, the company is based at the EPFL (Swiss Federal Institute of Technology)’s Lausanne campus, with offices in Paris and London. Learn more at www.coopacademy.com (<http://www.coopacademy.com/en/>)

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