



About Omniacom

The *Consorzio Omniacom* [Omniacom Consortium] (www.consorziomniacom.org) was established in 1992 with the objective of integrating differentiated and synergic competences within the communication sector and institutional, entrepreneurial and non-profit circles.

The *Omniacom Consortium* now offers its reference market an integrated and complementary set of services, products and competencies, making it one of the most authoritative interlocutors in the online training field.

The *Omniacom Consortium* has been managing services (educational, training and technological) relative to the provision of degree, master and specialisation courses and high-level distance and online training courses for the University of Ferrara since 1998.

University Service Centres

In its research and development plan for a quality model for degree, master and university training specialisation courses, *Omniacom's* service centres (CSU) are located close to the busiest catchment areas in Italy and have the function of: Promoting the *Omniacom's* entire training provision proposal and provide complete assistance and tutoring to the students.

Omniacom Consortium can offer the market “made-to-measure solutions”, designed by the careful integration of innovation and tradition, methodology and technology, learning and teaching and content and communication.

Training activity, educational material and tutoring

Training activity

The entire educational offer allows students to make the most of an e-learning model encompassing full-immersion meetings (seminars, laboratories etc.), an online methodology which integrates collaborative learning activities and multimedia content.

Thanks to the synergy between training requiring attendance, distance learning and tutor support, this “integrated” methodology allows the student to optimise both study and learning times.

MOODLE LMS, the e-learning system adopted by Omniacom, is a true “Virtual Campus”, an internet school, which allows the management of virtual learning environments via a sophisticated system of web services.

Educational material

Printed and digital educational material (Learning Object) are produced by Omniacom in accordance with the international SCORM standard and are accompanied by a study guide defining the objectives, teaching content and individual and group training course.

Tutoring

Distance restrictions are managed by the “methodological” tutor who, thanks to strong technical and facilitation skills, follows the student from the beginning through to the very end of his/her training, talking him through the various study phases and thus ensuring effective learning. This type of tutoring assumes a true collaborative role with the student, motivating study, helping the student to manage and resolve issues of content comprehension and facilitating, through optimization, contact with the tutor and the tutor relationship.

The Omnicom Offer

The proposals cover six intervention categories, having a maximum flexibility approach, for the customer to follow. These are: **planning, development and “turnkey” provision of solutions and integrated training and web communication platforms**, including:

- *e-learning systems* based on LEARNING MANAGEMENT SYSTEM (LMS) and LEARNING CONTENT MANAGEMENT SYSTEM (LCMS), capable of the technological and methodological management of all the phases of a complex training process (from assessment to content development and delivery to the monitoring and management of training results);
- *distance training communication systems* based on SVC SYNCHRONOUS VIRTUAL CLASSROOMS, capable of managing educational sessions via video conference;
- *knowledge management systems*, via specific technological and methodological OPEN KNOWLEDGE MANAGEMENT solutions.

These solutions envisage the provision of a range of products designed and developed according to industrial logic and compliant to the most stringent international requirements and regulations of the innovative training sector.

Planning, development and provision of educationally structured training content and materials

The **Omnicom Consortium** creates, upon the specific request of the customer, any type of interactive courseware – multimedia course, compliant to internationally recognized standards, by any means or delivery (e-learning, stand alone, blended, tutor support etc.).

Catalogue provision of web-based courses

Through its associated companies, **Omnicom Consortium** can provide its customers a range of structured and extensively tested multi-disciplinary certificates. A cataloguing or repository Learning Object system can be accessed via the www.consorziomnicom.org website.

Catalogue BUSINESS GAMING SIMULATION solutions are available, which can be personalized according to specific customer needs.

Provision of Learning Service Provider services

In the context of the provision and management of complex web-based training initiatives, the **Omnicom Consortium** can establish, organise and manage the following training services for its users:

- Online, disciplinary and methodological, technical and administrative tutoring;
- Online mentoring on the part of tutors and experts in the specific distance learning subject;
- Web Management Instructions, services for the monitoring, control, checking and validation of training activity both on an individual and group level with the relative production and provision of detailed and statistical reports to the customer on the quantity and quality of the activities carried out.

Planning, provision and follow up of corporate classroom training courses

The staff of educational analysts/planners and qualified tutors – experts in various subjects – available to the Consortium, allow the Consortium to fulfil specific corporate needs in the personalised development of training initiatives.

Creation of consultancy and marketing training services

The [Omniacom Consortium](http://www.consorziomniacom.org) carries out systematic market research in the online training and e-learning systems sectors and works alongside the customer in the analysis, assessment and choice of strategies, methodologies, technologies and most suitable interlocutors for attainment of the knowledge development objectives, whether these be human resource growth objectives or objectives for the diffusion of training policies, ROIs for existing training projects, etc.