

Marenzana Group, Inc

Knowlij™ is the newest product of Marenzana Group, Inc. (MGI), a marketing and management company with a 25 year history in the conference center industry. At MGI we enjoy an impressive portfolio of Fortune 500 and hotel/conference center industry clients.

Our business focuses on three related areas of enterprise – Design Services, Facility Marketing and Meeting Innovations. We have broad experience positioning new and under-performing conference centers and hotels. We pioneered Knowlij as a unique sales tool to attract customers to our properties, and to offer them a learning and meeting platform for use in the workplace, at home, and on the road.



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An innovative learning, meeting, and collaboration platform blending virtual and real-time delivery

Knowlij is a performance-improvement platform that optimizes the way meetings and learning sessions are produced and delivered.

Knowlij increases the productivity of your organization's meetings, learning and collaboration. It combines the value of traditional face-to-face interaction with robust multimedia, e-learning, and team collaboration technology.

Based on this blended approach, Knowlij widens the scope of meetings and learning by facilitating preparation, follow-up, and collaboration (real time and virtual) for every session. Knowlij extends the meeting beyond the walls of the meeting room.

Technology and the pace of global business have created a workplace in which learning, training and exchange of information form a continuous process. This increased demand for meetings and training conflicts with the need to control the costs of travel, accommodation, and time spent away from the office.

Knowlij offers a solution by providing tools that expand the possibilities for meeting and learning, while minimizing costs and time investments. Its flexible structure allows you to select the specific tools that your organization needs.

Better

Learning is enhanced and extended, knowledge captured, and investment leveraged.

Faster

Session length is reduced through effective pre-meeting preparation and e-learning.

Easier

Customized, user-friendly format supports diverse learning styles, and synchronous or asynchronous content delivery.

Cheaper

Shorter sessions reduce costs while knowledge capture and distribution increase ROI.

Knowlij increases the productivity of your organization's meetings, learning and collaboration.

LEARNING

Knowlij provides a blended learning platform incorporating classroom, e-learning, and e-collaboration tools.

PRESENTING INFORMATION

- Text-based content is easily converted into an e-course using the **Knowlij Course Builder** wizard. Existing e-learning content is also transportable to Knowlij.
- Participants using Knowlij complete an **online learning style survey** so that Knowlij can provide appropriate learning tools to support their preferences.



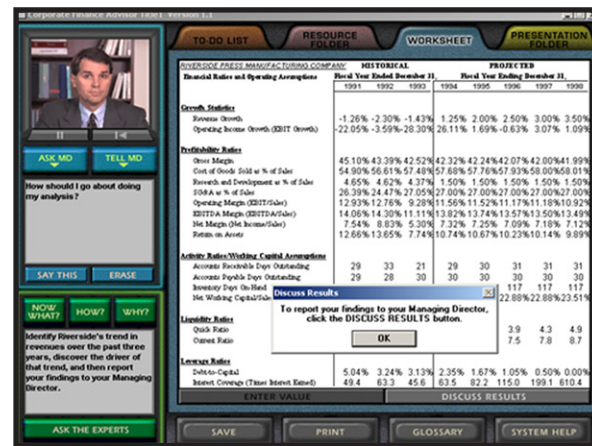
MEDIA AND SUPPORT TOOLS

The course pictured above offers participants tools and resources suited to their learning style preferences.

- Dynamic multimedia presentations are easily created using the **Knowlij Presentation Builder** to energize face to face live sessions.
- Online library and digital resources are readily available to enhance the learning session.

LEARNING DEVELOPMENT

- The **Knowlij Learning Path Builder** creates curricula for learning, professional development, and top performer benchmarking.



SIMULATIONS

An in-person facilitator's presentation on strategy, business modeling and project teamwork is followed by interaction with simulations of real world projects.

MEETINGS

Knowlij facilitates real-time and virtual meetings and captures information for post-meeting reinforcement and distribution.

DELIVERING MEETINGS

- Knowlij Meeting and Presentation Builders** help facilitators to leverage its robust multimedia presentation tools.
- Meeting groups' learning style preferences are assessed by Knowlij so that facilitators can customize presentations and use of media.

CAPTURING MEETING INFORMATION

- Knowlij captures all kinds of meeting content and proceedings as digital output. This is distributed to participants or a wider audience, extending the scope of the meeting beyond the walls of the meeting room.

COLLABORATION

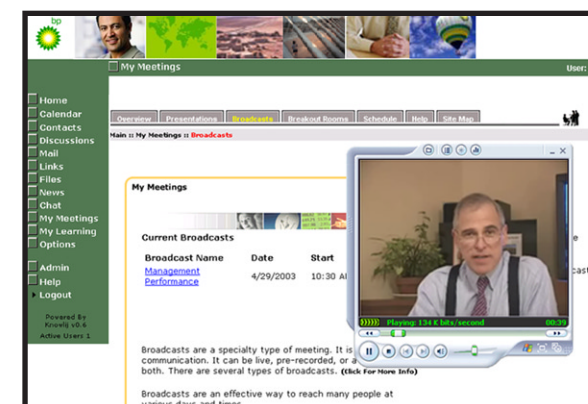
Knowlij e-collaboration tools are integrated with its learning and meeting functions to expand their scope and depth and to transform the way teams work together.

The **Knowlij toolbox** includes email, calendaring, file-sharing, instant messaging, threaded discussions, and video and audio conferencing.

Participants use the e-collaboration tools to access pre-meeting materials and prepare interactively for their meeting or learning session. During live sessions the tools allow participants to interact in team activities, and link them with peers and experts in other locations. After sessions the tools enable participants to refresh their knowledge interactively as an online learning and working community.

Knowlij allows participants to practice using the latest e-collaboration tools in real-world simulations so that they can take new collaboration skills back to the workplace.

Used for project management, the tools provide a central team base for task management, file sharing, and immediately accessing materials and resources created in meetings.

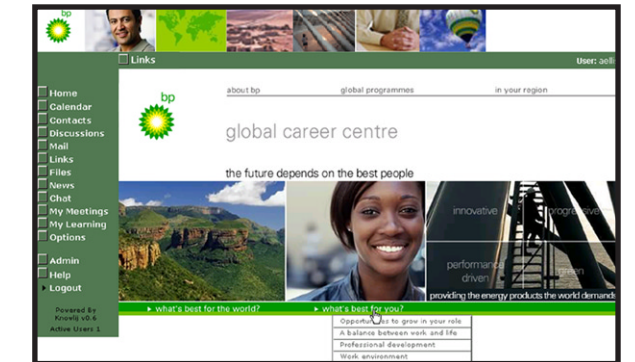


POST-MEETING REINFORCEMENT

Meeting information and speaker presentations from off-site programs are easily captured and disseminated to participants or colleagues.

ADMINISTRATION

Knowlij administration tools make it easy for organizers to power and populate Knowlij with meeting materials and learning content.



CUSTOMIZED BRAND AND IMAGE

A key feature of each organization's use of Knowlij will be customized brand and image.

The **Learning Management System** functions as a virtual registrar, enabling monitoring of users' progress.

The **File Management System** helps to upload files to Knowlij, aggregating resources for participants to use.

Wizards fast-track the development of e-learning content, presentations, and blended meetings, and help to define a learning or project path. They include: Course, Quiz, Presentation, Meeting, Learning Path, Task and Project Path, and Survey Builders.

BENCHMARK AND BEST PRACTICE CENTER

The Center enables organizations to leverage top performance and share best practices. It assesses top performers' mental aptitudes and behavioral characteristics online. The resulting benchmark report suggests targets and training for career growth individuals. Its validated assessment tool complies with EEOC and Federal regulations.

The Center also provides H.R. executives with a virtual system for accelerating talent attraction, recruitment, and selection. Candidates complete assessments online and receive confidential reports containing career development plans.