

**Blended Learning
Towards a Mix for SMEs
Letter of Consent / Panel Profile**



Dublin, 19 January 2007

Dear Sir / Madam,

The National College of Ireland examines the aspects relevant for learners in small and medium-sized enterprises (SMEs) for a successful mix in blended learning, the combination of e-learning (learning online) and face-to-face learning (classroom). I would be grateful for your participation in the study.

The study will include experts who are immediately concerned with the topic and can bring different perspectives to the study.

The study combines expertise from these panels:

- Learners in SMEs from the tourism industry
- Learners in SMEs from the IT industry
- Learners in multinationals (as a comparison group)
- Trainers and providers of e-learning / blended learning
- Researchers from the areas of e-learning, blended learning and lifelong learning.

Requirements for participation

- Employee of an SME, a company which employs 1-249 persons
- Employee of an SME either in tourism or IT
- Interest in or experience with blended learning or e-learning
- Internet access
- **Optional:** team leader, project manager, department head

OR

- Employee of a multinational, a company which employs more than 249 persons
- Interest in or experience with blended learning or e-learning
- Internet access
- **Optional:** team leader, project manager, department head

Participation

- Return of the panel profile by Fax until 05 February 2007
- Fill out the 3 online questionnaires, available between the beginning of February and June 2007 (estimated time is 3x30 min.)

Please do not hesitate to contact me if you have any questions concerning the study.

Best regards from Dublin

Sabine Moebis

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