

DIGITAL LEARNING & training market

NEW

CONFERENCE & EXHIBITION

E-LEARNING FUSION

8th EDITION

12-13 November 2024

WARSAW



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Zaprezentuję temat:

**Why Corporate Social Learning Often Fails and How
Esports Content Creators Can Help**

Organizer:

Digital
Learning
Centre



Engagement skills in digital spaces are crucial for the upcoming digital-native workforce, with Gen Z making up **25% of the workforce by 2025.**





Barriers to Effective Social Learning



Assuming L&D own the creation of a social learning culture



Using specific learning technologies to make social learning happen



Relying on traditional Champion or Advocacy strategies



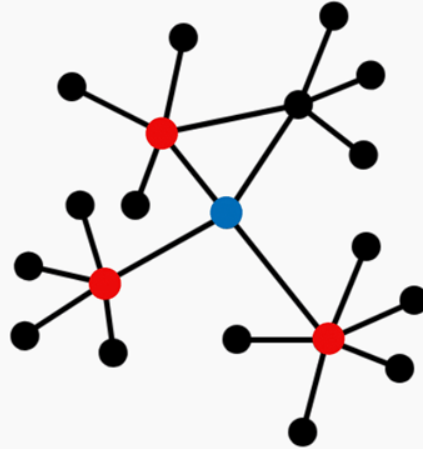
Ignoring the way society uses technology to interact outside of work



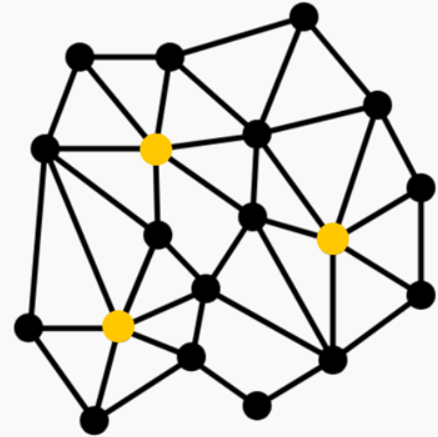
The Network Effect



Centralised



Decentralised



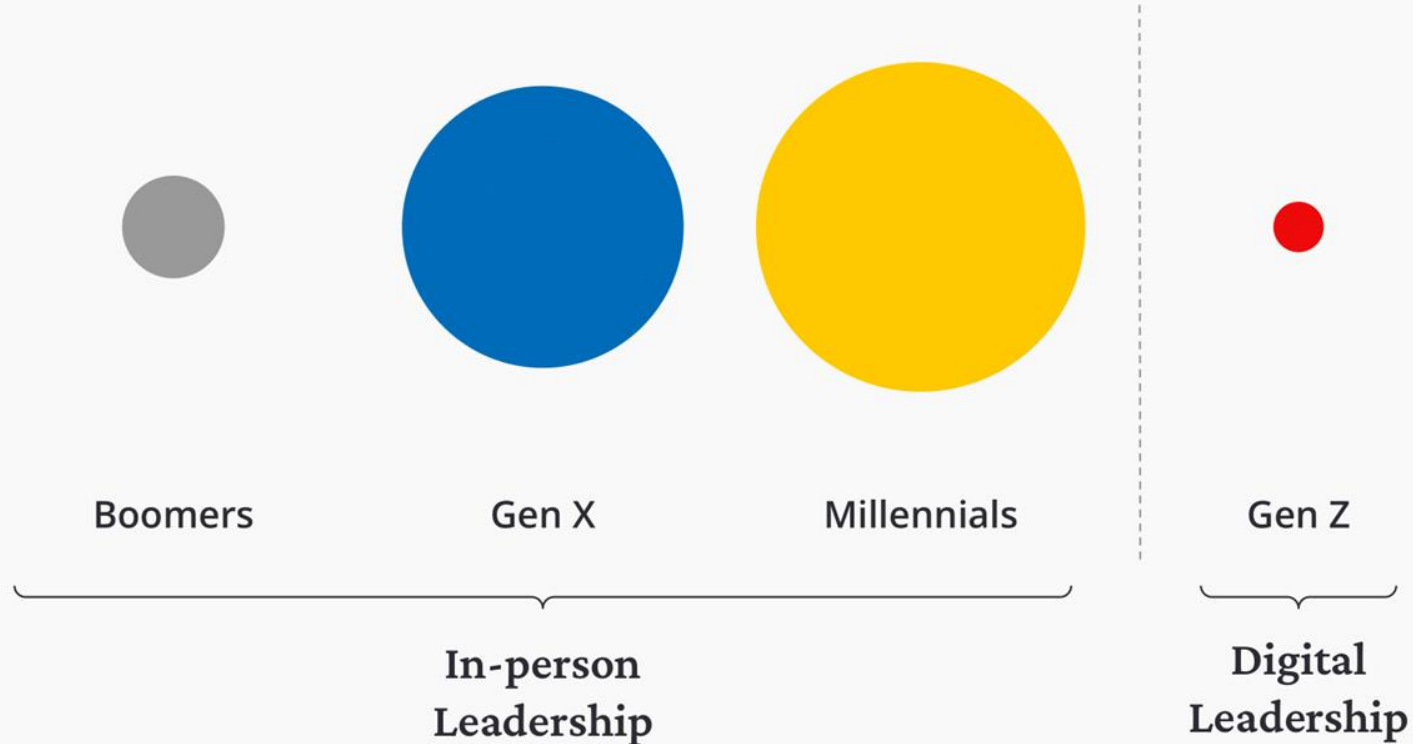
Distributed



72% of Gen Z spends over 3 hours a day on social media, shaping their expectations for real-time interaction and content.

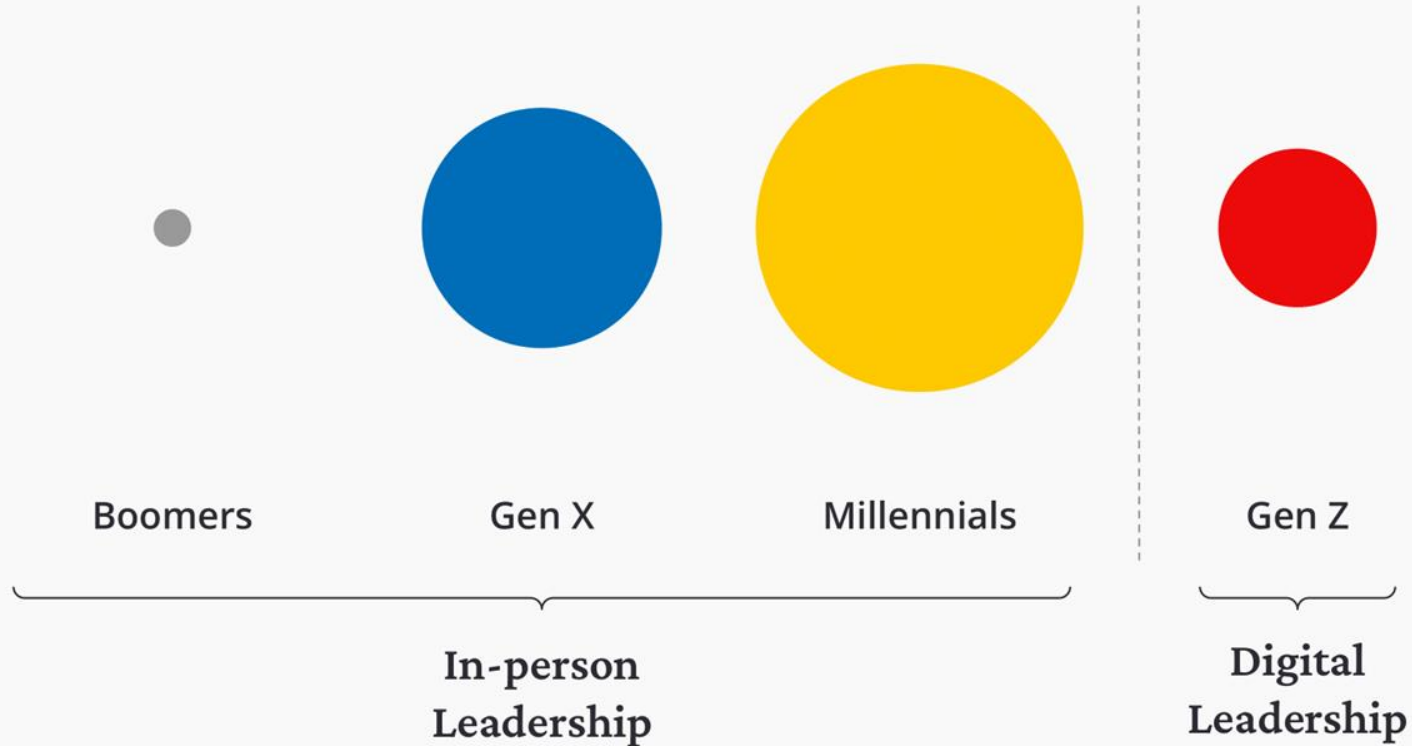


2020





2025





In 2020 the Esports industry
grossed **\$2 billion** worldwide.

In 2025 it's expected to reach
\$4.8 billion.



 *ESPORTS*

 **Freeformers** 





Over **475 million** people
watched Esports in 2020.

That number is expected to
grow to **664 million** by 2025.









Around **71% of TikTok** users believe that the platform is a major driver of popular trends that extend beyond the app.

60-70% of users feel that creators help drive cultural conversations.



How to do it...



Enable people to put themselves forward and match them to your audience personas.



Empower them with the tools and resources to create content and community.



Allow them to add their own context (that will resonate with their audience persona) to the central objectives

