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Printed Media Publisher

SANOMA Budapest Inc.

Integrating new media with the existing content development portfolio is of strategic interest for Sanoma Inc. Internet is a constant great challenge for us, and we are answering this challenge by dynamic multi-media and application development, vigorously contributing to weaving the Intelligent Web.

In our efforts, we found in ALEAS Group (IQ Consulting) a charismatic and inventive partner, who first developed an outstanding interactive leadership evaluation and development application for our most visited economic portal. The *ProjectManagement* simulation proved to be a perfect example of combining an on-line game, an awareness-raising campaign and – last but not least – imparting practical knowledge on a high niveau for our readers / visitors.

The success of the project formed the basis of strengthening the co-operation between the Sanoma-member National Geographic (Hungary) and ALEAS Group for producing both visually and content-wise breathtaking edutainment e-courses. NG is now an official sponsor of me-Learning® leadership skills development series.

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