

# Amway and Allen Win Bronze Brandon Hall Excellence in Learning Award for Best Custom Content

*Strong brand integration and innovative approach earns Amway and Allen a prestigious Brandon Hall Award*

SALT LAKE CITY, USA, November 14, 2013

/EINPresswire.com/ -- Amway and [Allen Communication](#) have been recognized with a Bronze [Brandon Hall](#)

Excellence in Learning Award for Best Custom Content.

Amway partnered with Allen to develop a re-brand course which communicates updates about Artistry's skincare products to Amway Distributors. The unique sales training solution allows the audience to create their own learning experience and features an interactive [e-learning](#) module full of rich-media.



"During the design and development of our Artistry brand e-learning course Amway worked to incorporate innovative training methods with media design. A great deal of effort was devoted in creating a training that represented our brand, and the investment is providing some fantastic results," said Tina Dooley, Instructional Design Consultant, Global Distributer Training at Amway. "We are excited to be receiving such a notable award. The recognition reinforces our commitment to provide the best training and development in our industry."

The Artistry course, a proactive approach to maintaining a strong brand, provides Amway Business Owners (ABOs) with product knowledge and differentiators that will aid in increasing sales. "We are proud of the effective solutions that have been created with Amway," said Ron Zamir, CEO of Allen. "We addressed Amway needs by collaborating on a sales training module that immerses the audience with interactive media and allows the learner to personalize and define their brand experience including creating, printing and saving additional resources as they choose. This type of web-based sales training is proving its value by helping our clients reach and exceed their business objectives."

Entries were evaluated by a panel of independent industry experts. Selection was based on customization, design, functionality, innovation, and overall measurable benefits. "This elite group of organizations excelled in developing measurable, sustainable programs that produced outstanding business results," said Mike Cooke, CEO of Brandon Hall Group, Inc.

#### About Amway:

Amway is part of the Alticor group of companies, founded by the DeVos and Van Andel families. Amway offers consumer products and business opportunities, as well as product development, manufacturing and logistics services in more than 100 countries and territories worldwide.

#### About Allen

Allen Communication has over 30 years of experience developing innovative custom training driven at improving human performance.

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