

HANLEY WOOD'S
CONTINUING EDUCATION
PROGRAM

ARCHITECT

eco-structure

essential
architect

metalmag

AL
architectural lighting



HANLEY WOOD UNIVERSITY
WHERE CONSTRUCTION MEETS EDUCATION

Hanley Wood is the leading media source in the construction industry. And now we are the leading continuing education source for architects.

With completely turnkey solutions available to building products manufacturers, *ARCHITECT*, *residential architect*, *ARCHITECTURAL LIGHTING*, *metalmag* and *eco-structure* offer the most accessible, user-friendly educational resources for architects.



The Hanley Wood Difference

Hanley Wood offers the most exposure for your coursework. Through dedicated CEU sections in six magazines, Web sites, e-newsletters and a centralized continuing education portal, Hanley Wood University delivers more architect impressions to your coursework than anywhere else in the industry.

The Architect Network

- ARCHITECT
- ArchitectOnline.com
- ARCHITECT Business Update
- ARCHITECT Product Spec Guide

- ARCHITECTURAL LIGHTING
- ArchLighting.com
- ARCHITECTURAL LIGHTING Business Update

- *residential architect*
- residentialarchitect.com
- *residential architect* Business Update

- ArchitectCES Portal

- *metalmag*
- metalmag.com
- *metalmag* e-Newsletter

- *eco-structure*
- ecostructure.com
- eco-newsletter

18

AIA requires
architects
to complete
18 hours
of continuing
education
every year.

Unique Educational Model

In a fully interactive, flexible format, Hanley Wood has changed the way architects learn and obtain their continuing education credits—all while maximizing understanding and comprehension.

Our new format combines multi-sensory education with a fun, interactive presentation, designed to enhance learning and increase content retention. This new CEU learning style is only available through Hanley Wood and can be presented via multiple channels: print, online learning, Webinars or PowerPoint presentations.

It's easy for advertisers to get started. Hanley Wood offers a complete end-to-end solution for full-service CEU management, whether advertisers have existing coursework or not. From creation and implementation, to management, marketing, and lead generation, Hanley Wood is the only partner you need to introduce architects to your continuing education and your company's products.

Put your coursework to work for you.

Differentiate your products from the competition by letting Hanley Wood create and promote your coursework. CEU programs can serve as a strategic entry point to the architectural community, while increasing architects' familiarity and awareness with your products.

Reach more architects.

Let us do the work.

Advertiser Benefits

- Increase Brand Awareness
- Generate Sales Leads
- Highlight New Products
- Establish Your Company as an Industry Leader
- Diversify Your Marketing Strategy
- Position Your Company as an Education Leader

Hanley Wood is a Registered Provider with The American Institute of Architects' Continuing Education System

Develop your own CEU coursework.

Let us take care of it.

Creating your own CEU courses has never been easier. Our experienced team of AIA continuing education writers and producers will create the customized coursework that you need to get in front of more architects.

What's Included

- Account Service
- Copywriting
- Design/Creative Production
- Programming
- Hosting
- Database Management
- Lead Collection
- Program Administration (2 years)

Course Creation Features

- Develop and implement Internet-based, print or PowerPoint coursework, including video, audio, text, graphics, photos, illustrations and interactive content
- Guided registration of program through AIA
- Provide easy-to-use reports on use of your programs and ongoing communication during project development
- Record user test data in a database for all Internet and print-based courses (Courses presented in person do not require testing)
- Provide certification upon completion of test and notify AIA

Have existing coursework?

Let us promote it effectively.

Let Hanley Wood promote your courses to our architect network. Gain the additional impressions you need with a targeted promotional campaign in our architect-focused media. Choose the level of marketing best suited for your company from our customizable menu of CEU marketing options, and we'll do the rest.

Course Promotion Options

- Printed coursework in special CEU sections in ARCHITECT, *residential architect*, ARCHITECTURAL LIGHTING, ARCHITECT PRODUCT SPEC GUIDE, *metalmag* or *eco-structure*
- Online coursework in a special CEU section posted on ARCHITECT Online, *residential architect* Online or ARCH LIGHTING Online
- Conversion to PowerPoint presentation for in-person learning
- E-mail blasts to registered architects featuring your coursework
- Webinar creation and hosting
- Listing in scheduled e-newsletter updates to architect subscribers
- Run of Site ad impressions on ARCHITECT Online, *residential architect* Online, or ARCH LIGHTING Online
- Course translation to Spanish, French or Chinese
- Podcast capability



Contact us
for more
details about
creating or
promoting your
coursework.

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