

How did Miller Brewing Company get Gen-Y excited about training?

Immersive Learning Simulations

The Challenge:

Miller Brewing Company wanted to develop a draught beer education program to train waitstaff and bartenders to properly and responsibly serve and promote beer. The program needed to be hip, relevant, and highly interactive. In order to appeal to their target audience of 21-30 year olds, Miller chose to use game-based learning techniques.

Miller also wanted the training to motivate server staff to seek out more information and entertainment on Miller's website. In addition, Miller needed to provide retailer training managers a way to support and track their learners' progress.

The Solution:

Web Courseworks developed an online educational portal that included:

Tips on Tap: Award-winning interactive video game that included two mini-games

23 videos: Available streaming online or as downloadable podcasts

23 PDF fact sheets summarizing the videos

Tracked exams and trainer resource guide

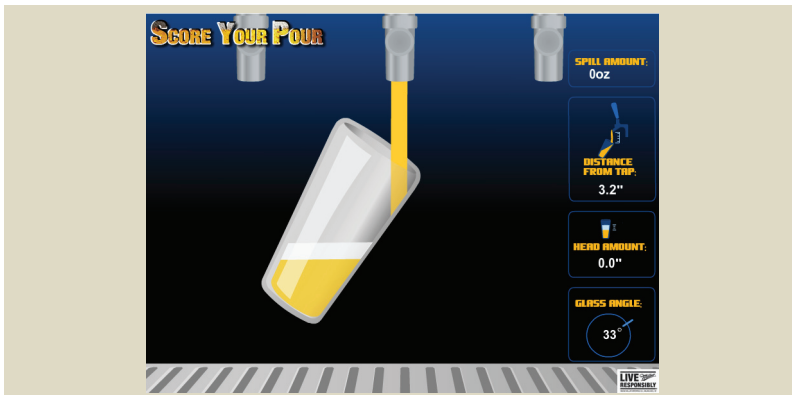


The Game:

The focus of the training, Tips on Tap, used video game strategies to motivate learners. As a result, players took ownership of their learning. The more the player learned, the higher they scored in the game.

Tips on Tap is challenging, but can be mastered, which is one key to a successful video game. Challenges extend the upper edge of player competency and knowledge. Mastering the game is accomplished through trial and error, and requires players to apply their learning.

Tips on Tap uses an audience-appropriate storyline to engage learners and make them empathize and become "one" with the game's protagonist. They are motivated to get more tips so that she (they) can afford her dream apartment.



Our work in immersive simulations marks us as innovators in the eLearning field. The Miller portal and video game have won numerous awards, and the game has been featured in ASTD's *T+D Magazine* as well as the industry's leading immersive simulations report.

Madison, WI

1.800.236.8588 Ext. 18

www.webcourseworks.com

jonaleckson@webcourseworks.com



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