



Getting to Gold - Allen Wins 4 Gold Omni Awards with Outstanding Media and Instructional Design

Allen Communication earns 4 Gold Omni Awards for diverse projects across multiple industries

SALT LAKE CITY, UT, USA, January 3, 2014 /EINPresswire.com/ -- Allen Communication earned four Gold Omni Awards for excellence in instructional design and media. The awards recognize engaging, empowering, and enlightening uses of media. The Gold level of distinction is achieved by less than 5% of all entries, as scored by 3 professional peer judges, so Allen's four Gold awards with four different partners is a rare distinction.

Working with a diverse range of partners in 2013, Allen has achieved a high level of [media design quality](#) by pairing experienced media design resources with [instructional design strategists](#). Specifically, Allen has invested in hiring motion design, creative, UX design, and branding talent from top agencies to support its goal of sound instructional design with a higher standard of media.

While the four Allen solutions represent different industries and populations, they share an emphasis on generating lasting behavior change using online assets that combine traditional instructional and marketing approaches, such as [motion graphic animations](#), interactive infographics, and social media tools.

"By incorporating rich media and performance-based instructional design principles into every program, we avoid training burnout and keep the messages fresh and engaging for our key audiences," said Ron Zamir, CEO of Allen Communication. "We pride ourselves on using marketing-quality media design and creativity to generate lasting business impact. In fact, we see this as key theme for our partners in 2014, so we thank the Omni Awards for recognizing our strength and our partners' investments in these areas."

Allen has worked for many of the world's best known companies for more than 30 years, leveraging cutting-edge technologies to provide engaging training and communication that achieves measurable business results. To view Allen's most recent awards, visit here <http://www.allencomm.com/about-allen/awards>.

ABOUT OMNI AWARDS

The Omni Intermedia Awards are owned and operated by Media Corp Inc., which exists to

recognize outstanding media productions that engage, empower and enlighten. Entries were received from all 50 States in the US, and over 47 countries from around the world. More: www.omniawards.com/theaward.

ABOUT ALLEN

Allen Communication has over 30 years of experience developing innovative custom training driven at improving human performance. More: www.allencomm.com

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