

Topic: Pandemic Pivot – Lessons Learned and Ongoing Strategies for Virtual Support, Training & Events

The last two years provided challenges and opportunities. Many of us were “forced” to rethink business practices and reinvent the way we delivered support, training and held events. Mike Willoughby from WINstorm, along with Shelly Fowlie of Skill Dimensions Inc., will provide an overview of the WINstorm platform and highlight three case examples:

Providing Sales Support – Marketing campaigns and sales support information being provided nationally, rolled out at the same time for everyone who needs the information and in an interactive format and is accessible on an ongoing basis.

Offering IVT – Interactive Virtual Training – Using a “push/pull” model to redesign training allowed Skill Dimensions to take full day training programs and deliver them in a 2.5-hour interactive virtual session using WINstorm to provide pre-session content with tracking and analytics to validate participation.

Virtual Events – The pandemic quickly established the advantages of virtual events resulting in a wave of positive hosts and attendee responses with some even predicting they are here to stay. Virtual event success requires refining your strategy to focus on an enhanced virtual event approach and maximized content creation and follow-on engagement.

Speaker: Mike Willoughby, President & CEO – WINstorm Presents Inc.



Michael has over 30 years’ experience in business, marketing and communications at the executive level. He has helped Fortune 500 companies and entrepreneurs get the right story, to the right audience, at the right time.

His knowledge and experience enabled Michael to launch WINstorm Presents Inc. in 2002 and create software that automates and quantifies the effectiveness of online storytelling.

As a director, he has created TV programs, advertisements and industrial videos that have won over 70 national and international creative awards.

Since launching WINstorm over 20 years ago, he has leveraged that experience into a powerful, simple to use digital engagement platform that improves overall productivity, maximizes sales accountability and marketing capability with the goal of driving revenue performance. WINstorm customers include large and small companies in the hospitality, manufacturing, financial services and services sectors.

Speaker: Shelly Fowlie, President, Skill Dimensions Inc.



Building on sales experience gained within the telecommunications industry Shelly Fowlie founded Skill Dimensions Inc. in 1998. Since then she has leveraged her business experience, background in adult learning and instructional design skills to provide sales and sales leadership teams working in diverse markets developmental solutions that produce results. Skill Dimensions Inc. programs are highly interactive, impactful and focus on providing practical learning solutions.

Based in Saint John New Brunswick, Shelly specializes in custom program design and delivery in the areas of:

- Leadership and Coaching
- Sales and Service skills and strategies - addressing the needs of sales teams working in a business account management, door to door, contact centre or on-line chat environment
- Communication Skills

Clients have a comprehensive curriculum of learning solutions to choose from or can opt for custom designed programs tailored to address needs unique to their organizations. Programs may be delivered by the Skill Dimensions team, or in a train-the-trainer format with certification for internal training resources.

When not working with clients throughout Canada and the US, Shelly, her husband Darell and rescue dog Zola, enjoy time spent at their cabin in the woods. (which is not so isolated that we don't have high-speed Internet)