



How dmg events developed a learning culture that had good communication and knowledge sharing at its heart



Part of the global media giant, DMGT, dmg events delivers over 80 market-leading exhibitions and publications for diverse industries.

Headquartered in Dubai, UAE since 1989 with operations in Saudi Arabia, Egypt, Singapore, Canada, South Africa and the UK, dmg events is an international exhibitions and publishing company with over 300 employees worldwide.



Learning opportunities should be made available to everyone

dmg events, an award-winning international exhibitions and publishing company, is at the forefront of face-to-face communication. The events it organises provide a focal point for global businesses that operate across diverse industries. It prides itself on bringing people together, creating opportunities for visitors to do business, network and learn.

That is why it was so important to the company to accelerate the personal development of its employees. dmG events provide extensive opportunities for visitors to learn. Therefore, it must provide unrivalled learning opportunities for its employees too.

dmG events wanted to develop a “learning culture” that promoted continuous learning and development, arming its employees with vast knowledge and people skills for today’s 24/7 “always on” world where good communication is vital.

Why LinkedIn Learning is *the* best investment

It was dmG events’ desire to move away from a more traditional training model to a learning culture that promotes continuous learning and development. As a result, it chose to work with LinkedIn Learning to offer employees reliable content, credible training, access to thought leadership/influencers and to keep employees abreast of key trends.

Premila Braganza, HR Director at dmG events, explained: “Two years ago, we decided to embark on a journey to build a learning culture in our business that promoted continuous learning, empowering our employees to take ownership of their own personal development. As a result, we decided to implement a blended learning approach, which led us to look for digital learning platforms.

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“LinkedIn Learning has helped us onboard new hires effectively. We endeavour to capture our learners interest at the very start of their journey by hosting a dedicated session to LinkedIn Learning, as part of our onboarding process.”

Premila Braganza
HR Director at dmG events



Annet Fernandes
HR executive at dmG events



The Challenge

- Create a culture of learning, promoting continuous development
- Empower employees to take ownership of their own personal development
- Provide a diverse content platform that can be used across the business by various job functions

The Solution

- Create an internal brand – learning@dmg – that promotes a learning culture
- Promote an annual learning calendar, with themes driving engagement
- Inspire employees by promoting targeted LinkedIn Learning content

An internal “learning brand” with LinkedIn Learning at its core

dmg events’ targeted strategies include an annual learning calendar, which is themed to drive engagement, monthly email campaigns, which reward outstanding achievements and top learners, and Summer Challenges that are fun and deliberately competitive to inspire engagement.

Annet Fernandes, HR executive at dmg events, commented: “We firmly believe that inspiration creates a determination to learn. Therefore, we recently launched an initiative called ‘i-inspire’ through which we recognise our learners in the hope that their stories will inspire their colleagues to learn.

“We have also created an interactive online community to engage and communicate with our audience and we’ve successfully used Slack to do this.

Premila added: “But what is really exciting is the creation of ‘learning@dmg’, an internal brand that we have launched to promote learning, encouraging our employees to learn new skills. It has three main pillars – Develop, Master and Grow (dmg) your skills. This underpins both our learning ethos and brand name.

“learning@dmg also includes access to LinkedIn Learning, a primary pillar of our learning strategy, and people managers coffee mornings. In 2021, we intend to launch Lunch n Learns, which advocates knowledge sharing of LinkedIn Learning content, and an internal coaching initiative that will facilitate self-discovery.”

The Results



Onboard quickly

Curated learning paths helped people managers onboard new hires quickly



Increase in courses completed

927 courses completed compared to 314 in 2019



Increase in videos watched

21,162 videos watched compared to 9,867 in 2019

What the learners say

“No video is a waste of time! Each video offers an introduction to a new skill or helps improve an existing one. Visual learning is not one of my best traits, but LinkedIn Learning offers short videos with great presenters. Each presenter has a valuable insight from situations they have faced and the best part is that they have the solutions too. If you don't like a solution that one presenter offers, there are others with different solutions. LinkedIn Learning helped me organise my priorities and tasks and introduced me to new ways in which I can prepare for challenging times.”

Hasan Alwaysel
Sales Manager



“Since joining dmg events, I have had to learn the nature of the business quickly and familiarise myself with tax accounting. Being a curious person by nature, I wanted to learn new things and LinkedIn Learning helped to support me in my new role. There are multiple courses that allow you to enhance or revisit a skill already acquired. I did five courses, mostly accounting fundamentals and bookkeeping. I was able to personalise them, based on my relevant skills and interests. I am a visual and illustrative learner; the videos and practical examples made things quick to grasp. I used what I have learnt through LinkedIn Learning to expand my professional competency and allow me to perform my job well.”

Theresa Letshoene
Tax and Compliance Manager



“My goal was to learn something extra about everything that interests me, to give myself an edge. LinkedIn Learning was the perfect platform for this. Finding courses for everything, be it quick tricks for Excel spreadsheets to gaining full understanding of website design, was super easy! It has definitely helped me refine my skills, gain new ones and learn something interesting every day.”

Namitha Sathish
Marketing Coordinator



“LinkedIn Learning helps me to stay proactive – I have vast learning material at my fingertips. As a data analyst and working in technology, we need to constantly stay up-to-date with new skills and systems. LinkedIn Learning not only supports me with solutions to my analytical problems, but also provides new ideas, new ways of reporting and data visualisation.”

Pallavi Manghani
Data Analyst

