

Digital Learning Talent Economy

BY THE NUMBERS

It's been a fast growing 24 months in the talent economy for digital learning. But what's actually happening - what skills are in demand, and where is the talent going and growing? Here's what we've been seeing at Jam Pan by the numbers...



Top Digital Learning Skills in Demand 2017

WHAT SKILLS ARE IN DEMAND?

requests
on Jam pan

Elearning Developer	100+
Learning / Instructional Designer / scripting	75+
Graphic Design	50+
Animation/Video/Illustration	50+
LMS Support & Services	20+
Marketing and Communications	15+
App / Technical Development	10+



SKILLS ON THE RISE

We're seeing more requests for...

CONTENT CURATION

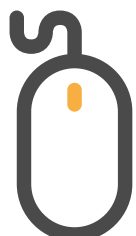
LEARNING CONSULTANCY

EXPERIENCE DESIGNERS

ASSESSMENT TOOLS

AR/VR

CAMPAIGNS...



Top authoring tools requested:

1. Elucidat
2. Articulate
3. Evolve



The Talent Economy is booming...



Jam Pan Growth in last 2 years: **130%**



Total talent base: **1000+ freelancers & suppliers**



Total clients served 2017: **110**



Repeat Client rate: **95+%**



Total number of digital learning jobs completed for our clients by our digital learning talent:

267 IN 2017 - 22 A MONTH

...And award-winning

AWARDS WON BY JAM PAN CLIENTS AND TALENT: **16**

Learning Technologies, LPI and Brandon Hall Awards:



6

Silver



4

Gold



5

Bronze

Training Magazine Number 1 L&D Team:

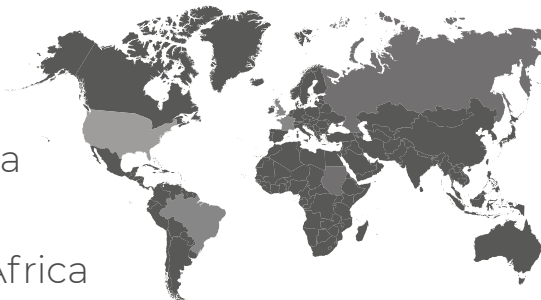
Jam Pan Client Leading Real Estate Companies of the World



The Digital Learning Talent Economy is global...

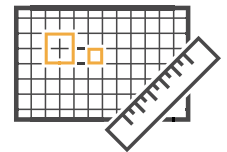
Top Countries providing Digital Learning Talent in Jam Pan:

UK
US
Australia
India
South Africa



How big are the jobs?

ALL SHAPES AND SIZES...



Average job length: **5 days**
Fastest Job placement: **14 minutes from request**
Average freelancer rate: **£300/day**
Average job value: **£2500**
Average Value of RFPs Managed for clients: **£150k**

Managed Services: **Managing all digital learning needs for 3 corporate clients**

Virtual team: **Created extended virtual teams with multiple skills for 3 clients**

JAM PAN
DIGITAL LEARNING SERVICES

Join the growing numbers of freelancers and clients connecting and winning in the Talent Economy for digital learning.

www.jam-pan.com

