



Press release

New-York & Paris, April 1<sup>st</sup>, 2015

## Big Think and Cegos form an alliance in the United States

**Cegos, a worldwide leader in training and development, and Big Think, a knowledge forum which features interviews, multimedia presentations and discussions from a range of fields, sign a partnership agreement. Big Think will propose bundles mixing Cegos' modules with their videos across the United States.**

With this partnership, the Big Think followers and the Cegos customers will have access to bundles focusing on Management and Leadership or centered on Personal and Professional Development, all composed of modules designed by Cegos and videos made by Big Think. Some topics covered in the modules include: management styles, effective decision making, the relational skills of the manager, handling stress, controlling your emotions and many more.

**Victoria R.M. Brown, CEO of Big Think, explains:**

*'Cegos is a pre-eminent training company. In partnering with them, we will provide our audiences with the opportunity for the best possible professional development.'*

**Pascal Debordes, head of Cegos International's partner network, adds:**

*'Big Think is one of the most innovative video solutions. Their reputation is as strong as their Catalogue. We are very excited to partner with them and to watch the further development of this alliance in the coming years.'*

Big Think is a video-centric online learning platform, where over 2000+ experts explore the big ideas and core skills that define knowledge in the 21st century. Created for an astute and engaged audience, Big Think's 12,000+ exclusive videos are short, sharp and elegantly filmed and go beyond the lecture to provide expert knowledge and actionable insights. Big Think's videos have been viewed more than 100 million times.

Cegos trains 250,000 people all around the world every year, in open or in-house courses. The Group has a comprehensive product range that extends from off-the-shelf courses to tailored solutions. Its 'multi-dimensional' approach draws on all the currently-available learning formats. Alone or in partnership with universities and top educational facilities, the Group also offers 103 certificate or diploma courses.

**Press contacts:**

Cegos : Mathieu Cadot / +33 1 55 00 96 64 / [mcadot@cegos.fr](mailto:mcadot@cegos.fr)

Big Think: Victoria RM Brown / 212-242-0617 / [Victoria@bigthink.com](mailto:Victoria@bigthink.com)

**About Big Think**

Big Think is a video-centric online learning platform, where thousands of the world's leading thinkers explore the most essential ideas of our age. Created for an astute and engaged audience, Big Think's 12,000+ exclusive videos are short, sharp and elegantly filmed and go beyond the lecture to provide expert knowledge and actionable insights. Big Think's videos have been viewed more than 100 million times and the Big Think YouTube channel has over 1 million subscribers. Big Think's videos are also available on Facebook, where the brand boasts over a million 'Likes'. In addition, Big Think produces exclusive content for corporate subscribers to Big Think Edge, providing major companies with videos and supplemental materials tailored to their employees' needs, to help them build the expertise they need to innovate and compete.

<http://bigthink.com/>

**About the Cegos Group**

Since its creation in 1926, the Cegos Group has developed into Europe's leading player and one of the world's top providers of professional and continuing training. Cegos currently employs 1,000 people and operates in over 50 countries worldwide through its subsidiaries and partner distributors. The Group generated sales of €200 million in 2014 (including Integrata AG).

Its consultants' expertise covers every area of skills management and development, and enables the Group to roll out large-scale training programmes in France and worldwide.

Backed by this deep knowledge of the corporate world, Cegos trains 250,000 people around the globe every year, in open or in-house courses. The Group has a comprehensive product range ([cegos.fr](http://cegos.fr)) that extends from off-the-shelf courses to bespoke solutions. Its 'multimodal' approach draws on all of the currently-available learning formats. Alone or in partnership with universities and top educational facilities, the Group also offers 103 certificate or diploma courses.

[www.cegos.com](http://www.cegos.com)

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