

Brandlive & ATD-Cascadia Press Release

PORTLAND, Ore. — Brandlive is now a strategic partner of the Association for Training and Development's Cascadia Chapter. ATD-Cascadia supports talent development professionals in Oregon and SW Washington, and is one of the largest chapters of the ATD organization.

Brandlive is the leading live interactive video platform used by organizations to interact with their audiences for product training, consumer marketing, and commerce events. ATD-Cascadia is utilizing the Brandlive platform to hold educational events for their membership base, focusing on employee training, onboarding initiatives, and more.

“ATD-Cascadia is thrilled to partner with Brandlive to provide streaming videos to our members,” says Kathleen Bergquist, Executive Director of ATD-Cascadia. “This partnership will provide a great opportunity for the chapter to leverage current technologies and model best practices related to them.”

“It's crucial for ATD to deliver the best training and development content to their membership while using the most modern communication tools to do so,” adds DJ Widmer, Sr. Director of Business Development at Brandlive. “The Brandlive platform helps position them as both leaders and users of training technologies, and we couldn't be more thrilled to be a resource for this chapter.”

ATD-Cascadia will be presenting on their Brandlive partnership at [ATD's Chapter Leaders Conference](#) in October in Crystal City, VA. In turn, Brandlive will be livestreaming portions of ATD-Cascadia's 2017 Annual Conference with a theme of [‘The Search for Excellence’](#) in November, located in Portland, OR.

For individuals interested in learning more about Brandlive's interactive live video for their training and development needs, please contact DJ Widmer (dj.widmer@yourbrandlive.com) or visit <http://brand.live> for more information.

About Brandlive, Inc.

Brandlive provides an omni-channel live video platform for brands and retailers who use it for training, marketing and eCommerce events. The end-to-end live video platform enables brands to connect their best product experts and influencers directly to global digital audiences, who can then interact with those experts. Customers such as GoPro, Levi Strauss & Co., The North Face, REI, eBay, Walmart and Cabela's use Brandlive to launch products, increase eCommerce sales, create innovative live marketing programs and conduct more cost-effective internal events and training. Brandlive is headquartered in Portland, OR and found at <http://brand.live>

About ATD-Cascadia

The Association for Talent Development (ATD)-Cascadia is a professional membership organization supporting those who develop the knowledge and skills of employees, creating interactive and engaging opportunities for our members to connect, learn and develop. ATD-Cascadia's members come from the State of Oregon and SW Washington and work in organizations of all sizes and in all industry sectors. Interested in learning more about membership? [Visit our Join page.](#)

