

Hugely Successful eDriving Live Webinar Now Available To The Public On Demand

Next eDriving Webinar To Air August 22 With Focus On Changing Driver Behavior With 'Closed Loop' Strategies

Oakland, Calif. ([PRWEB](#)) August 15, 2017 -- eDriving, the largest global provider of online driver risk reduction and training solutions, announced that it is making its popular “Seven Stages of Distraction Denial” Webinar available on demand to the public.

The hour-long presentation, by eDriving’s brain science advisor [Dr. Paul Atchley](#) of the University of Kansas, explores how drivers put themselves at far greater driving risk by making several false assumptions about their driving habits.

The webinar attracted a record audience for eDriving, and in a follow-up survey, 98% said they found it informative and that it provided useful information. More than 9 in 10 said they would attend another eDriving webinar. The “Seven Stages of Distraction Denial” can be viewed on demand here:

<https://www.edriving.com/sevenstagesofdenial/webinar/>

Based on the success of the “Seven Stages” webinar, eDriving announced that it will be hosting a follow-up webinar, 'Changing Behavior Using 'Closed Loop' Telematics-Based Strategies', which will be live online on August 22 at 11 a.m. PDT, 2 p.m. EDT.

Interested viewers can register to view the live event at <https://event.webcasts.com/starthere.jsp?ei=1157026&sti=8/1/2017>.

The August 22 webinar will focus on the opportunities provided by new telematics and micro learning technologies to improve closed-loop learnings strategies that can change even the most challenging and threatening habits among your drivers. It will feature [Ed Dubens](#), Executive Vice President at eDriving and a veteran of the [fleet industry](#) for over 20 years.

Webinar viewers will get answers to questions like:

- What is a closed loop risk reduction strategy?
- What impact has closed loop learning had reducing collisions?
- How can live and virtual coaching help with closed loop learning?
- And more ...

[About eDriving](#)

eDriving is the largest provider of online driver training and global driver risk management with more than 10 million U.S. consumer customers to date and over 700,000 fleet drivers served this year alone. In addition to providing state-regulated online novice driver training and online driver improvement courses (a.k.a. traffic school), its focus is on helping drivers become smarter and safer behind the wheel in close partnership with corporations, fleet services, and insurance companies.



[The Fleet division](#) provides the industry's most comprehensive portfolio of driver risk reduction programs, which are validated by large-scale research studies, refined over our 20+ years of experience with some of the world's largest blue-chip corporations, and backed by 40 case studies, 60 published research papers and over 70 global safety awards. eDriving's mission is to address the 94% of collisions and incidents caused by driver attitude and behavior through the use of technology and online learning expertise. We empower smarter, more reliable, more deliberate drivers.

For more, visit www.edriving.com.
Contact: [press\(at\)edriving.com](mailto:press(at)edriving.com)



Contact Information

Regina Lewis

eDriving

<http://https://www.edriving.com>

+1 800-243-4008

Online Web 2.0 Version

You can read the online version of this press release [here](#).