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## NASCAR Launches the 360 Experience

# NASCAR is named a 2020 *Learning!* 100 Award Winner for Innovation.

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States. NASCAR consists of three national series (NASCAR Cup Series™, NASCAR XFINITY Series™, and NASCAR Gander RV & Outdoors™), three regional series, one local grassroots series, three international series and the Automobile Racing Club of America (ARCA). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. Based in Daytona Beach, Fla., with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico, and Europe.



HOMESTEAD, FLORIDA – JUNE 14: Chase Elliott, driver of the #9 Hooters Chevrolet, and Denny Hamlin, driver of the #11 Toyota, lead the field during the NASCAR Cup Series Dixie Vodka 400 at Homestead-Miami Speedway on June 14, 2020 in Homestead, Florida. (Photo by Michael Reaves/Getty Images)

NASCAR management believes that knowledgeable and enthusiastic employees are the key to every successful race. The necessary teamwork extends from traveling officials and track personnel who put on races each week to corporate IT and R&D employees who employ cutting-edge technologies to ensure safe and exciting races.

Professional development is critical to the success of NASCAR. Employees are encouraged to grow through multiple means including challenging job assignments, team projects and workplace training. To help employees continuously “learn, grow, and accelerate,” NASCAR offers a blend of self-paced and traditional classroom learning programs. The company’s philosophy is that learning is key to keeping NASCAR in “victory lane.”

The NASCAR legacy began in the mid-1900’s and continues to expand and impact today. As we have continued to grow, the need to maintain our sense of “family” and connection has gotten more pronounced. The employees, along with all our extended workforce (including contracted employees and track personnel), needed an engaging and timely training on the foundation, history, and workings of NASCAR. To continue to deliver the best motorsports racing in the world and provide outstanding entertainment experiences, all NASCAR personnel must understand the many components that the diverse community of fans have come to know and love.

### **The 360 Experience**

NASCAR has an incredibly diverse employee base, spread across many locations, and we strove to make every one of the learners feel as though they are part of NASCAR's rich history. The L&D team decided to introduce the world of 360 images and video to bring learning to life. Working with our subject matter experts, we developed a course that engages the learner through an interactive 360 tour of NASCAR's Research and Development Center. The tour includes rich video footage and interactive elements designed with the learner in mind. The process involved researching and capturing assets pertaining to the history and traditions of the sport, taking 360 photos and video of the Research and Development Center, editing these resources and incorporating all of them (along with animated videos) into one e-Learning course.

The tools utilized for this project included: Adobe Captivate, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Adobe Audition, Vyond, Exceed LMS, Insta OneX camera and Insta 360 software.

Learner participation and scores were collected and reported via the LMS. Overall, the feedback was overwhelmingly positive.

NASCAR is a six-time *Learning!* 100 Award Winner.