

Instructional Design MASTER CLASS

A HANDS-ON PRACTICAL COURSE TO BOOST
YOUR INSTRUCTIONAL DESIGN SKILLS

Due to high demand, we are conducting a 3-day Instructional Design Master Class. This course is aimed at boosting the skills of unqualified and relatively new Instructional Designers.

Would you like to discover ways to develop learning materials with more precision?



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This course is ideal for you if at least three of the following statements apply:

- > You are relatively new to Instructional Design
- > You would like to know the shortcuts the expert Instructional Designers use
- > You would like to speed up the Instructional Design process
- > You would like to understand audience engagement drivers
- > You would like to learn about tailoring courses to meet audience expectations

Note: this course is not suitable if you are already an experienced Instructional Designer

Meet four dynamic speakers/demonstrators at your Master Class. Preferred Training Networks delivers more than 13,000 learning packages every year and you can explore ways to fine-tune your own. There is also a Moodle demonstration on how to convert a workbook to an e-learning course, however, the Master Class is not an e-learning course. At the conclusion of the Master Class, successful participants will receive a Certificate of Accomplishment.

Date: Mon, Tues & Wed, 5, 6 & 7 March 2012,

Venue: MEDINA GRAND MELBOURNE
189 Queen Street, Melbourne

Our clients include: Boeing, BHP Billiton, BNP Paribas, Dept of Education, Dept of Defence, CGU Insurance, Sydney City Council, DPI, Pitcher Partners, Russell Kennedy, CSL, AGL, Northern Health, NSW Police, SA Ambulance, Vic Legal Aid, Brisbane City Council

Preferred Training Networks Suite 2/144 Camberwell Road, Hawthorn East, VIC, 3123

Ph: 1300 323 752 Fax: (03) 9882 9471 email: mail@preftrain.com.au Web: www.preftrain.com.au



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INSTRUCTIONAL DESIGN PROGRAM – OVERVIEW

DAY 1: THE BIRD'S EYE VIEW

- Introduction to Instructional Design
- The role of Instructional Designers
- The ADDIE model
- Analysing Needs
- Defining business goals
- Conducting a needs analysis
- Learner analysis
- Instructional analysis
- Learning objectives
- Guest Instructional Design Speaker
- Working with competency standards
- Nationally recognised standards
- AQTF requirements
- Course format
- Grouping and sequencing content

DAY 2: SYNERGISING WITH THE FACILITATOR

- Matching material that supports the training goals
- Adjusting to accommodate learner requirements
- Working experientially to facilitate powerful learning
- Utilising activities to cover a number of learning areas
- Accommodating all learning styles
- Reading body language to follow the temperature of the group
- Engaging all participants
 - ▶ engaging introverts
 - ▶ managing extroverts
- Dealing with difficult participants
- Overcoming resistance to learning
- Bypassing resentment to being sent to training
- Dealing with group dynamics
- Responding to questions appropriately
- Using humour and stories to engage participants
- Summary of Day 2

DAY 3: TAILORING AND TARGETING

- Choosing methodologies
- Content Timing
- Designing assessments
- Developing the Design Brief
- Developing the Detailed Design Brief
- Developing effective materials
- Copyright
- Training aids
- Critical analysis of materials
- Review
- Short cuts that will save you time when you are busy
- An easy way to convert workbooks to e-learning via Moodle
- Summary of Program



Fax/send this registration form to Preferred Training Networks (contact details below) :

Name: Position:

Company:

Address:

Phone: Fax: Email:

Please invoice my organisation: Cheque enclosed: Signature:

or pay by credit card: Visa Mastercard Bankcard Card holder Name:

Card Number: Card Expiry /

Signature or Direct Deposit to: BSB: 063 270, Acct No. 10072387

Instructional Design No of seats X \$1990 + GST Mon, Tues & Wed, 5, 6 & 7 March 2012, Melbourne CBD

Total for Training Programs: \$ + GST

Please Note: 1. RSVP 1 week prior to each event. 2. A tax invoice will be issued prior to the event 3. Payment must be received prior to the event 4. Early bird: Save \$250 per participant by paying before 3 February 2012 5. 10% discount for three or more participants

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