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ONLINE LEARNING PROGRAMS

CREATING LEADERSHIP DEVELOPMENT PROGRAMS

Develop impactful programs that will train your future superstars

19 APRIL – 31 MAY 2018 | 6 SESSIONS, 12 HOURS IN TOTAL

E-LEARNING INSTRUCTIONAL DESIGN

Elevate your training to a virtual level with asynchronous e-learning programs

17 MAY – 14 JUNE 2018 | 4 SESSIONS, 12 HOURS IN TOTAL

MICROLEARNING

Use snack-sized learning for employee development

5 SEPTEMBER – 10 OCTOBER 2018 | 6 SESSIONS, 12 HOURS IN TOTAL

atd
**Association for
Talent Development**

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ONLINE LEARNING PROGRAMS

IN ASSOCIATION WITH

atd Association for Talent Development

The Association for Talent Development (ATD), formerly known as ASTD, is the world's largest association dedicated to those who develop talent in organizations. For 70 years ATD Education's mission has been to empower learning and development professionals with the knowledge and skills they need to be successful and remain competitive. We offer cutting-edge training and professional development programs to bring you the latest research in the field, best practice, expert-vetted content, and tools you can immediately use on the job. Each learning experience prepares you to maximize the efficiency of your systems and processes, while supporting and developing your people.

ATD education programs are designed primarily for learning professionals—trainers, instructional designers, and organization development practitioners—but also greatly benefit anyone within an organization who is responsible for developing others, from managers to human resources specialists.

ATTENDANCE POLICY & CERTIFICATION

Participation in all online sessions at their currently scheduled day and time is mandatory to receive a completion certificate and 1.4 CEUs.

ATD requires active participation in our online program to receive credit for the program. Active participation includes, but is not limited to, participating in virtual classroom activities, discussions, breakout sessions, and intersession work.

For programs with five or more sessions, one missed live session can be made up by listening to the session recording in full. Participants who miss more than one live session will not be eligible to receive the certificate. For programs with four or fewer sessions, attendance at all live sessions is required to receive a certificate. If you meet the eligibility requirements, a certificate will be issued to you through the ATD Learning Portal at the end of the program. All sessions will be recorded and available for participants to review throughout the program.

TECHNICAL REQUIREMENTS

ATD online programs are conducted in the WebEx Training Center. Special software is not required. You only need a standard web browser and telephone or VoIP capability to participate. In addition, it is strongly recommended to use a desktop or laptop computer as using a tablet or phone severely limits your ability to fully and actively participate in the program. Active participation includes, but is not limited to, participating in virtual classroom activities, discussions, breakout sessions, and intersession work.

CREATING LEADERSHIP DEVELOPMENT PROGRAMS CERTIFICATE

ONLINE LEARNING

Develop impactful programs that will train your future superstars

19 April – 31 May 2018 | 6 sessions, Each session lasts 2 hours

OVERVIEW

This program supplies participants with an ATD exclusive model for creating leadership development programs. Most importantly, the ATD leadership development model includes a process to demonstrate the business value of the leadership development programs. Using data from their organizations, participants can immediately apply what they are learning to their own organizational leadership development initiatives.

This course will cover:

- Critical components needed for a successful leadership development program
- Leadership competencies and how they relate within your organization
- Understanding what leadership really looks like (and its behaviours) in your organization
- Various assessment models and/or methodology that can be used in a leadership program
- Aligning a leadership program with your organization's culture and goals
- Best practices in needs assessments for creating leadership development programs
- Best practices in implementation of leadership development programs
- Best practices for identifying high potential participants for a leadership program
- Understanding what to look for when evaluating your leadership development program or an off-the-shelf program
- Demonstrating business impact of leadership development programs

WHO SHOULD ATTEND

Participants should already have experience in designing learning and have a business need to understand the best practices in developing effective leadership programs. This is not a leadership course but a program that introduces participants to all the necessary components of great leadership development programs.

BENEFITS OF ATTENDING

After this program, you will be able to:

- Use the ATD leadership development model to create a leadership development program
- Select and implement appropriate learning methods
- List content and competencies that must be included in a leadership development program
- List observable behaviours that display a leader's ability to demonstrate the competencies
- Discuss a hierarchy of competencies and content for entry, mid-level, and executives
- Utilize process planning checklists and other job aids to create a leadership development program
- Measure and link the value of a leadership development program to an organization's bottom line
- Discern the advantages, disadvantages, and appropriate use of off-the-shelf leadership development programs
- Implement questionnaires, assessment methods, and self-evaluation tools presented in the leadership development program
- Incorporate best practices in leadership needs assessments, implementation, and when identifying high potential candidates for leadership programs

COURSE DIRECTOR

Nancy Mikkelsen
ATD Recognized Facilitator

COURSE FEES AND TIMINGS

6 sessions, 12 hours in total
(all starting at 7:00 am EST/4:00 pm Dubai)

Date	Price	ATD Member Price
1. 19 April 2018 2. 26 April 2018 3. 10 May 2018 4. 17 May, 2018 5. 24 May 2018 6. 31 May 2018	US$1,580	US$ 1,220

BW062

For more information, contact

Nirmal on **nirmal.geetha@informa.com** or call **+971 (0) 4 4072576**
Farzana on **Farzana.Dilawar@informa.com** or call **+971 (0) 4 4072521**

E-LEARNING INSTRUCTIONAL DESIGN

ONLINE LEARNING

Elevate your training to a virtual level with asynchronous e-learning programs

17 May – 14 June 2018 | 4 sessions, 12 hours in total

OVERVIEW

Explore the essential e-learning components of context, challenge, activity, and feedback to elevate your success. In this program, you'll discover the design elements of effective e-learning, investigate instructional interactivity that supports learning, practice applying these discoveries in designs, and learn to incorporate what works into your own projects.

Invigorate your traditional instructional design with fresh e-learning techniques. Based on examples from organizations that have implemented successful virtual training, this program will provide you with the skills to develop individualized, asynchronous e-learning experiences that motivate learners to change their behavior. Learn to skilfully meet instructional design challenges in any industry and apply the principles of effective e-learning to individualized courses, tutorials, games, simulations and other e-learning modules.

On this program you will learn how to:

- Design e-learning that allows your learners to spend their time wisely and productively
- Use the unique capabilities of instructional technology to make each learning experience meaningful, memorable, and motivational
- Create learning experiences that change behavior well beyond a post-test

Please note: This program does not address issues of designing and delivering live, virtual instructor-led webinars, nor does it focus on specific software or tools

Supplemental Resources: This program includes tools and templates to help you apply what you learned on the job.

What to Expect:

Books: Receive a copy of Michael Allen's Guide to E-Learning.

WHO SHOULD ATTEND

This program is designed for practitioners new to asynchronous or non-concurrent e-learning technology, but not inexperienced in training and performance; practitioners who want to brush up on the newest techniques; instructional designers; curriculum builders; learning managers; courseware producers; or sales, safety, health-care, finance, higher education, and government trainers. If you're moving from instructor-led training into the world of e-learning, this certificate is a uniquely valuable place to start.

ATD Education programs are designed primarily for learning professionals—trainers, instructional designers, and organizational development practitioners—but also greatly benefit anyone within an organization who is responsible for developing others, from managers to human resources specialists.

BENEFITS OF ATTENDING

After this program, you will be able to:

- Apply the components of effective e-learning instructional design and learner motivation
- Describe how interactivity affects learning
- Examine how e-learning tools and trends can disguise the true learning challenge
- Orient e-learning towards behavioral-based outcomes instead of online information
- Use e-learning success prerequisites to improve programs
- Apply the steps of successive approximation for e-learning projects
- Apply the principles of effective e-learning navigation
- Evaluate e-learning programs and make recommendations for improvements
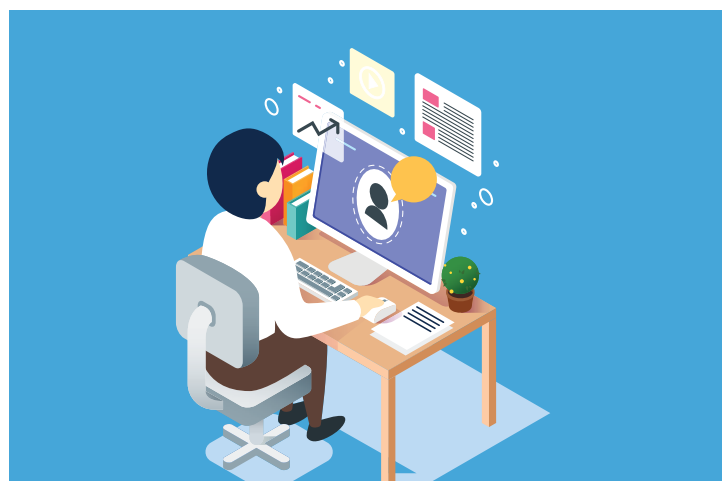
COURSE DIRECTOR

Nikki O'Keefe
ATD Recognized Facilitator

COURSE FEES AND TIMINGS

4 sessions, 12 hours in total
(all starting at 7:00 am EST/4:00 pm Dubai)

Date	Price	ATD Member Price
1. 17 May 2018 2. 24 May 2018 3. 31 May 2018 4. 14 June 2018	US$1,480	US$ 1,120

BW063

For more information, contact

Nirmal on **nirmal.geetha@informa.com** or call **+971 (0) 4 4072576**
Farzana on **Farzana.Dilawar@informa.com** or call **+971 (0) 4 4072521**

MICROLEARNING

Use snack-sized learning for employee development

5 September – 10 October 2018 | 6 sessions, 12 hours in total

ONLINE LEARNING

OVERVIEW

Microlearning—learning in short bursts that anyone can access anytime—is the next big thing in learning and development. In this hands-on, practical workshop, explore what microlearning is, why it's hot now, and how to employ MILE, a microlearning design model, to create outstanding, bite-sized learning programs. The MILE model gives you a road map to create a program structure, gather resources using the three Cs (curate, create, and crowdsource), and implement, promote, and evaluate your programs.

After attending this program you'll come out ready to design and develop a microlearning program that addresses the learning needs of employees across your entire organization, one that they will not only want to use, but also share with others. We'll review case studies with an eye toward identifying design ideas that you can incorporate into your own programs. Additionally, this course will show you what to do once you have implemented microlearning—including how to measure for effectiveness and keep your program content current.

During the online program, you will collaborate in real time with your facilitator and classmates using interactive group discussions, polls, chats, and whiteboards.

On this online program you will:

- Learn more about the microlearning trend and how to make it work for your organization

- Gain access to a design model for developing microlearning programs

- Through research and case studies, review design approaches you can incorporate into your programs

WHO SHOULD ATTEND

This program is for learning professionals who want to create and deliver microlearning programs that learners engage with and share with others. If you want to develop a microlearning program or determine how this new approach to learning can have a positive influence on your organization's learning strategy, this program is for you.

BENEFITS OF ATTENDING

After this program, you will be able to:

- Apply MILE, a microlearning design model, to design and develop a microlearning program

- Use the three Cs (curate, create, and crowdsource) to gather the best microlearning resources

- Ensure that learners are aware of your program and visit or revisit it in a moment of need

- Determine the best way to assess learning in the program

- Measure impact in a variety of ways

- Continually improve the program to ensure outstanding results

- Construct innovative designs that best meet microlearning principles

COURSE DIRECTOR

Carla Torgerson
ATD Recognized Facilitator

COURSE FEES AND TIMINGS

6 sessions, 12 hours in total
(all starting at 7:00 am EST/4:00 pm Dubai)

Date	Price	ATD Member Price
1. 5 September 2018 2. 12 September 2018 3. 19 September 2018 4. 26 September 5. 3 October 2018 6. 10 October 2018	US$1,480	US$ 1,120

BW064

For more information, contact

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YOUR PROFESSIONAL DEVELOPMENT WITH ATD

Run in partnership with the Association for Talent Development (ATD), Informa provides a unique set of course offerings for professionals seeking to enhance their skills in Learning & Development.

ATD is the world's largest association dedicated to those who develop talent in organizations, offering cutting-edge training and professional development programs to bring you the latest research in the field, best practice, expert-vetted content, and tools you can immediately use on the job. Each learning experience prepares you to maximize the efficiency of your systems and processes, while supporting and developing your workforce.

HAVE A LOOK AT OUR UPCOMING FACE-TO-FACE LEARNING & DEVELOPMENT TRAINING PROGRAMS

In Association With

atd Association for Talent Development

Learning Needs Assessment Certificate

Consulting Skills

Preparing for the Certified Professional in Learning & Performance (CPLP) Exam

ATD Master Trainer™ Program

ATD Train the Trainer

Designing Learning Certificate

ATD Expert Coach™ Programme