

Training Magazine's

idi Instructional
Design
Institute

cii Classroom
Instructor
Institute

www.trainingmagevents.com

Certificate programs with the theories,
best practices and applications you need
to become (and remain!) a top performer.

November 29 – December 1, 2006

**Disney's Coronado Springs Resort
and Convention Center, Orlando, Florida**



ORLANDO, FLORIDA

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Certificate Programs

Whether you spend your time designing training or delivering it, these seven certificate programs are just for you: the classroom instructor and the instructional designer.

Training Magazine Events' Classroom Instructor and Instructional Design Institutes combine the intensive skill building of a three-day certificate program with the valuable networking of a conference. Here's your best chance to meet a

group of professionals with like-minded challenges and expectations, find focused content that is second to none, and work with renowned instructors who truly want you to succeed.

By the end of the third day, you'll walk away with a certificate, enhance your professional know-how, and jump-start your career.

IDI1 E-Learning Designer

Nov. 29–Dec. 1 ■ Orlando

William Horton

Author, *Designing Web-Based Training*



This certificate is all about the design of effective, economical e-learning. You will learn to design, organize, and sequence online learning experiences that implement learning strategies and to specify online content that educates and engages. Topics include:

- **Setting goals and roles of e-learning.** What can e-learning do for your organization? What are its limitations and potential?
- **Organizing the course.** How should you structure and sequence learning experiences to achieve specific learning goals? How do you guide e-learners without imprisoning them?
- **Engaging learners with activities.** What kinds of experiences help learners learn and what strategies ensure that learning sticks?
- **Selecting and using media.** Where is each type of media appropriate? What are best practices for using media?
- **Designing the visual display.** How should you design icons, buttons, and other items displayed on the screen? How can you find the balance between aesthetics and functionality?
- **Creating the right tests.** What should be your goals for testing? What are some best practices for writing test questions? How do you seduce e-learners into taking the dreaded test?

This certificate is designed for instructional designers who must specify and craft e-learning, instructors moving from classroom to e-learning, technical writers moving from online documents to online learning, and managers who must direct the design and development of e-learning.

IDI2 E-Learning with Flash Designer

Nov. 29–Dec. 1 ■ Orlando

HANDS-ON

Chris Florio

Director, IDV Media/Passion Records; Professor Interactive Media, New England Institute of Art



Flash is the most widespread rich media authoring tool – it's easily accessible and easy to use. Learn how to harness the power of Flash to quickly, easily, and economically add content and interactivity to your current e-learning program.

In this certificate, you will explore how to set-up a Flash-based Web site or application, how to integrate rich media into a Flash project, and how to optimize streaming Flash files to perform efficiently on a wide range of computers at any bandwidth. This certificate will take you from the very first steps in Flash up to the point where you are able to create rich e-learning Web sites and applications. Learn how to:

- **Get comfortable** with the Flash interface.
- **Create** e-learning with drawing, editing, text, and animation tools and techniques.
- **Send** information between flash and server files and use Flash content with PowerPoint.
- **Integrate** rich media with Flash, like images, soundtracks, and video.
- **Optimize** Flash interactivity for presentations and training by creating forms, managing multiple timelines, and tracking user input.
- **Create** graphic feedback with ActionScript.
- **Make** Flash as efficient as possible by optimizing, combining, and streaming Flash files.

This certificate is designed for anyone who needs to create effective and inspiring e-learning with limited time, budget, and resources. No previous Flash experience is necessary.

Prerequisites: For hands-on learning, you must **bring a laptop computer** to this workshop. Macromedia Flash 8 will be distributed to all attendees.

IDI3 Rapid E-Learning Designer

Nov. 29–Dec. 1 ■ Orlando

HANDS-ON

Ray Jimenez

Author, *Rapid E-Learning*



Learn practical, innovative tactics to quickly and economically deliver e-learning that your learners can use to improve performance.

This certificate program will help you redirect your training team's focus with techniques and technologies that can rapidly improve performance across an entire organization. When you have completed the certificate, you will be able to design e-learning that responds better to business needs and produces immediate and long-lasting contributions. Learn to apply new thinking towards the functions of content, instructional design, authoring software, LMS and LCMS production processes, and towards the roles of trainers, chief learning officers, and subject matter experts (SMEs). See real-world examples of Rapid E-Learning applied to sales and customer support, manufacturing, retail, leadership and management, software support, and compliance. You will learn to:

- **Apply** new practices and processes in rapid content development and delivery.
- **Use** Rapid E-learning models, templates, reusable tools, and expandable technologies.
- **Speed up** delivery and extend capabilities with innovations in LMSs that include performance systems, virtual training, WIKIs, Blogs, assessments, mobile learning, RSS, Dynamic Instructional Design Process (DIDP), and new technologies.
- **Align** Rapid E-Learning to rapid organizational changes and global delivery.

This hands-on certificate is ideal for chief learning officers, training directors and managers, project managers, implementation leaders, instructional design managers and specialists, e-learning managers, and lead persons. Some exposure to the development of e-learning programs is helpful, but not required.

IDI 4 Instructional Developer

Nov. 29–Dec. 1 ■ Orlando

Darryl Sink

Author, *Course Developer: A Guide to Training Course Development*



This certificate focuses on the practical aspects of developing training and educational programs that will get the results you need, while providing an opportunity to apply what you learn directly to a project of your own.

This certificate will help you focus on a business problem or opportunity your training program is facing. You will explore the techniques and skills necessary to develop professional training while meeting the challenges of today's quality-driven business environment. You'll learn about:

- **Instructional Systems Development:** Using a systematic approach.
- **Needs Assessment/Analysis:** Selecting data gathering techniques.
- **Subject Matter Expert Analysis:** Selecting and interviewing SMEs.
- **Task Analysis:** Analyzing task/content for structure and sequence.
- **Specifying Learning Objectives:** Writing performance-based objectives.
- **Developing and Selecting Learning Activities and Materials:** Using a lesson design procedure, using criteria for selecting existing materials, developing instructional strategies for four different content types, selecting media, writing objective-based presentations.
- **Developmental Testing:** Using practical, proven strategies for try out and revision.
- **Final Production:** Using checklists to finalize materials development and distribution.
- **Levels of Evaluation:** Developing plans for transfer and payoff evaluation, including ROI.

This certificate is ideal for training managers and supervisors, instructional designers and developers, trainers, and content experts. Some exposure to the development of training programs is helpful, but not required.

CII 1 Training Instructor

Nov. 29–Dec. 1 ■ Orlando

Sharon Bowman

Author, *The Ten-Minute Trainer: 150 Ways to Teach It Quick and Make It Stick*



This practical, “grab-it-and-go” certificate will show you how to quickly design and deliver effective training programs that learners will remember long afterward. You will experience dozens of quick, topic-related ways to involve your learners without sacrificing content. Whether you are a beginning, intermediate, or advanced trainer, this program is packed with practical tips and techniques you can use immediately in your own training. Discover how to:

- **Soak up** ordinarily wasted instructional minutes with Time Sponges such as Quick Starts, Take-a-Break, and Early-to-Finish activities.
- **Choose** from a dozen interactive lecture formats to liven up even the most factual lecture or lesson.
- **Boost** long-term retention of crucial information with six important discoveries about the human brain and exciting opening and closing activities that help move learning into long-term memory.
- **Explore** multiple intelligences using two powerful, “learner-led” instructional methods that work for any group, any topic, and any learning level: The Jigsaw and Station Rotations.
- **Include** topic-related energizers to keep learners awake and alert while reviewing what they have learned.
- **Change** your concept of training time as you use small but mighty seconds and minutes in creative, interesting, and memorable ways.
- **Become** a more time-efficient training professional – and be able to explain the what, why, and how of it all to your training colleagues.

This certificate is designed for trainers, educators, HR staff, training managers and supervisors, learning specialists, and anyone interested in effective training, teaching, and presenting.

CII 2 Online Classroom Instructor

Nov. 29–Dec. 1 ■ Orlando

Jennifer Hofmann

Author, *The Synchronous Trainer's Survival Guide*

HANDS-ON



This hands-on certificate program is an intense workshop designed for classroom instructors and designers that will show you proven techniques for developing and delivering effective learning in the online classroom. Focused on synchronous design and delivery techniques, this certificate goes far beyond the “point and click” navigation basics. Through group activities and individual coaching, you will leave this certificate having designed and delivered a highly interactive synchronous program. At the end of this certificate you will be able to:

- **Determine** which training situations are appropriate for a synchronized environment.
- **Identify opportunities** for blending synchronous modules into your training mix.
- **Demonstrate** the basic competencies for the successful design and facilitation of a synchronous learning event, including the incorporation of effective visual and voice techniques.
- **Describe and use** synchronous tool features.
- **Take the steps** necessary in preparing for a successful synchronous learning event.

This hands-on certificate is designed for trainers, designers, and instructors of live online learning. All participants should have prior experience as participants in synchronous learning events.

IDI and CII 2006
offer seven in-depth
3-day certificate
programs

Visit our Web site at www.trainingmagevents.com for details and registration.

CII3 Classroom Games Instructor

Nov. 29–Dec. 1 ■ Orlando

Sivasailam Thiagarajan

Author, *Design Your
Own Training Activities*



This practical, hands-on certificate will help you create, use, and modify games to meet your classroom training needs. This workshop will include presentations, discussions, and creative activities designed to teach you sound theory, principles, and best practices for creating classroom games that keep your learners engaged and help them to apply new knowledge outside the classroom.

This certificate will help you empower participants to determine the scope and sequence of activities in corporate training and team-building situations—while incorporating real learning goals and objectives. The workshop deals in-depth with many types of innovative and effective games, simulations, and activities, including: structured sharing, interactive lectures, card games, board games, instructional puzzles, e-mail games, interactive storytelling, role playing, and action learning. At the end of this certificate, you will learn to:

- **Define** training games, activities, and simulations—distinguish among different types, and specify their advantages and limitations in corporate training.
- **Identify** the most appropriate training game, activity, or simulation format suited to specific performance objectives and participant characteristics.
- **Employ** fifteen strategies for preventing negative and disruptive behaviors in conducting team activities with corporate participants.
- **Use** a seven-stage debriefing model for reflecting on intense experiences and sharing insights derived from them.

This certificate program is designed for instructional designers, trainers, and subject-matter experts who must specify and craft classroom learning.

**Bring your fellow designers.
Train as a team – and save 25%!**
To receive this special discount, fax your registrations to 888-889-4662. For questions on team discounts call 877.445.2524. All team registrations must be submitted together.

training Live & Online

Can't attend face-to-face? These courses are online!

Training Live and Online activities bridge many of the best aspects of our face-to-face certificate programs to the online environment. Training Live and Online Certificate Programs are available exclusively online, and fit around your busy schedule, while still providing the professional know-how and in-depth content you've come to expect from Training Magazine Events.

Training Live and Online Certificates feature live, interactive webcasts, instant messenger chats, discussion boards and online recording for easy access to past sessions for review. Join a group of professionals with like-minded challenges and expectations, find in-depth content to improve your day-to-day work, and learn from renowned instructors who truly want you to succeed—all in a new online format.

For full descriptions and dates visit:
www.TrainingLiveAndOnline.com

Training Manager Certificate

Jean Barbazette

Author, *The Trainer's Journey to Competence*

E-Learning by Design Certificate

William Horton

Author, *Designing Web-Based Training*

Katherine Horton

Author, *E-Learning Tools and Technologies*

E-Learning Solutions on a Shoestring Certificate

Jane Bozarth

Author, *E-Learning Solutions on a Shoestring*

Strategic Rapid E-Learning Certificate

Ray Jimenez

Author, *Rapid E-Learning*

Learning Leadership Certificate

Lou Russell

President/CEO, Russell Martin & Associates;
Author, *IT Leadership Alchemy and Leadership Training*

PowerPoint by Design Certificate

Katherine Horton

Author, *E-Learning Tools and Technologies*

Project Management Certificate

Lou Russell

President/CEO, Russell Martin & Associates; Author, *Project Management for Trainers*

The Total Trainer Program

Judy Hale

Author, *The Performance-based Management: What Every Manager Should Do to Get Results, Performance-Based Evaluation and The Performance Consultant's Fieldbook*

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REGISTRATION FEES:

- Three-Day Certificate Program
Early-bird Rate on/before October 29\$1195
- Three-Day Certificate Program
Regular Rate after October 29.....\$1295

Please indicate your certificate program choice:
 (Select a maximum of one certificate total)

INSTRUCTIONAL DESIGNER INSTITUTE OPTIONS:

- IDI 1 E-learning Designer Certificate
- IDI 2 E-learning with Flash Designer Certificate
- IDI 3 Rapid E-Learning Designer Certificate
- IDI 4 Instructional Developer Certificate

CLASSROOM INSTRUCTOR INSTITUTE OPTIONS:

- CII 1 Training Instructor Certificate
- CII 2 Onlin Classroom Instructor Certificate
- CII 3 Classroom Games Instructor Certificate

TOTAL AMOUNT DUE (US Dollars)

PAYMENT INFORMATION:

- VISA MasterCard Amex Check # _____

Payment in U.S. funds must accompany this form. American Express, VISA, MasterCard, and checks are accepted.

Card Number _____

Print Cardholder's Name _____ Exp. Date _____

Cardholder's Signature _____ Date _____

HOTEL INFORMATION:

IDI and CII will take place at Disney's Coronado Springs Resort and Convention Center, 1001 West Buena Vista Drive, Lake Buena Vista, FL 32830.

Our special conference rate is \$125 single/double. Bring the family! To reserve call 407-939-1020 and identify yourself as an Instructional Design Institute or Classroom Instructor Institute participant.

All reservations must be made by November 3, 2006, to receive discounted rates. Reservations are accepted on a first-come, first-serve basis. For additional details visit www.trainingmagevents.com.

TO REGISTER:

- Online:** www.trainingmagevents.com
- Fax:** 888-889-4662 (credit card payments only)
- By Mail:** IDI/CII 2006, c/o Showcare, 60 Industrial Parkway
 PMB #650, Cheektowaga, NY 14227
- Questions:** Email idiiprograms@showcare.com
 or call: 877-445-2524 (M-F, 9am-8pm EST)

Registrant Information:

Name _____

Title _____ Organization/Company _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Phone Number (required) _____

Fax Number _____

E-mail Address (required) _____

Check here if you require special services.

By providing your information, you explicitly consent to receive fax, telephone, and email communications from Training Magazine Events/IDI/CII under U.S.C. Code 227 and any other applicable regulations.

To help us serve you, please answer the following:

My job title is:

- Check only one.
- 1. President or Above
 - 2. Vice President
 - 3. Director
 - 4. Manager
 - 5. Trainer
 - 6. Supervisor/Coordinator/
Assistant/Specialist
 - 7. Other

Total number of employees in my organization, in all locations:

- Check only one.
- 1. 50,000+
 - 2. 25,000-49,999
 - 3. 10,000-24,999
 - 4. 5,000-9,999
 - 5. 1,000-4,999
 - 6. 500-999
 - 7. 250-499
 - 8. 100-249
 - 9. Less than 100

Your purchasing authority:

- Check only one.
- 1. Have buying authority
 - 2. Influence buying decisions
 - 3. No influence

Size of learning/training budget:

- Check only one.
- 1. Under \$10,000
 - 2. \$10,000 - \$49,999
 - 3. \$50,000 - \$99,999
 - 4. \$100,000 - \$499,999
 - 5. \$500,000 - \$999,999
 - 6. \$1,000,000 +

My organization's primary business activity:

- Check only one.
- 1. Manufacturing
 - 2. Hospitality (food, lodging)
 - 3. Retail
 - 4. Wholesale/Distribution
 - 5. Finance/Banking
 - 6. Real Estate/Insurance
 - 7. Business Services
 - 8. Communications
 - 9. Transportation/Utilities
 - 10. Health/Medical Services
 - 11. Educational Services/
Academic Institution
 - 12. Government and Military
 - 13. Consulting
 - 14. Public Administration
 - 15. Other

Check here and fax back this registration form if you would like to be removed from future mailings.



Your certificate fee(s) include, at no extra cost, a non-deductible subscription to Training magazine (\$79 US value, \$95 Canadian value includes 7% GST, and \$159 value other countries). New subscribers only.

Cancellations:

All cancellations received in writing by November 15 will be subject to a \$50 processing fee. After November 15, substitutions will be allowed in the event the registrant is unable to attend, but no refunds will be issued.

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