

Two-day masterclass
29-30 May 2008, Stamford Plaza, Melbourne

Early bird discount
valid until
1 May 2008



Managing eLearning

Deploying the right strategy to make eLearning flourish in your organisation

This masterclass will provide an interactive environment that will enable you to:

- Develop an effective eLearning strategy
- Work out how eLearning will be implemented
- Define who will help you
- Work out the success criteria

Nigel Paine runs the yearly 'Learning Leaders Academy' with eLearning guru Elliott Masie

Masterclass leader:

Prof. Nigel Paine



Former Chief Learning Officer of BBC and international speaker and consultant

Understand how to strategically approach eLearning and identify the first steps to implement this strategy

Supported by:



eLearning.org.au
E-LEARNING INDUSTRY ASSOCIATION OF VICTORIA

IDM
IDM.NET.AU
IMAGE & DATA MANAGER
FOR PROFILES & VISUAL COMMUNICATION MANAGERS

EINet

E-learning Network of Australasia

Official media partner:

StrategicPATH.
Business Data
MANAGEMENT

Produced by:

ark
G R O U P

Silver Sponsor:

symblont
Designers of effective learning solutions
light, sound, thought

Researched by:

InsideKnowledge

Upcoming event:

Embracing Innovative eLearning Technologies
2-4 June, 2008
Crowne Plaza Darling Harbour, Sydney

* Special rates for your company for attending both events

www.arkgroupaustralia.com.au

Due to the interactive nature of the event numbers are strictly limited.

Managing eLearning

Deploying the right strategy to make eLearning flourish in your organisation

During the last decade the eLearning industry has rapidly developed and become an important way of training and educating workforces. This is especially true when learning budgets are falling rather than rising. The rapid uptake of new and more advanced technologies on the market has resulted in growing pressure to innovate the learning function within organisations. The difficulty is in knowing what direction to take and how to manage the use of technology within the bigger technology profile of your organisation.

Therefore, many organisations face difficulties in implementing eLearning initiatives successfully and maintaining consistent quality. Common challenges and implementation obstacles include lack of executive management support for eLearning and ineffective project management planning and practices

as well as dealing with constantly changing technologies and approaches.

In order to be able to lead the learning and development function into eLearning, you will need a clear strategy alongside a solid governance model.

This two-day masterclass will provide you with an opportunity to interact with the masterclass leader and other attendees to really gain a better understanding of how to strategically approach eLearning. You'll leave this masterclass enthused and full of ideas to integrate into your learning and management strategy and you will identify the first steps to take when you get back to your workplace.

About your masterclass leader:

Prof. Nigel Paine is a former Chief Learning Officer at the BBC and international speaker and consultant.

Nigel is a change-orientated leader with a worldwide reputation and a unique grasp of media, learning and development in the public, private and academic sectors. He has extensive experience in leadership and consultancy with public sector broadcasters, SMEs, global industry players, government and education institutions. His consultancy focuses on use of learning technologies, organisational development, leadership, audiences, creativity and excellence.

He also writes regularly for journals in Australia, the UK and the US and runs the yearly Learning Leaders Academy with eLearning guru Elliott Masie.

Nigel is a strategic thinker able to motivate, lead and drive organisations forward to deliver business and training objectives. Nigel is an outstanding public speaker who has worked in over 30 countries worldwide. He will bring a unique international perspective to this masterclass.



Who should attend?

Managers of Organisational Learning Strategies, Organisational Development Managers, Managers of Business Improvement, Group Development Managers, Directors of HR, Change Managers, Education and Training Managers, eLearning Managers/Directors, Heads/Managers of Learning and Development and Managers of Online Learning.

Attend this event as well:

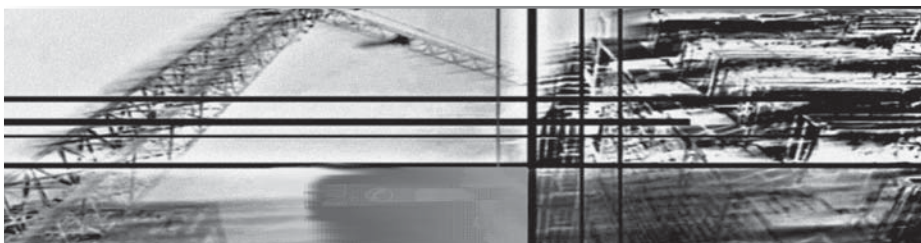
Embracing Innovative eLearning Technologies

Aligning instructional design and emerging technologies with learner capabilities and needs

2-4 June, 2008

Crowne Plaza Darling Harbour
Sydney

Call 1300 550 662 to enquire about special pricing for your company to attend both events.



Day One – Thursday, 29 May 2008

8.45 Registration and refreshments

9.15 Introduction and welcome

Nigel will introduce the masterclass objectives and discuss how the day will proceed. Attendees will have the opportunity to participate in a brief 'getting to know you' exercise, so that everyone is familiar with fellow attendees' backgrounds and what they hope to achieve from the masterclass.

9.30 What are the problems you face implementing eLearning?

- Resource issues
- Skill issues
- Vision/strategic issues

10.45 Morning refreshments and networking

11.00 Case study one

- How to make eLearning work
- How to deal with the technology buzz
- Dealing with the IT specialists

12.30 Networking lunch

1.30 The issues so far

- What do we need to bear in mind?
- Who do we need to talk to?
- Who are the stakeholders?

3.15 Afternoon refreshments and networking

3.30 Building an eLearning team

- Who do I need to employ?
- Who do I need to source?
- What networks do I need to be in?

4.30 Wrap-up and end of day one

Day Two – Friday, 30 May 2008

8.45 Registration and refreshments

9.15 Recap and introduction to day two

- What did you learn from day 1?
- What questions remain unanswered?

9.30 Case study two: building an eLearning strategy

- What is in and what is out of scope?
- Are there any key performance indicators (KPIs)?
- How do I build an eLearning strategy?

10.45 Morning refreshments and networking

11.00 Making the strategy work

- How to keep it on track
- Involving stakeholders
- Reporting in performance

12.30 Networking lunch

1.30 Pulling it all together

- What have we learnt?
- Sharing experiences
- Generating conclusions

3.00 Afternoon refreshments and networking

3.15 What will I do now that I would not have done before this masterclass?

- Action list
- Find a buddy
- Make a commitment
- Take aways and insights to share

4.30 Wrap-up and end of masterclass

Preparing for this masterclass:

Attendees are invited to submit specific eLearning challenges that they would like to have discussed during the masterclass.

Please email your challenges to kchambers@arkgroupasia.com at least two weeks prior to the masterclass. If you do not want your organisation identified, use a pseudonym such as BigBankCo, or SmallRetailCo to indicate the industry involved and the size of the organisation.

Recommended reading:

Nigel Paine, *Why it is great to be a learning leader* Training Australia Magazine, Winter Issue 2007. Download a free copy at: <http://www.trainingaustraliamagazine.com.au/home.htm>

Nigel Paine, *Is learning out of control in your organisation?*, Learning Technologies Magazine, December 2007. Download the article at: http://www.learningtechnologies.co.uk/magazine/article_full.cfm?articleid=250&issueid=26§ion=0



Fax back this form on
+61 1300 550 663



Tel: +61 1300 550 662

4 ways to book



aga@arkgroupasia.com
www.ark-group.com



Ark Group Australia Pty Ltd
Main level, 83 Walker Street,
North Sydney, NSW 2060

Managing eLearning

29-30 May 2008, Stamford Plaza, Melbourne

MM-Web

	Masterclass
Standard Pricing	<input type="checkbox"/> \$2395 + GST = \$2634.50
Early Bird exp: 01/05/08 <small>Not valid with any other offer</small>	<input type="checkbox"/> Save \$200 \$2195 + GST = \$2414.50
Member Discount exp: 01/05/08 <small>I am a member of eLearning Association and ENet. Not valid with any other offer</small>	<input type="checkbox"/> Save \$300 \$2095 + GST = \$2304.50

Please specify organisation for verification.

Organisation Name _____

Address _____

Postcode _____

Phone _____

Fax _____

Name

Job Title

Email Address

Delegate 1 _____

Delegate 2 _____

Delegate 3 _____

Delegate 4 - FREE _____

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.
In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest.
If you do not wish to receive this service, please tick this box

Event venue and accommodation

Preferential rates are available at the Stamford Plaza, Melbourne. Please contact the hotel directly to make your reservation, quoting reference 'ARK2805'.

Stamford Plaza Melbourne
111 Little Collins Street
Melbourne VIC 3000
Telephone: +61 3 9659 1000
Facsimile: +61 3 9659 0999
www.stamford.com.au/spm/

Group Discount

**When you bring a team of three,
you can bring a 4th delegate for free!**

Inside Knowledge

As the world's premier KM resource, Inside Knowledge magazine is written by KM professionals, specifically to help you overcome these challenges. That is why many of the world's leading organisations use Inside Knowledge magazine as a practical guide to extracting the maximum value from their intellectual assets.

www.ikmagazine.com