

**Two-day masterclass
28 - 29 January 2010
Rydges World Square, Sydney**

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bird discount

eLearning 2.0 – Are you ready for the future?

Developing and implementing organisational eLearning in a Web 2.0 world

Masterclass leader:

**John Girard
Associate Professor
Minot State University**



Discover strategic approaches to make eLearning successful in the current economic climate

Hear from an eLearning expert who has presented at events in the US, Canada, Europe, Asia, Africa, Australia, and South America

This masterclass will provide a trusted environment in which you will:

- Consider the future learning needs of your workforce
- Review your eLearning strategy through the lens of the next generation
- Assess the business value of emerging eLearning trends
- Evaluate open source eLearning
- Learn from others' eLearning successes and failures

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Official Event Report

eLearning Toolkit

By Elspeth McKay



Produced by:



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Please note: Due to the interactive nature of this event numbers are strictly limited

eLearning 2.0 – Are you ready for the future?

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Why is this masterclass relevant to you?

As the millennial generation enters the workforce, there is a growing belief that organisations must adapt their time-tested learning techniques to meet the needs of Generation Y.

Is your organisation ready for this eLearning transformation? Is the change necessary? Given the current economic climate, is such a transformation possible? This masterclass will answer these and other relevant, time-sensitive questions about eLearning.

Who should attend?

Managers, Directors and other Professionals responsible for:

- eLearning
- eLearning Content
- Learning and Development
- Online Learning
- Instructional Design
- Program Development
- Business Improvement
- Courseware Design and Development
- Change Management
- Education and Training
- IT Development
- Technology
- Web Content
- Web 2.0 and Collaboration
- Online Learning
- Human Resources

About your Masterclass leader:



John Girard
Associate Professor
Minot State University

John P. Girard, Ph.D. is dedicated to developing and implementing high quality learning opportunities. Having spent two decades considering the merits of the next big thing, John is convinced that the best learning experiences, virtual or real, are engaging, exciting, and learner-focused. John's training and education experience includes developing and marketing educational software, designing and hosting training providers' web presences, training policy for a large UK-based organisation, simulation procurement for a Canadian government department, and most recently as an associate professor at a US-based University where he is known as an innovative virtual learning guru.

John speaks regularly on subjects such as knowledge management, social media, and organisational learning. He has spoken in the US, Canada, Europe, Asia, Africa, Australia, and South America at such events as KM World, APQC's Knowledge Management Conference, the World Congress on Intellectual Capital, KM Australia, InfoVision India, and many others. John has undertaken training and consulting assignments for clients such as the Department of National Defence, Canadian Forces College, Canadian International Development Agency, US Department of Labor, Job Corps, Ark Group, Success Steps, and the Dubai Municipality.

John is actively engaged in research, having written more than 20 articles and chapters for peer-reviewed or trade journals and books.

DAY ONE

Thursday, 28 January 2010

8.45 Registration and refreshments

9.15 Introduction and welcome

John 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 Learning in a Web 2.0 world: thinking outside the classroom

A major challenge facing many organisations is the development and implementation of learning resources that cater to the wants and needs of today's knowledge workers. This session will examine whether the time-tested techniques of the baby boomer generation are the most appropriate for the millennial workforce.

10.45 Morning refreshments and networking

11.00 Torii model for eLearning

This session will focus on the practitioner-focused Torii model, developed by John to help organisational leaders consider knowledge sharing and learning in a holistic fashion. The foundation of the model, the so called TLC of eLearning, is the triad of technology, leadership, and culture. Building on the foundation are process and measurement, all of which are essential ingredients of successful eLearning 2.0 implementations.

12.30 Networking lunch

1.30 Emerging trends in eLearning

During this session attendees will explore, in an interactive fashion, the emerging trends in the eLearning space. The session begins with a review of recent survey data on how organisations are using eLearning. Next, attendees will distil the top 10 eLearning trends of today. The session culminates with an examination of the next "big things" on the horizon.

3.00 Afternoon refreshments and networking

3.15 eLearning café

Modelled from the World Knowledge Café, the eLearning Café provides an opportunity for participants to take a deep dive into the emerging trends with a view to determining how these trends will help them achieve their organisational objectives.

4.30 Wrap-up and after action review of day one

DAY TWO

Friday, 29 January 2010

8.45 Registration and refreshments

9.15 Recap and introduction to day two

John will introduce the objectives for the second day and outline today's proceedings. Attendees will re-cap what they learned from the previous day and detail their expectations for the day to come.

9.30 Open source learning: do you get what you pay for?

In the past number of years many organisations have considered adopting open source learning management systems. Others are turning to the Open Courseware Consortium for free learning modules. Still some look to YouTube and other online collections for access to quality eLearning opportunities. Do these *free* resources create value?

10.45 Morning refreshments and networking

11.00 Social learning: fact, fiction, or fallacy?

Perhaps one of the most debated issues in the eLearning domain surrounds the concept of social learning. During this session we will consider the business value of the shift in thinking and if we should consider moving from the traditional teacher-student model to one based on collaborative learning. Included are several case studies of social learning tools and techniques.

12.30 Networking lunch

1.30 Launching an eLearning 2.0 project

What are the questions we should consider before launching an eLearning project? In this session attendees will consider the who, what, where, why, and how of eLearning. The session concludes with a discussion of eLearning resources available to attendees.

3.00 Afternoon refreshments and networking

3.15 eLearning café

This second eLearning café provides an opportunity for attendees to discuss the merits of open source learning and/or social learning. Will these emerging concepts work in your organisation?

4.30 Wrap-up and end of masterclass

Ask the expert



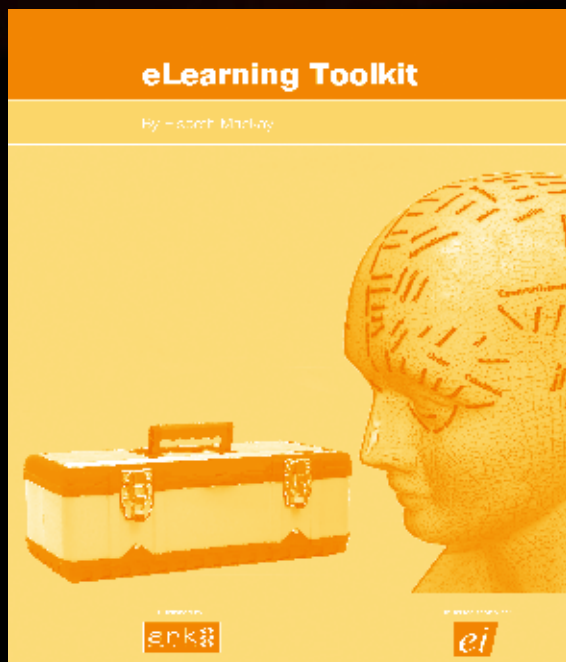
Attendees are invited to submit specific eLearning challenges that they would like to have addressed during the masterclass.

Please email your challenges to aootes@arkgroupasia.com at least one week 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.

Official Event Report eLearning Toolkit

This latest study focuses on the human dimensions and the transportable nature of eLearning/eTraining, forming an important part of the social networking that transpires in all parts of our daily lives.

The report presents eight eLearning case studies written by academic researchers in a mix of corporate/industry sector training and education sector online learning programmes. While these case studies are located in the Asia-Pacific region, the professional training practice as it applies to the Australian view is threaded throughout this eLearning Toolkit.



Author: Elspeth McKay
Pages: 102

Delegate Special

**Delegates at this masterclass are entitled to receive a substantial discount on this report. You can register using the 'Masterclass + Report' package*

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For more information on this essential report or to enquire about our special delegate offer, please email aga@arkgroupasia.com or call 1 300 550 662

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	Masterclass	Masterclass + eLearning Toolkit
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I have read and accepted the booking conditions

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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.

Event venue and accommodation

Preferential rates are available at the Rydges World Square. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

Rydges World Square, Sydney

389 Pitt Street
Sydney NSW 2000

Telephone: +61 2 8268 1888

Book online at: www.rydges.com/cwp/arkgroup

Group Discount

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

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Michael Moorcraft:

Phone: 1 300 550 662

Email: m Moorcraft@arkgroupasia.com

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