

Two-day masterclass
3 - 4 August 2010
The Swanston Hotel Grand Mercure, Melbourne

Book before
8 July 2010
to receive your
early bird discount

Advanced eLearning: it's all about you

Moving beyond the hype and making
eLearning work better in your organisation

Masterclass leader:



Marc Nimes, Vice-President,
eLearning Industry Association
of Victoria; Principal, Think eLearning

Engage in
pre-event dialogue
with your expert
presenter

Discuss tools and
techniques you can
use to improve the
maturity of your
eLearning program

Special offer:



Book early to receive a pre-event brief by phone
with Marc! Determine what you would like to
achieve from the masterclass before attending.

Please note: bookings must be made at least one week prior to the event to ensure call

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

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Moving beyond the hype and making eLearning work better in your organisation

Why is this masterclass relevant to you?

eLearning is becoming an increasingly efficient way of training employees to improve their knowledge of simple tasks associated with their role, advance professional development and adhere to statutory requirements.

The reduced training costs, improved opportunities for collaboration and increased potential for knowledge retention means a growing number of organisations are implementing eLearning programs, but in doing so they have to deal with the technology issues, hidden costs and cultural resistance that can occur.

Most eLearning practitioners also realise that negating these issues and getting an eLearning program successfully introduced into their organisation is only half the battle. They are also charged with the responsibility of keeping up to date with the tools and knowledge that will enable increased uptake of eLearning or blended solutions to deliver their specific organisational outcomes. In successfully doing so, they are better able to assist their organisations to develop a mature eLearning agenda that grows and aligns with the strategic direction of the organisation.

This two-day masterclass will provide an interactive environment in which to explore vital issues associated with moving beyond the initial implementation of an eLearning project towards an efficient organisational learning platform. You will walk away with "how to" and "when to" plans for your organisation, by using industry tools and workshop facilitation to flesh out the real issues and opportunities.

Who should attend?

Professionals, Managers, Directors and other individuals responsible for advanced:

- 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
- Online Learning
- Human Resources

About your Masterclass leader:

Marc Niemes, Vice-President, eLearning Industry Association of Victoria; Principal, Think eLearning

Marc Niemes has founded and commercialised a myriad of organisations in the eLearning and Internet space over the last 15 years. Many are now part of larger learning solutions offered by Telstra, Commander, Eftel, ANZ Bank and Philips Electronics, just to name a few. He is also Founding President of the eLearning Industry Association of Victoria (elearning.org.au).

There are three passions that drive him: people, learning and technology. To date, he has provided eLearning applications that have resulted in over 5.2 million online course completions across primary and secondary schools, leading corporations and their associations.

Marc is widely regarded in the eLearning and technology industry, having been published in BRW, The Financial Review, The Australian, and dozens of industry magazines. He has also hosted and prompted debate at various events.

Masterclass Agenda

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DAY ONE

Tuesday, 3 August 2010

8.30 Registration and refreshments

9.00 Introduction and welcome

Marc 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.

Marc Niemes, Vice-President, eLearning Industry Association of Victoria; Principal, Think eLearning

9.30 What does your organisation really think about your eLearning offering?

- What do business managers and your learners want? What do you want?
- Refining your eLearning plan to cater to wants and needs
- Industry census results for K-12, TAFE, government and corporate sectors
- Specific results for the attendee list

12.30 Networking lunch

1.30 The local and international eLearning experience and how it impacts on ongoing eLearning development

- Best practice examples and measurement metrics
- What content is king in the Australian market?
- What are Australians buying and what are we exporting overseas?
- How do you stack up?

4.30 Wrap-up and end of day one

DAY TWO

Wednesday, 4 August 2010

8.45 Registration and refreshments

9.15 Recap and introduction to day two

Marc will introduce the objectives for the second day and discuss how the day will proceed. Attendees will re-cap their learnings from the previous day and detail their expectations for the day to come.

Marc Niemes, Vice-President, eLearning Industry Association of Victoria; Principal, Think eLearning

9.30 Improving the potency of your eLearning offerings

- The top 10 mistakes made by organisations: implementing eLearning and why Years 2, 3 and 4 are the hardest, yet have the highest potential to increase adoption
- Driving uptake and sustained use by incorporating aspects the eLearning Governance Framework
- Harnessing informal networks around learning
- Should you really care about social networks including Twitter and YouTube?

12.30 Networking lunch

1.30 Strengthening your learning plans for sustained organisational learning and development

- Is the stand alone Learning Management System (LMS) dead?
- What about IT?
- Moving from an HR cost centre to a corporate profit centre, adding dollars and knowledge to the organisation's bottom line
- Getting through the e//blended mix to find clarity of solution and vision

4.30 Wrap-up and end of masterclass

RECOMMENDED RESOURCES

eLearning Toolkit

The toolkit presents eight e-learning 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 E-learning

<http://tinyurl.com/elearningtoolkit>

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 sbailey@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.



5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662
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FAX: +61 1300 550 663
+61 (02) 8913 4099

EMAIL: aga@arkgroupasia.com
WEB: www.arkgroupaustralia.com.au

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PUT YOUR DETAILS HERE:

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	Masterclass
Standard Pricing	<input type="checkbox"/> \$2395 + 10% GST = \$2634.50
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Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th – 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.

Event venue and accommodation

Best available rates at the Swanston Hotel, Grand Mercure. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

The Swanston Hotel Grand Mercure

195 Swanston St
Melbourne Victoria,
Australia 3000
Phone: 1300 650 315
or +61 3 9663 4711

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 Bhuwan Rai:

Phone: 1 300 550 662

Email: aga@arkgroupasia.com

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