

The Australian eLearning Congress

Mobile learning

Strategy

Games

Change

Social Media

7-9 February 2012: Citigate Central Sydney

Informal and social learning

The largest eLearning business case study event in Australia

Exhibitor:



We are proud to have an expert panel of speakers presenting eLearning case studies of their work conducted at :

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Rio Tinto

AGL Energy

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Brightstar Corp

Allianz Australia

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Charles Sturt University

Just In Time Interactive

Department of Defence

Metropolitan Fire Brigade

Australian National University

Performance Leaders Australia

Macquarie ICT Innovations Centre

The Australian Computer Society

Department of Education and Communities NSW

Connect Thinking

Post-Congress Workshops

Thursday, 9 February 2012

A

Planning, recording, editing and publishing video based training content using smart devices

Take a page out of your training manual and you will take back with you a fully functional QR interactive programme devised from your manual

Facilitated by:

Rodney Payne, CEO / Founder, Just In Time, Interactive

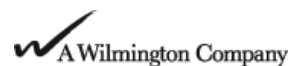
B

eLearning technologies: building, buying, renovating? How to make sure your IT partnership works for you in big eLearning projects.

Facilitated by:

Andrea Barrett, Director Information and Learning Services, LearnPros

Produced by:



The Australian eLearning Congress

The largest eLearning business case study event in Australia

Workforce training is widely recognised as an important force driving business performance. Professionals involved in learning and development are therefore continuously looking for ways to make sure they are delivering the training the organisation needs, and that people want to do and actually learn from.

Over the past decade eLearning has become an important feature of the training and learning landscape, because of its time and cost efficiency and flexible way of getting knowledge across to the targeted people. However, the world of eLearning is constantly changing and new technology, more recently mobile and social technology, are being introduced.

This two-day congress will provide you with opportunities to hear timely and topical case studies from organisations who have successfully implemented eLearning and deployed emerging tools and technologies.

You'll hear about:

- Demonstrating the benefits and ROI of eLearning
- Developing successful strategies for eLearning implementation
- The capabilities of games and mobile and social technology in achieving your objectives
- Leveraging informal and social learning and knowledge sharing
- Engaging learners and creating a culture of continuous learning and development

POST-Congress WORKSHOPS: Thursday, 9 February 2012

A

Planning, recording, editing and publishing video based training content using smart devices

Take a page out of your training manual and you will take back with you a fully functional QR interactive programme devised from your manual.

Registration: 9.00 am

Workshop time: 9.30 am - 12.30pm

Facilitated by: *Rodney Payne, CEO/Founder, Just In Time Interactive*



About the workshop:

In this practical hands-on workshop participants will have the ability to plan, record, edit and publish rich interactive video based training and as a result will be empowered with the skills and knowledge to apply this training methodology back within their organisation.

The workshop facilitator will demonstrate how to plan video based training content in a structured way, how to record and edit content, and how to implement more advanced editing. Participants will have the opportunity to practically:

- Apply the planning process and design to their own training templates
- Practice recording, editing, publishing and reviewing their content
- Create a video based assessment associated to their training
- Test their training and associated assessments on each other and validate the content they created covers everything required

All participants will be provided a flash drive with the training content they create during this half-day workshop, including content created by others if they wish to share.

Participants are encouraged to think about a specific training issue or scenario they face within their own organisation and would like to address prior to the workshop, in this way making the workshop 100% relevant to their current situation.

See <http://tiny.cc/u4idv> for an example interactive training demo.

About your workshop leader:



Rodney Payne has over 25 years of experience in electronics, software and multi-media. Starting his career as a Radio Technician in the RAAF and then moving into industry. Today he works with various companies and organisations consulting and implementing custom turn-key training solutions, enabling organisations to significantly reduce training costs while at the same time improving regulatory compliance and associated safety. Rodney has successfully implemented his solutions within, amongst others the finance, mining, power distribution, flight training, trucking, disabilities and child care industries.

B

eLearning technologies: building, buying, renovating? How to make sure your IT partnership works for you in big eLearning projects

Registration: 1.00 pm

Workshop time: 1.30 pm - 4.30pm

Facilitated by: *Andrea Barrett, Director Information and Learning Services, LearnPros*

About the workshop:

After you've captured your vision for learning technologies in your organisation and you're working up your strategy, you will need to consider how your approach can make the best use of your IT partners – internally and externally. The only problem is they often sound as incomprehensible as your electricians and plumbers. What can they do for you? And how do you ask them for it?

This workshop will give you a clear roadmap to work with IT partners, and provide you with essential tools and tips to ensure that you know what to ask for, when to ask for it and how to ensure that you don't get unpleasant surprises just before they hand over the keys to your learning technology environment.

About your workshop leader:



Andrea Barrett has over 15 years experience in the learning, elearning and communications field. She has worked with leading Australian organisations in the public and private sector to develop learning and organisational development strategies and programs that incorporate new technologies and innovative approaches for optimum workforce performance.

Andrea has been involved in the elearning field since 1999, with understanding of client and vendor issues and processes related to strategy, technology, instructional and learning design and development. She has lectured in elearning design and theories at the University of Technology Sydney, and is a member of the steering committee for the UTS elearning alumni. Andrea works with public and private sector organisations to buy, build, renovate and innovate their learning and technology visions.

Feedback past Ark Group eLearning events

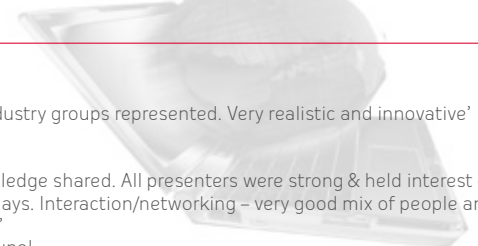
'Very inspiring two days. I have a great deal of information and many ideas to take back to the team. Thank you'
- Suncorp -

'Hearing case studies of actual implementations using eLearning was extremely useful'
- Worksafe Victoria -



'Thanks Ark, you floated my boat'
-ANZ -





'Enjoyed the variation of industry groups represented. Very realistic and innovative'
- Clayton Utz -

'Great level (depth) of knowledge shared. All presenters were strong & held interest – engaging. Very strong two days. Interaction/networking – very good mix of people and more interactive than usual'
- Mental Health Review Tribunal -









DAY ONE - Tuesday, 7 February 2012

- 8:45 Registration and refreshments
- 9:15 Chairperson's opening remarks
Diane Gatto, Director, Performance Leaders Australia
- 9:30 eLearning should be like a movie: engaging, motivating and memorable
Scott Mengel will present for discussion excerpts from three packages, developed for Department of Defence, that have utilised these three areas well and not so well.

Scott Mengel, Education Training & Development Officer, Department of Defence
- 10:15 Interactive discussion: Building a business case for eLearning
Hear a short introduction from the facilitator, and then have the opportunity to participate in the discussion and gain a better understanding of the topic.
- Demonstrating and marketing the value of eLearning
 - Outlining the factors that contribute to ROI of eLearning
 - Identifying and responding to business needs
 - Obtaining senior management support
- Facilitated by: *Michael Abulencia, eLearning Technical Developer, Virgin Australia*
- 11:00 Morning refreshments and networking
- 11:30 Developing an effective L&D strategy - a GrainCorp **case study**
- Aligning your L&D strategy with your organisation's business goals
 - Identifying learning gaps and developing strategies for workforce development
 - Obtaining stakeholder buy-in across the organisation
- 
Ashley Cooper, Learning Manager, GrainCorp
- 12:15 Getting blended learning off the ground – an Allianz Australia **case study**
- Combining the best of online and face to face education
 - Investigating the characteristics of optimal blends for learning
 - Improving connections between the virtual and physical elements of blended courses

- 
Danielle Lucas, Senior Learning and Development Consultant; Hilary Haynes, Learning and Development Manager for Operations, Allianz Australia
- 1:00 Networking lunch
- 2:00 Developing interesting, challenging and engaging eLearning content – a Housing NSW **case study**
- Assessing the instructional needs for maximum learning?
 - Building scenario-based learning content that hits the mark and is interesting
 - Evaluating the programs effectiveness in transferring learning to the workplace
- 
Alison Schiena, Senior Project Officer, Learning and Performance, Housing NSW
- 2:45 Accelerating workforce development through the facilitation of informal and social learning opportunities – a Brightstar Corp **case study**
- Aligning and leveraging formal and informal learning and knowledge sharing
 - Building online social networks and communities of learning
 - Promoting learner collaboration and user-generated content
- 
Kevin Hayes, Global Head of Knowledge and Learning, Brightstar Corp
- 3:30 Afternoon refreshments and networking
- 4:00 Lessons learned from work-based virtual learning environments: a consulting firm **case study**
- Getting clear on the purpose
 - Approaches to virtual learning design
 - Lessons learned on implementation
 - The changing practice of learning professionals
- 
Alison Bickford, Director, Connect Thinking, EdD Candidate, UTS
- 4:45 Chairperson's closing remarks and end of day one

DAY TWO - Wednesday, 8 February 2012

- 8:45 Registration and refreshments
- 9:15 Chairperson's opening remarks
Diane Gatto, Director, Performance Leaders Australia
- 9:30 Work-Integrated-Learning with E-books and E-Learning
- Forming small multi-disciplinary teams of students
 - Setting workplace-relevant student tasks
 - Delivering course content in tablet-ready format
 - Encouraging students to work together on-line
- Tom Worthington, Adjunct Senior Lecturer, Australian National University; Course Designer, The Australian Computer Society*
- 10:15 Achieving successful eLearning with limited resources: a Sony Australia **case study**
- Assessing the capabilities and limitations of freely available tools
 - Presenting examples of other cost-effective solutions
 - Ensuring value for money
- 
Will Ford, eLearning Content Author, Sony Australia
- 11:00 Morning refreshments and networking
- 11:30 Implementing eLearning in your organisation – an AGL **case study**
- Translating and embedding educational theory into eLearning practices
 - Key elements you need to consider for successful eLearning implementation
 - Crucial steps and challenges experienced along the way: what worked and what didn't?
- 
Jane Marsden, eLearning Manager; Stephanie Ley, eLearning Manager, AGL Energy
- 12:15 Using game design and virtual worlds for creation of interesting and engaging learning courses – a Department of Education and Communities NSW **case study**
- Game design as a foundation for learning, innovation and change
 - Key elements and issues in applying gamification to education
 - Overcoming issues such as attitude, limited bandwidth and budgets
 - Determining the most effective technologies to invest in for the most effective outcome

- 
Cathie Howe, Game Design Project Manager, Macquarie ICT Innovation Centre; Teacher, Department of Education and Communities NSW
- 1:00 Networking lunch
- 2:00 Creating and executing a successful mobile learning strategy – a Charles Sturt University **case study**
- Incorporating mLearning into your eLearning programmes
 - Outlining the capabilities and limitations of current mobile devices for eLearning
 - Requirements for mobile learning to be effective
 - Building content for mobile devices
- 
Associate Professor, Philip Uys, Director, Strategic Learning and Teaching Services, Charles Sturt University
- 2:45 Mobile training with QR codes – Metropolitan Fire Brigade, Rio Tinto and Red Rooster **case studies**
- Transforming any paper based documentation into interactive training
 - Learn how anyone can make rich on-demand training with no prior experience
 - Discover how simple it can be to harvest tacit knowledge from anyone within minutes
 - See first hand how the concept of "search" may soon be replaced with "instant find"
- 
Rodney Payne, CEO / Founder, Just In Time Interactive
- 3:30 Afternoon refreshments and networking
- 4:00 Interactive discussion: Creating a learning organisation
Hear a short introduction from the panelists, then discuss the topic with them and the other attendees.
- Generating a culture of continuous learning and improvement"
 - Making learning and development a part of the everyday work
 - Creating a work environment where you apply learning while working, not apart from it
- 
Panelists- Kevin Hayes, Global Head of Knowledge and Learning, Brightstar Corp; Associate Professor, Philip Uys, Director, Strategic Learning and Teaching Services, Charles Sturt University
Facilitated by: *Diane Gatto, Director, Performance Leaders Australia*

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662
+61 (02) 8913 4000

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

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

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

The Australian eLearning Congress

AB- WEB

7-9 February 2012, Citigate Central Sydney, Sydney

PUT YOUR DETAILS HERE (PLEASE PRINT):

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	Congress + 2 Workshops	Congress+ 1 Workshop A or B	Congress only	Workshops A or B
Standard pricing	<input type="checkbox"/> Save \$200 \$3885 + GST = \$4273.50	<input type="checkbox"/> Save \$100 \$3290 + GST = \$3619	<input type="checkbox"/> \$2695 + GST = \$2964.50	<input type="checkbox"/> \$695 + GST = \$764.50
Early bird (exp: 13/01/2012) Not valid with any other offer	<input type="checkbox"/> Save \$400 \$3685 + GST = \$4053.50	<input type="checkbox"/> Save \$350 \$3040 + GST = \$3344	<input type="checkbox"/> Save \$200 \$2495 + GST = \$2744.50	<input type="checkbox"/> Save \$60 \$635 + GST = \$698.50
Member discount (exp: 13/01/2012) <small>I am a member of ASTC (VIC,NSW), IIM, Sola, MAANZ, AIMIA, elearning.org.au, ACS</small>	<input type="checkbox"/> Save \$500 \$3585 + GST = \$3943.50	<input type="checkbox"/> Save \$450 \$2940 + GST = \$3234	<input type="checkbox"/> Save \$300 \$2395 + GST = \$2634.50	<input type="checkbox"/> Save \$100 \$595 + GST = \$654.50

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th			

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 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

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Event venue and accommodation

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If you are interested in sponsoring or exhibiting at this event please contact Bhuwan Rai
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