

Two-day connected forum and workshops
9 - 11 February 2010, Rydges Melbourne

Book before
8 January 2010
to receive your
early bird discount

eLearning

Enhancing organisational performance through
innovative learning tools and strategies

Post-forum workshops: Thursday, 11 February 2010

Workshop A: eLearning challenges: coping with uncertainty
Facilitated by: *Mark Vollmer, Director of Learning Solutions, ABA Learning*

Workshop B: Cool tools for creating engaging eLearning activities
Facilitated by: *Debbie Soccio, Senior eLearning Consultant, e-Works;*
Victorian eLearning Coordinator, Australian Flexible Learning Framework;
Howard Errey, Senior eLearning Consultant, e-Works;
Ken Gooding, Senior eLearning Consultant, e-Works

Gain practical
insights on how to
deliver useful and
rapid eLearning
solutions within
your organisation

Participate in
interactive sessions
that will allow
you to share
practical eLearning
implementation and
integration tips

Hear from our expert panel of speakers:

AXA Australia
CPA Australia
Foster's Group
e-Works
Australian Flexible Learning Framework
NSW Department of Education and Training
University of Technology Sydney
Headshift
Australian Centre for the Moving Image
Mental Health Review Tribunal
NSW Department of Corrective Services
Victoria University
ABA Learning & Development
Department of Justice (VIC)
Holmesglen TAFE
Gloria Jean's Coffees International
Officeworks
AMP

Bronze Sponsor:

Nine Lanterns 9™

Endorsed By:



Supported by:

Australian Flexible Learning Framework
supporting e-learning opportunities



Official Media Partner:

Convergence
& Collaboration
STRATEGY
CCStrategy.com.au



www.arkgroupaustralia.com.au

eLearning

Enhancing organisational performance through innovative learning tools and strategies

The last decade has seen a significant expansion in eLearning adoption for education and training in Australia. However, the industry is currently in an adjustment curve where corporate demands and the economic forecast put a lot of pressure on learning and development in general, and on eLearning in particular.

Presently eLearning professionals are looking for ways to demonstrate the ROI of eLearning systems, reduce production times and costs through designing efficient rapid eLearning programs, and optimise the use and integration of emerging eLearning tools, products and resources.

Organisations are also exploring ways to create online learning communities that engage learners in the transfer of knowledge across the organisation and enhance organisational performance.

This two-day connected forum will provide you with opportunities to hear timely and practical eLearning case studies. You'll be armed with techniques to:

- Prove ROI and overcome organisational resistance to eLearning adoption
- Develop and implement effective and rapid eLearning courses
- Integrate your eLearning system into your organisational infrastructure
- Select the technological solution that fits your needs and demonstrates value for money
- Create effective, appealing and engaging training programs to achieve organisational performance enhancement
- Utilise the full potential of emerging learning technologies

Post-forum workshops: Thursday, 11 February 2010

Workshop A: eLearning challenges: coping with uncertainty

Registration: 9.00 am
Workshop starts: 9.30 am
Workshop ends: 12.30 pm

Facilitated by:

Mark Vollmer, Director Learning Solutions, ABA Learning

About the workshop:

This half-day interactive session will feature discussions and reviews of the technical, strategic and corporate challenges for eLearning now and into the future. What are the current challenges as they stack up against technical issues, corporate economics and long term developments? Be a part of an interactive analysis of not just what is happening in Australia, but around the world so you can be prepared.

About your workshop leader:

Mark Vollmer has been working in the online world since the early days of interactive learning in the 1980s. Mark has developed numerous training programs utilising various technology platforms and systems. Mark engineered one of the first deployments of Interactive C.A.I. Learning for the telecommunications industry in Australia in 1992.

Mark is bringing online guests to the session so participants will be able to get additional commentary from international experts and actively see the creative options that can be applied in learning.

Workshop B: Cool tools for creating engaging eLearning activities

Registration: 1.00 pm
Workshop starts: 1.30 pm
Workshop ends: 4.30 pm

Facilitated by:

Debbie Soccio, Senior eLearning Consultant, e-Works; Victorian eLearning Coordinator, Australian Flexible Learning Framework;
Howard Errey, Senior eLearning Consultant, e-Works;
Ken Gooding, Senior eLearning Consultant, e-Works

About the workshop:

There are countless ways to present material to learners, but which ones will encourage high level engagement and help participants retain the learning required? The concept of learning design helps designers to choose appropriate learning experiences for the learners and for what is to be learned. The learning design used in online learning materials describes the strategies and technologies used by the learning designer to engage learners.

In this hands-on workshop participants will have the opportunity to experience and play with a range of different technology tools that can be used to enhance or build an integrated, engaging online learning program for a reasonable cost!

This workshop has specific relevance for workplace trainers, program developers, online learning coordinators, and instructional designers. It will also benefit IT professionals wanting to incorporate educational perspectives in eLearning.

Participants are encouraged to bring their laptops to this workshop.

About your workshop leaders:

e-Works is a market leader and industry standard in all aspects of eLearning, and prides itself in working to achieve optimal education and training solutions. e-Works is the managing agent for a number of national and state-based eLearning projects for the vocational and education training sector including the Australian Flexible Learning Toolboxes project and the Victorian State Government's Training Virtual Campus.

Debbie Soccio, Howard Errey and Ken Gooding are Senior eLearning Consultants at e-Works. Between them they bring a wealth of experience in all facets of designing and implementing eLearning solutions.

Who should attend?

Managers, Directors and other Professionals responsible for:

- eLearning
- Learning Content
- Online Training and Education
- Learning and Development
- Instructional Design
- Courseware Design and Development
- People and Performance
- Organisational Development
- Business Improvement
- Learning Innovation
- Change Management
- Program Development
- IT Development
- Human Resources
- Knowledge Management

DAY ONE: Tuesday, 9 February 2010

8.30 Registration and refreshments

9.00 Chairperson's opening remarks

Debbie Soccio, Senior eLearning Consultant, e-Works; Victorian eLearning Coordinator, Australian Flexible Learning Framework

Speeding up eLearning design and development processes

9.15 Rapid eLearning: creating eLearning solutions within a short time frame and with a limited budget

- Ensuring instructional design quality
- Overcoming the logistical implementation challenges of rapid eLearning
- Accomplishing consistency and integration with other systems

Julian King, Justice Learning Manager;

Mark James, Senior Consultant, Department of Justice (VIC)

Obtaining management support and employee engagement for eLearning

10.00 Building a business case for eLearning

- Lessons from the boardroom
- The role of organisational culture in making eLearning a thriving reality
- How GJCI defined what good eLearning citizenship looked like

Karli Furmage, Global Capability Manager, Gloria Jean's Coffees International

10.45 Morning refreshments and networking

11.15 Interactive discussion: Changing your organisational learning culture to ensure eLearning adoption

Hear a short introduction from the facilitators, and then have the opportunity to participate in the discussion and gain a better understanding of the topic!

- Defining the value of eLearning to business and employees
- Developing eLearning for the right audience
- Having the right change management processes in place
- Models for breaking down resistance to change

Facilitated by: Tony Gleeson, Executive General Manager, Member Knowledge; Helen Mitchell, General Manager, Knowledge Networks, CPA Australia



Improving design, content and delivery

12.00 Aligning instructional design with organisational development objectives and individual learning needs

- Assessing instructional needs
- Enhancing collaboration between instructional designers, subject matter experts (SMEs) and the IT department
- Developing strategies for effective, efficient, appealing and cost-effective instructional designs

Rob Wilkins, Senior Manager People, Communication and Learning, AMP

12.45 Networking lunch

1.45 Creating usable and engaging content

- Making the content relevant, stimulating and interactive
- Understanding usability and user experience
- Achieving high levels of user experience

Stephen Evans, Technology and Learning Solutions Manager, AXA Australia

Implementing eLearning within your organisation

2.30 Implementing a learning management system (LMS)

- Selecting the right LMS
- Customising your LMS to meet business needs
- Linking applications to your LMS

Julia Krawitz, Senior Learning and Development Coordinator, Mental Health Review Tribunal

3.15 Afternoon refreshments and networking

3.45 Moving from an outsourced model to an internal model

- Aligning eLearning to your business strategy and culture
- Building the team and building the brand
- Establishing the infrastructure (LMS, interface, re-usable objects, tools)
- Quality versus quantity: the role of innovation

Kane Davies, Online Learning Manager; Steve Martin, Senior Multi Media Developer, Officeworks

4.30 Managing the implementation of eLearning

- eLearning in a correctional environment
- Individual versus group needs
- eLearning as a strategy to reduce recidivism

Emilio van Doorn, Learning & Development Facilitator, NSW Department of Corrective Services

5.15 Chairperson's closing remarks and end of day one

DAY TWO: Wednesday, 10 February 2010

8.30 Registration and refreshments

9.00 Chairperson's opening remarks

Debbie Soccio, Senior eLearning Consultant, e-Works; Victorian eLearning Coordinator, Australian Flexible Learning Framework

Evaluating the cost of eLearning

9.15 Modelling cost of service for learning and development with particular attention to eLearning

- Specifying and defining L&D core services
- Modelling costs to your services
- Linking costs to your internal accounting practices
- Battling the bean counters: lessons learned and skills that work

Mark Vollmer, Director, ABA Learning & Development

Engaging users with innovative technologies

10.00 Innovations in learning: present and emerging innovative services in teaching and learning

- Understanding which technological solution will best fit your needs
- Presenting examples of cost-effective solutions
- Outlining the skill sets required in your eLearning team for deployment of different systems

Raju Varanasi, General Manager, Centre for Learning Innovation, NSW Department of Education and Training

10.45 Morning refreshments and networking

11.15 eLearning 2.0: using new media tools in eLearning

- Outlining the practical application opportunities and potential impact of social networking sites, blogs and wikis
- Building communities of practice and integrating them into eLearning
- Demonstrating the use of Twitter as an effective learning tool
- Ownership and governance over content

Anne Bartlett-Bragg, Lecturer, University of Technology Sydney; Managing Director, Headshift Australia

12.00 Facilitating learning using virtual classrooms, webinars and virtual worlds

- Setting up virtual learning environments
- Mirroring the real world in virtual learning tools
- Driving social and collaborative learning opportunities in virtual learning communities

Craig Frost, Senior Learning & Development Consultant eLearning, Foster's Group

12.45 Networking lunch

1.45 Engaging next generation learners

- Engaging N-dimension learners
 - Encouraging deeper engagement
 - Utilising multimodal and simultaneous engagement to facilitate learning
- Brett McLennan, Screen Education Manager, Australian Centre for the Moving Image

2.30 Bronze sponsor session

- TBC
- TBC
- TBC

Nine Lanterns

3.15 Afternoon refreshments and networking

Harnessing new technology platforms

3.45 Personalised learning and digital technologies

- eLearning versus mLearning
- Courses versus connections
- Organisational performance versus individual performance
- Tools and techniques

Ken Johnson, eLearning Designer, Centre for Innovation in Learning and Teaching (CILT), Victoria University

4.30 The learner in the driving seat of design

- Interface design that reflects the learner profile
- Multidisciplinary teams
- Pedagogy and tools in partnership

Linda Smart, Manager, Learning Innovation and Development Unit, Holmesglenn TAFE

5.15 Chairperson's closing remarks and end of connected forum

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT SO-WEB

PHONE: +61 1300 550 662

FAX: +61 1300 550 663

EMAIL: aga@arkgroupasia.com

+61 (02) 8913 4000

+61 (02) 8913 4099

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

eLearning 9-11 February 2010, Rydges Melbourne

AG-WEB

PUT YOUR DETAILS HERE (PLEASE PRINT):

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

FAX

PHONE

*Attend the conference and two workshops and save \$200 on registration.

	Connected forum + 2 Workshops	Connected forum + 1 Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	Connected forum only	Post-forum workshops <input type="checkbox"/> A or <input type="checkbox"/> 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: 08/01/2010) 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: 08/01/2010) <small>I am a member of ACS, elearning.org.au, Adult Learning Australia, Australian Flexible Learning Framework, SOLA, IIM, AIMIA, Strategic Path</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 - 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

Best available rates at Rydges Melbourne. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

Rydges Melbourne

186 Exhibition Street
Melbourne VIC 3000
Telephone: +61 3 9662 0511
Book online at: www.rydges.com

Group Discount

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

Can't make the event?

Conference CD is available!

If you can't take full advantage of this event, the conference CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Aimee Rootes

Phone: 1300 550 662

Email: arootes@arkgroupasia.com

Sponsorship or Exhibition Opportunities

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

Phone: 1300 550 662

Email: mmoorcraft@arkgroupasia.com

D011