

Online Learning Conference 2018

www.OnlineLearningConference.com

2-Day Certificate Programs

OCTOBER 7 & 8 • 8:30 AM – 3:30 PM

Jumpstart your career and become (and remain) a top performer in your field. Additional fee required for Certificate Programs. Lunch is included.

P01 Fundamentals of eLearning Design and Development

Diane Elkins, Founder, Artisan E-Learning

Whether you are new to creating eLearning courses or have picked up some skills and experience along the way, it can help to revisit the fundamentals of design and development. Learn how to:

- Create a project plan.
- Conduct a thorough analysis.
- Make key design and technology decisions based on the analysis.
- Write bulletproof learning objectives.
- Analyze content to determine the best learning approaches.
- Design effective interactions and assessments.
- Plan effectively for media.
- Create an eLearning storyboard.
- Work with subject-matter experts and reviewers.

During the program, you'll work on a sample course including conducting mock client interviews, brainstorming content ideas, and drafting storyboards. You'll even get a taste of what it's like to build a few slides in a popular eLearning authoring tool. You'll walk away with practical insights and tools you can use on the job immediately.

BYOD: A WiFi-enabled laptop is required.



P03 Advanced Instructional Design for eLearning

Saul Carliner, Professor, Concordia University; Phylise Banner, President, Phylise Banner Consulting

Take your online instructional designs to the next level.

You'll learn how to enhance the interactivity, appearance, and writing of your eLearning programs. You'll explore how to incorporate different instructional models, learn to accommodate learning styles, and examine a variety of approaches to designing eLearning programs and related materials. The highlight of this program will be a 'workshop' of a lesson (in-process or completed) of each participant's work where feedback will be provided in a structured and supportive atmosphere. This exploration of your work will provide an opportunity for concrete application of the ideas presented in this program. Learn to:

- Identify the relationship between teaching models and design approaches.
- Develop at least two ideas for enhancing the visual impact of eLearning programs.
- Describe at least two ideas for increasing interaction in eLearning programs.
- Discover at least three non-traditional approaches to teaching Online.
- Apply two ideas in your own eLearning programs.

BYOD: A WiFi-enabled laptop is required. Instructors will contact you in advance about your in-process or completed project. To ensure confidentiality, we will have a policy of non-disclosure.



P02 Creating the Best Interactive eLearning with Adobe Captivate

Joe Ganci, President, eLearning Joe

With Adobe Captivate's powerful features, you can create and deliver the best instructional designs to your learners...but only if you know how to use those features! Now is your chance to learn the latest version of Captivate. You'll be amazed at what you'll be able to accomplish after only two days! You will build a real eLearning lesson that you'll be able to take back with you and customize to your needs. How cool is that? It will combine a soft skills case-based scenario with branching along with a software demo. Learn to:

- Combine text, audio, video and images.
- Add interactions of all types: Smart Shapes; Text Entry Boxes; Buttons and Click Boxes; Wizard-based interactions.
- Use Captivate's Fluid Boxes to create learning that works perfectly across desktops, tablets and smart phones.
- Add photographic and illustrated actor characters as mentors.
- Create a high-definition video you can upload to YouTube.
- Investigate all of the quizzing options Captivate offers.
- Advance to writing scripts to make your lessons really shine.

BYOD: Bring your WiFi-enabled laptop with the latest version of Adobe Captivate., download a free 30-day trial, or get your own license for \$29.95 a month. If you are using an older version of Captivate, you will still get a lot out of this class, but you won't be able to use any of Captivate's newer features.



P04 Engaging Learners with the Story-Based eLearning Design

Ray Jimenez, Chief Learning Architect, Vignettes Learning

Learn to design eLearning programs that increase recall, memory, and application of ideas by converting content into useful knowledge and skills on the job. Regardless of the type of content, you will be able to improve the quality of your courses by following the 9-Step Process of the Story-Based eLearning Design. Learn to:

- Convert technical, process, compliance, sales, product and other difficult content into fun and engaging lessons.
- Implement the "Story-Based Instructional Design Process and Project Plan" – from interviewing SMEs to development of the eLearning program.
- Apply the "SRIA Model" (Set up, Relate, Interpret and Apply) in building Story-Based micro lessons.
- Incorporate the "Oscillation Technique" and "Organics" of weaving small stories into a full program.
- Apply "Workplace Incidents" like troubleshooting, defects, errors, heroic endeavors, compliance failures, best formulas, tips, experiences, turnarounds, etc. as inspiration for designing eLearning.

During the program, you will work on your own mini-project and proof-of-concept Story-Lesson. You will apply templates and worksheets and have access to 50 live and eLearning demos and examples for your reference and inspiration.

BYOD: A WiFi-enabled laptop with MS Office is recommended.

