



Designing Learning Experiences in the 21st Century

TRANSFORMING LEARNING IN THE DIGITAL ERA
3 days, 13 - 15 Jan 2020 (Mon to Wed), Singapore

*“ This is a workshop highly recommended
for organisations who are building internal
digital learning expertise to develop digital
learning contents independently. ”*

TARGET AUDIENCE:

Learning & Development Professionals who want to develop Digital Learning Design capabilities.



Do you want to boost your competencies in creating Blended and standalone digital learning programmes?



Do you want to internalize your design, development and delivery of your digitally enabled learning solutions?



Do you want to deliver a leading-edge portfolio of modern learning solutions into your organization?

What will you be getting out of 3 days?:

- * Identify the different eLearning methodologies and best practices
- * Apply the best blended learning strategy according to the learning goal
- * Understand and follow the workflow to produce eLearning or blended learning content
- * Identify all the information needed inside a storyboard

An immersive and interactive learning session from the Learning & Development Industry Leader





WORKSHOP LEADER

Patricia SANTOS

Function:	Head of eLearning and e-services CEGOS Group
Languages:	Portuguese, English and French
Core competencies:	<p>Current and future trends in technology enabled learning including the integration of technology in global learning strategies and actions</p> <p>Management of the eLearning Corporate Catalogue from the Cegos Group. Production and delivery of off-the-shelf and bespoke eLearning solutions with more than 200 modules in more than 15 languages.</p> <p>Over 20 years experience in the use of technology to increase the learning efficiency.</p>
Career experiences:	<p>Since 2007: eLearning lead for Cegos Group</p> <p>Between 1999 and 2007: Project Manager Cegos Portugal</p> <p>Design and development of an eLearning catalogue with 140 modules</p> <p>Trainer in Communication, Pedagogy, Instructional Design, Internet and Training Technologies</p> <p>From June 1997 to December 1999 - Teacher & Researcher in the “Centro de Investigação para Tecnologias Interactivas”, New University of Lisbon.</p>
Educational background:	<ul style="list-style-type: none"> * November 2010 to January 2011 - Executive Education: Accelerated Management Programme, London Business School * 2000-2001 - Post-graduation in e-Business, INDEG – Business School * 1997 – 1999 European Master in Multimedia and Audiovisual Business Administration * 1997- 1999 - Master degree in Communication Science, New University of Lisbon



WORKSHOP AGENDA

Come and learn how to be agile and adaptable to analyse your learners needs and context, synthesize content, evaluate new technologies, and develop learning solutions that best meet the needs of a specific audience.

Day One

- * Introduction to the 70:20:10 learning framework
- * The need of learning technologies
- * Digital learning in adult training
- * Basic steps in the instructional system design process
- * Blended learning: when to blend and how to creating the mix
- * Pedagogical principles in multimedia Learning
- * Different complexity levels in eLearning

Day Two

- * Instructional Design Process: ID0 to ID2
- * ID0: making the kick-off meeting and analysing the learning goals, the learners profile and their context
- * ID1: Making the Synopsis - Applying the SOI method to create the synopsis
- * ID2: Seeing examples of storyboards and identifying the needed elements
- * Defining
 - (i) different types of basic interactions
 - (ii) the course narrative and progression
 - (iii) the learning scenario and metaphor

Day Three

- * Designing and Delivery of a full Digital Learning Experience
- * Different Learning Experiences based on 5 Moments of Needs
- * 3 pillars of the Digital Learning experience: learning objects, service objects and experience objects
- * KPI: How to assess, measure and communicate the learning outcomes
- * Digital Learning trends – an eye on the future: mobile learning, microlearning, spaced learning, augmented reality and virtual reality



FEE STRUCTURE

The earlier you book, the more you save ...

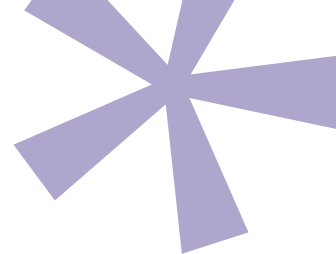
		
Early Bird Before 2 nd November 2019	Early Bird Before 16 th November 2019	Normal After 30 th November 2019
SGD 2,000	SGD 2,500	SGD 3,000

Terms and Conditions:

- * The above fee is based on one participant.
- * A 50% advance payment has to be made in order to secure early bird fee.
- * Cegos Asia Pacific reserves the right to confirm the workshop subject to the number of registered participants.
- * Singapore registered organisations are subjected to GST.
- * Confirmation will be provided no later than one month before workshop commencement.
- * A certificate titled “Workshop on Designing Learning Experiences in the 21st Century” will be awarded upon completion.

To find out more about the workshop, please contact us:

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ABOUT CEGOS GROUP



The Cegos Group was founded in 1926 in France, and is one of the world leaders in professional training for managers and their teams. We help develop over 250,000 managers internationally each year, with a turnover of over 220 million Euros per annum.

We are Europe's largest professional skills training organisation, and is one of the major international players across the Asia Pacific region with our regional HQ based in Singapore, and with operations in China and Hong Kong. A network of region-wide partners ensures us to support learning and development anywhere, in any language, consistent with a truly "Think Global, Learn Local" philosophy.

We provide a multi-mode approach to training and development through delivery mechanisms ranging from face-to-face to blended learning and eLearning. The content for all delivery methods comes ready-made across a range of professional and personal development topics for leaders, managers and their teams, which can be customised to suit a client's environment or built to exacting specifications.

Cegos Asia Pacific is one of the leading digital transformation companies working in the region today, enabling organisations everywhere to integrate and utilise appropriate technologies driving greater human capital development, internal and external communication and closer collaboration.



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BEYOND KNOWLEDGE*

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