pacificblue

Scheduled
Public Courses

Training options to help you create effective, engaging learning

pacificblue

Pacific Blue Solutions Ltd

55 Newhall Street
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Introducing Our Public Scheduled Courses

Join us **in-person** or **in our virtual classroom**.

Public courses take the most popular modules from the custom in-house programme and make them available to individuals through scheduled, instructor-led delivery.

Two types of scheduled public course

We run **two types** of scheduled public courses:

• In-person, classroom-based, and
• Live online in a virtual classroom.

Read more about each below:

> Public scheduled courses come in two varieties: **live online** and **face-to-face**

In person, classroom-based public courses

Each **in-person, classroom-based public course** lasts one day and runs approximately 3 or 4 times a year. Maximum 6 participants per course.

We run 1-day courses on **instructional design fundamentals** and **creating effective e-learning**. We schedule delivery dates so you can attend both courses consecutively, if you want to.

You can find **delivery schedules** and **online booking forms** for both public classroom courses in the **Schedules, Locations and Bookings** section of our website.

Live online, virtual classroom public courses

Each **live online public course** lasts 3 hours and runs approximately every 6 weeks. Maximum 4 participants per course.

They provide **condensed versions** of the 1-day public classroom courses. They are instructor-led and run in our virtual classroom, on a specified day and time.

We run live online courses on **instructional design fundamentals** and **creating boredom-busting e-learning**. Courses run consecutively, so you can attend both on the same day, if you want to.

Think of a live, online session as similar to attending an in-person public course, but without the need to travel.

You can find **delivery schedules** and **online booking forms** for both live online courses in the **Schedules, Locations and Bookings** section of our website.

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Classroom
Public Courses

Scheduled classroom training to help you create effective, engaging learning

Face-to-Face Scheduled Public Courses

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Instructional Design Fundamentals: Classroom Course

This 1-day, instructor-led classroom course will help you to design and develop effective, learner-centred training courses…

Escape the conventional, unsuccessful approaches to developing classroom training and instead...

- Explore successful **key approaches to** and **aspects of** instructional design
- Integrate newer, **alternative approaches** with more traditional ones.
- Analyse your subject matter to better understand **its purpose and relevance** for your intended learners.
- Apply **different types of transfer** effectively in your course design and understand when you should use each type.
- Select the **most effective types of practice** for your learners, based on learning context and delivery medium.

> ### ABSOLUTE 100% MONEY BACK GUARANTEE
>
> If for any reason by the lunch break of this course you are not absolutely delighted with your training, we **guarantee** we will give you a full refund of your course fees.
>
> No questions. No quibbles. No hard feelings.

Who should attend?

This fast-paced, highly interactive 1-day public course is ideal for people:

- new to instructional design
- with existing, but limited instructional design experience
- with lots of experience, but no previous formal instructional design training.

What does it cover?

The course combines four popular modules from our instructional design programme, to create a compelling day of training which gives you a thorough grounding in instructional design key concepts and best practices:

- Module PA01: Getting up and Running
- Module PA03: Analysing Your Content
- Module IDF01: Understanding Knowledge Transfer
- Module IDF03: Why Practice Makes Perfect

Find the full course outline on **page 13** below.

Special combination booking discount

If you are booking for yourself and you want to attend the *Instructional Design Fundamentals* **and the** *Creating Boredom-Busting E-Learning* courses, you can get a combined discount price.

Normal price for attending both courses £850, plus VAT. Special combination booking price: **£710, plus VAT**, saving you **£140**.

Creating Boredom-Busting E-Learning: Classroom Course

This 1-day instructor-led classroom course will help to revolutionise the way you think about your e-learning.

Break free from boredom-inducing, content-centric e-learning…

- **Avoid page-turning** e-learning which bores your learners to death and fails to transfer skills and knowledge.
- Apply a **dramatically different**, success-driven approach to your e-learning.
- Improve **uptake and completion** of e-learning, and
- Improve **outcomes and learner performance**.

The course provides some of the the most advanced thinking about creating e-learning currently on offer in the UK.

If you are serious about really engaging your learners and creating e-learning that genuinely improves their performance, then you can't afford to miss this.

> **ABSOLUTE 100% MONEY BACK GUARANTEE**
>
> If for any reason by the lunch break of this course you are not absolutely delighted with your training, we **guarantee** we will give you a full refund of your course fees.
>
> No questions. No quibbles. No hard feelings.

Who should attend?

This fast-paced, highly interactive 1-day public course is ideal for:

- anyone **new** to e-learning design
- **experienced instructional designers**, preparing to develop e-learning for the first time
- **existing e-learning designers**, ready to think differently about the purpose of e-learning and how they go about creating it
- **experienced users of e-learning authoring tools** who need to understand design principles behind the development

What does it cover?

The course combines three popular modules from our instructional design programme, to create a memorable day of training which will dramatically change your perspective on and approach to e-learning:

- Module EID01: Boredom-Busting E-Learning
- Module EID02: Effective E-Learning Interfaces
- Module EID03: More Than Multiple Choice

Find the full course outline on **page 15** below.

Special combination booking discount

If you are booking for yourself and you want to attend the *Creating Boredom Busting E-Learning* **and the** *Instructional Design Fundamentals* courses, you can get a **combined discount price**.

Normal price for attending both courses £850, plus VAT. Special combination booking price: **£710, plus VAT**, saving you **£140**.

Scheduled Public Classroom Courses: Practical Information

Practical details

- **Length**: Each course lasts 1 day
- **Times**: 9.30 am - 4.45 pm
- **Maximum participants**: 6
- **Price per person**: £425, plus VAT
- **Location**: Central Birmingham.
- **Price includes**: all course materials, lunch & refreshments throughout the day.

Guaranteed to run...

Book with confidence. All scheduled public *instructional design courses* are 100% guaranteed to run.

Payment options

Payment must be made in advance of the course. Pay by credit or debit card, with *Stripe's* secure card processing system. Visa, Mastercard and Amex, all accepted.

Need a **standard invoice** to pay by bank transfer? Contact us to get that done.

Cancellation by us…

Under normal circumstances, our public courses **are guaranteed to run.**

Only under very exceptional circumstances (for example, a trainer being taken ill and no other trainer being available to run the course), would we cancel the course.

If these exceptional circumstances were to occur, we would offer you two options:

- a full refund of your fees, or
- a place on the next scheduled course.

If you postpone...

If you make a booking and then need to **postpone and re-book on a future course**, you can do this without penalty.

If you cancel…

If you cancel your booking completely and do not wish to attend the course at all, then under certain circumstances cancellation fees will apply.

Below are the cancellation notice periods and the fees:

- less than **14** days before the course: **50%** of the course fee
- less than **7** days before the course: **75%** of the course fee
- less than **1** day before the course: **100%** of the course fee

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Classroom
Course Outlines

Full course outlines for our two 1-day publicly scheduled classroom courses

Face-to-Face Public Course Outlines

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Instructional Design Fundamentals: Classroom
Design and develop effective, learner-centred training courses

What you will cover

Instructional Design Fundamentals combines four popular modules from our instructional design programme, to create a compelling day of training, giving you thorough grounding in instructional design key concepts and best practices:

Module PA01: Getting Up and Running

This module helps you avoid the 'just do it' approach, taking you through a series of simple, but effective techniques to get your development off to a flying start.

Module PA03: Analysing Your Content

This module helps you to get to grips with your content and gives you a highly-effective strategy to help unpick and streamline a subject matter expert brain dump into meaningful, learner-centred content.

Module IDF01: Understanding Knowledge Transfer

This module focuses in on the key concepts and components of knowledge transfer. What works, what doesn't. How to make your learning effective and your learners successful.

Module IDF03: Does Practice Really Does Make Perfect?

The short answer to the question this modules poses is 'yes' – if it's done right. Find out about: the best ways to deliver practice activities to your learners; the most successful types of practice to use; and, the crucial role feedback plays.

How you will benefit

This course will help you to:

- **Explore** key approaches to and aspects of instructional design
- **Integrate** newer, alternative approaches with more traditional ones.
- **Analyse** your subject matter to better understand its purpose and relevance for your intended learners.
- **Apply** different types of transfer effectively in your course design and understand when you should use each type.
- **Select** the most effective types of practice for your learners, based on learning context and delivery medium.

Who should attend?

Instructional Design Fundamentals is ideal for anyone:

- new to instructional design.
- with existing, but limited instructional design experience.
- with lots of experience, but no previous formal training in instructional design.

"*Lots of ideas how to improve my training sessions so delegates get what they need.*"

Tina Daniels
Operations Trainer
A High Street Supermarket Chain

Course dates
Courses run approximately 4 times a year.

Please check our website for upcoming course dates and prices

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Instructional Design Fundamentals: Classroom

"Great mix of know-how and examples."

Kate Noakes
Head of Organisational Development
Pizza Hut

Practical Details

Length: 1 day
Times: 9.30 - 16.45

Maximum number of delegates: 6

Location:
Central Birmingham

Includes:
Complete course materials, lunch and refreshments throughout the day.

Please see our website for the most up-to-date information on forthcoming dates and prices.

Course outline

These are the main sessions covered during each of the four modules:

Module 1: Getting Up and Running [PA01]

- **Instructional design approaches and views** – what is instructional design and how has it evolved?
- **An alternative view of learning objectives** – understand the conventional wisdom and compare it with an alternative view.
- **Understanding your audience** – analyse your learners the right way.
- **Thinking outside the instructional design box** – a more holistic view of instructional design and how it aligns with attitudes to change.

Module 2: Analysing Your Content [PA03]

- **Understanding content categories** – analyse subject matter content and better understand its relevance to your learners.
- **Identifying content categories** – use a simple content taxonomy to better understand your content's purpose.
- **Applying content categories** – discover how to apply the taxonomy to your content, learners and objectives.

Module 3: Understanding Knowledge Transfer [IDF01]

- **The three stage transfer process** – experience first-hand the journey your learner typically goes on when they encounter new knowledge or skills.
- **Different types of knowledge transfer** – understand the different types of knowledge transfer and when its best to use each one.

Module 4: Why Practice Really Makes Perfect [IDF03]

- **All about practice** – discover what kinds of practice are most (and least) effective.
- **Practice and building mental models** – how different types of practice support learners in processing and embedding new content and skills; the best ways to build and distribute practice activities into your course design; the significance and impact of different types of feedback.

Exercises and examples help you see how to implement your skills back on the job.

How to book

You can book your course place through our website, by phone or by email. We currently accept Visa, Mastercard and American Express.

If you need to raise a purchase order and have us invoice you, please let us know on **0845 122 7102** or email us at: enquiry@pacificblue.co.uk - and we'll be happy to arrange this for you.

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Creating Boredom-Busting E-Learning: Classroom
Break free from boredom-inducing, content-centric e-learning

"I feel like I have been inspired to think outside the box with e-learning and this will have a positive effect on my role designing/ developing content.

Really enjoyed it, learned a lot. Particularly feel like the whole team found it inspiring to see other ways of doing things."

Claire
Training Design Support
A High Street Supermarket Chain

Course dates
Courses run approximately 4 times a year.

Please check our website for upcoming course dates and prices.

What you will cover

Creating Boredom-Busting E-Learning combines three popular modules from our instructional design programme, to create a memorable day of training, which will dramatically change your perspective on and approach to e-learning:

Module EID01: Boredom-Busting E-Learning That Works
This module turns the standard, content hierarchy-driven view of e-learning on its head. It introduces a holistic, four-pronged approach to development which always focuses you on:

- using a learner-centred, context-driven approach to your design
- creating relevant scenarios and challenges for your learners, and
- providing timely practice activities, support and feedback.

Module EID02: Creating Effective Learner Interfaces
This module covers:

- the key conceptual elements you should always apply when designing an e-learning, learner interface
- how and when to use learning agents and virtual coaches, and
- how to best apply research-based guidelines on screen placement and using combinations of visuals, text and audio.

Module EID03: More Than Multiple Choice - Effective E-Learning Practice Activities
This module focuses on:

- creating, relevant, challenging and realistic practice activities and scenarios
- how to provide meaningful feedback which actually consolidates learning and encourages transfer, and
- using extended, worked examples to embed complex skills and knowledge.

How you will benefit

This course will show you how to:

- **Avoid** page-turning e-learning which bores your learners to death and fails to transfer skills and knowledge.
- **Apply** a dramatically different, success-driven approach to your e-learning.
- **Improve** uptake and completion of e-learning, and (most importantly) improve learner performance.

Who should attend?

Creating Boredom-Busting E-Learning is ideal for:

- anyone new to e-learning design.
- experienced instructional designers, developing e-learning for the first time.
- existing e-learning designers, ready to think differently about the purpose of e-learning and how they go about creating it.

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Creating Boredom-Busting E-Learning: Classroom

"Great mix of know-how and examples."

Kate Noakes
Head of Organisational Development
Pizza Hut

Practical Details

Length: 1 day
Times: 9.30 - 16.45

Maximum number of delegates: 6

Location:
Central Birmingham

Includes:
Complete course materials, lunch and refreshments throughout the day.

Please see our website for the most up-to-date information on forthcoming dates and prices.

Course outline

These are the main sessions covered during each of the three modules:

Module 1: Boredom-Busting E-Learning That Works [EID01]

- **Establishing a framework for success** – the three key principles that should underpin any piece of successful e-learning.
- **CCAF for successful e-learning** – how to create **context**-centric e-learning and why it achieves such dramatically different outcomes from a content-centric approach.
- **Getting inside your learners' world** – how to create meaningful challenges and activities that reflect your learners' reality.
- **Telling them like it is** – how to build, powerful performance-improving feedback into your e-learning courses.

Module 2: Creating Effective Learner Interfaces [EID02]

- **User interface versus learner interface** – why e-learning needs learner interface design, not user interface design.
- **Connecting with learners** – the importance and impact of relevance, authenticity and personalisation in learner interface design; how to successfully use stories, dramatic impact and conflict to drive learning.
- **Giving learners control** – how to achieve visual clarity and clearly differentiate content from controls; making controls intuitive, meaningful and familiar.

Module 3: More Than Multiple Choice [EID03]

- **Applying practice to e-learning** – how to create distributed practice activities in an e-learning context.
- **Don't make me think** – how to develop and apply self-questioning techniques for your learners.
- **Using worked examples** – how to use worked examples in e-learning to encourage transfer of complex skills and knowledge.

Exercises and examples help you see how to implement your skills back on the job.

How to book

You can book your course place through our website, by phone or by email. Our website uses a secure, online booking and payment system powered by Stripe

We currently accept Visa, Mastercard and American Express.

If you need to raise a purchase order and have us invoice you, please let us know on **0845 122 7102** or email us at: enquiry@pacificblue.co.uk - and we'll be happy to arrange this for you.

Live Online Public Courses

Flexible virtual classroom training to help you create effective, engaging learning

Live Online Scheduled Public Courses

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Instructional Design Fundamentals: Live Online

This 3-hour, instructor-led, virtual classroom course will help you to design and develop effective, learner-centred training courses...

Escape conventional, unsuccessful approaches to developing classroom training with the **3-hour, live online, condensed version** of our popular 1-day classroom course.

You still get all of the great benefits, just in a **condensed form**...

• Explore successful **key approaches to** and **aspects of** instructional design
• Integrate newer, **alternative approaches** with more traditional ones.
• Analyse your subject matter to better understand **its purpose and relevance** for your intended learners.
• Apply **different types of transfer** effectively in your course design and understand when you should use each type.
• Select the **most effective types of practice** for your learners, based on learning context and delivery medium.

ABSOLUTE 100% MONEY BACK GUARANTEE

If for any reason by the lunch break of this course you are not absolutely delighted with your training, we **guarantee** we will give you a full refund of your course fees.

No questions. No quibbles. No hard feelings.

Who should attend?

This fast-paced, highly interactive, 3-hour **live online public course** is ideal for people:

• new to instructional design
• with existing, but limited instructional design experience
• with lots of experience, but no previous formal instructional design training.

What does it cover?

The course combines four popular modules from our instructional design programme.

Get three hours of compelling training which will give you a thorough but **condensed** grounding in instructional design key concepts and best practices:

• Module PA01: Getting up and Running
• Module PA03: Analysing Your Content
• Module IDF01: Understanding Knowledge Transfer
• Module IDF03: Why Practice Makes Perfect

Find the full course outline on **page 25** below.

Creating Boredom-Busting E-Learning: Live Online

This 3-hour, instructor-led, virtual classroom course held live online will revolutionise the way you think about your e-learning

Break free from boredom-inducing, content-centric e-learning with the **3-hour condensed version** of our popular 1-day classroom course.

You still get all of the great benefits, just in **a condensed form**…

- Avoid page-turning e-learning which bores your learners to death and fails to transfer skills and knowledge.
- Apply a dramatically different, success-driven approach to your e-learning.
- Improve uptake and completion of e-learning, and
- Improve outcomes and learner performance.

The course provides some of the the most advanced thinking about creating e-learning currently on offer in the UK.

If you are serious about really engaging your learners and creating e-learning that genuinely improves their performance, then you can't afford to miss this.

ABSOLUTE 100% MONEY BACK GUARANTEE

If for any reason by the lunch break of this course you are not absolutely delighted with your training, we **guarantee** we will give you a full refund of your course fees.

No questions. No quibbles. No hard feelings.

Who should attend?

This highly interactive 3-hour public course is ideal for:

- anyone **new** to e-learning design
- **experienced instructional designers**, preparing to develop e-learning for the first time
- **existing e-learning designers**, ready to think differently about the purpose of e-learning and how they go about creating it
- **experienced users of e-learning authoring tools** who need to understand design principles behind the development

What does it cover?

The course provides **condensed** coverage of three popular modules from our instructional design programme. Get a memorable 3-hours of live online training which will dramatically change your perspective on and approach to e-learning:

- Module EID01: Boredom-Busting E-Learning
- Module EID02: Effective E-Learning Interfaces
- Module EID03: More Than Multiple Choice

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Scheduled Public Live Online Courses: Practical Information

Practical details

• **Length**: 3 hours - consisting of 3 x 55 minute sessions with a short break between sessions
• **Maximum participants**: 4
• **Price per person**: £195, plus VAT
• **Location**: Online

Guaranteed to run...

Book with confidence. All scheduled public *instructional design courses* are 100% guaranteed to run.

Payment options

Payment must be made in advance of the course. Pay by credit or debit card, with *Stripe's* secure card processing system. Visa, Mastercard and Amex, all accepted.

Need a **standard invoice** to pay by bank transfer? Contact us to get that done.

Cancellation by us…

Under normal circumstances, our public courses **are guaranteed to run.**

Only under very exceptional circumstances (for example, a trainer being taken ill and no other trainer being available to run the course), would we cancel the course.

If these exceptional circumstances were to occur, we would offer you two options:

• a full refund of your fees, or
• a place on the next scheduled course.

If you postpone...

If you make a booking and then need to **postpone and re-book on a future course**, you can do this without penalty.

If you cancel…

If you cancel your booking completely and do not wish to attend the course at all, then under certain circumstances cancellation fees will apply.

Below are the cancellation notice periods and the fees:

• less than **14** days before the course: **50%** of the course fee
• less than **7** days before the course: **75%** of the course fee
• less than **1** day before the course: **100%** of the course fee

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Live Online
Course Outlines

Full course outlines for our two half-day publicly
scheduled live online courses

**Live Online
Public Course
Outlines**

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Instructional Design Fundamentals: Live Online

Design and develop effective, learner-centred training courses

"*Lots of ideas how to improve my training sessions so delegates get what they need.*"

Tina Daniels
Operations Trainer
A High Street Supermarket Chain

Course dates
Live online courses run approximately every 6 weeks.

Please check our website for upcoming course dates, times and prices.

What you will cover

Instructional Design Fundamentals combines key content from three of our populr instructional design classroom modules. Attend a compelling three hours of **live online training**, giving you thorough grounding in instructional design key concepts and best practices:

Module PA01: Getting Up and Running

This module helps you avoid the 'just do it' approach, taking you through a series of simple, but effective techniques to get your development off to a flying start.

Module IDF01: Understanding Knowledge Transfer

This module focuses in on the key concepts and components of knowledge transfer. What works, what doesn't. How to make your learning effective and your learners successful.

Module IDF03: Does Practice Really Does Make Perfect?

The short answer to the question this modules poses is 'yes' – if it's done right. Find out about: the best ways to deliver practice activities to your learners; the most successful types of practice to use; and, the crucial role feedback plays.

How you will benefit

This course will help you to:

- **Explore** key approaches to and aspects of instructional design
- **Integrate** newer, alternative approaches with more traditional ones.
- **Analyse** your subject matter to better understand its purpose and relevance.
- **Apply** different types of transfer effectively in your course design and understand when you should use each type.
- **Select** the most effective types of practice for your learners, based on learning context and delivery medium.

Who should attend?

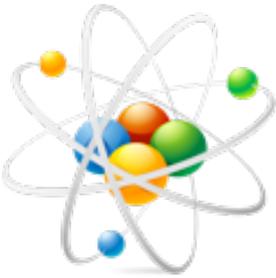**Instructional Design Fundamentals** is ideal for anyone:

- new to instructional design.
- with existing, but limited instructional design experience.
- with lots of experience, but no previous formal training in instructional design.

What is a live online class?

With a live online class, there's an instructor and other participants. You learn together at the same time. The main difference? You are in a *virtual classroom*.

In this virtual, web-based environment, you can talk to each other, see the instructor's computer screen and share content.. A great way to learn.

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Instructional Design Fundamentals: Live Online

"Great mix of know-how and examples."

Kate Noakes
Head of Organisational Development
Pizza Hut

Practical Details

Length: 3 hours - comprising three 55 minute sessions with a short break between each session.

Maximum number of delegates: 4

Location:
Online

Please see our website for the most up-to-date-information on dates, times and prices.

Course outline

These are the main sessions covered during each of the three modules:

Module 1: Getting Up and Running [PA01]

- **Instructional design approaches and views** – what is instructional design and how has it evolved?
- **An alternative view of learning objectives** – understand the conventional wisdom and compare it with an alternative view.
- **Understanding your audience** – analyse your learners the right way.
- **Thinking outside the instructional design box** – a more holistic view of instructional design and how it aligns with attitudes to change.

Module 2: Understanding Knowledge Transfer [IDF01]

- **The three stage transfer process** – experience first-hand the journey your learner typically goes on when they encounter new knowledge or skills.
- **Different types of knowledge transfer** – understand the different types of knowledge transfer and when its best to use each one.

Module 3: Why Practice Really Makes Perfect [IDF03]

- **All about practice** – discover what kinds of practice are most (and least) effective.
- **Practice and building mental models** – how different types of practice support learners in processing and embedding new content and skills; the best ways to build and distribute practice activities into your course design; the significance and impact of different types of feedback.

Exercises and examples help you see how to implement your skills back on the job.

How to book

You can book your course place on our website, by phone or by email. Our website uses a secure, online booking and payment system powered by Stripe.

This system currently accepts Visa, Mastercard and American Express.

If you need to raise a purchase order and have us invoice you, please let us know on **0845 122 7102** or email us at: enquiry@pacificblue.co.uk - and we'll be happy to arrange this for you.

How does the technology work?

The technology is very simple. The main thing you need is a computer and a good broadband connection. This will give you access to the virtual classroom. Plug in a headset (with microphone) to your computer - this will provide the audio. Otherwise, dial in using your phone (we'll provide a normal landline number).

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Creating Boredom-Busting E-Learning: Live Online
Break free from boredom-inducing, content-centric e-learning

"I feel like I have been inspired to think outside the box with e-learning and this will have a positive effect on my role designing/developing content.

Really enjoyed it, learned a lot. Particularly feel like the whole team found it inspiring to see other ways of doing things."

Claire
Training Design Support
A High Street Supermarket Chain

Course dates
Live online sessions run approximately every 6 weeks.

Please check our website for upcoming course dates, times, and prices.

What you will cover

Creating Boredom-Busting E-Learning combines key content from two of our popular instructional design classroom modules. Attend a memorable three hours of **live online training**, which will dramatically change your perspective on and approach to e-learning:

Module EID01: Boredom-Busting E-Learning That Works
This module turns the standard, content hierarchy-driven view of e-learning on its head. It introduces a holistic, four-pronged approach to development which always focuses you on:

- using a learner-centred, context-driven approach to your design
- creating relevant scenarios and challenges for your learners, and
- providing timely practice activities, support and feedback.

Module EID02: Creating Effective Learner Interfaces
This module covers:

- the key conceptual elements you should always apply when designing an e-learning, learner interface
- how and when to use learning agents and virtual coaches, and
- how to best apply research-based guidelines on screen placement and using combinations of visuals, text and audio.

How you will benefit

This course will show you how to:

- **Avoid** page-turning e-learning which bores your learners to death and fails to transfer skills and knowledge.
- **Apply** a dramatically different, success-driven approach to your e-learning.
- **Improve** uptake and completion of e-learning, and (most importantly) improve learner performance.

Who should attend?

Creating Boredom-Busting E-Learning live online, is ideal for:

- anyone new to e-learning design.
- experienced instructional designers, developing e-learning for the first time.
- existing e-learning designers, ready to think differently about the purpose of e-learning and how they go about creating it.

What is a live online class?

A live online class is similar to a classroom course in lots of ways. There's an instructor and other participants. You are learning together at the same time on the same day. The main difference? You are in a *web-based virtual classroom*.

In this virtual classroom, you can talk to each other, see the instructor's computer screen and share documents and content with each other. A great way to learn.

pacificblue

Creating Boredom-Busting E-Learning: Live Online

"Great mix of know-how and examples."

Kate Noakes
Head of Organisational Development
Pizza Hut

Course outline

These are the main sessions covered during the two modules:

Module 1: Boredom-Busting E-Learning That Works [EID01]

- **Establishing a framework for success** – the three key principles that should underpin any piece of successful e-learning.
- **CCAF for successful e-learning** – how to create **context**-centric e-learning and why it achieves such dramatically different outcomes from a content-centric approach.
- **Getting inside your learners' world** – how to create meaningful challenges and activities that reflect your learners' reality.
- **Telling them like it is** – how to build, powerful performance-improving feedback into your e-learning courses.

Module 2: Creating Effective Learner Interfaces [EID02]

- **User interface versus learner interface** – why e-learning needs learner interface design, not user interface design.
- **Connecting with learners** – the importance and impact of relevance, authenticity and personalisation in learner interface design; how to successfully use stories, dramatic impact and conflict to drive learning.
- **Giving learners control** – how to achieve visual clarity and clearly differentiate content from controls; making controls intuitive, meaningful and familiar.

Exercises and examples will help you see how to implement your skills back on the job.

How to book

You can book your course place on our website, by phone or by email. Our website uses a secure, online booking and payment system powered by Stripe.

This system currently accepts Visa, Mastercard and American Express.

If you need to raise a purchase order and have us invoice you, please let us know on **0845 122 7102** or email us at: enquiry@pacificblue.co.uk - and we'll be happy to arrange this for you.

Practical Details

Length: 3 hours - comprising three 55 minute sessions with a short break between each session.

Maximum number of delegates: 4

Location:
Online

Please see our website for the most up-to-date-information on dates, times and prices.

How does the technology work?

The technology is very simple. The main thing you need is a computer and a good broadband connection. This will give you access to the virtual classroom. Plug in a headset (with microphone) to your computer - this will provide the audio. Otherwise, dial in using your phone (we'll provide a normal landline number).