

## Serious eLearning: 8 Unbelievable Mistakes Designers Make

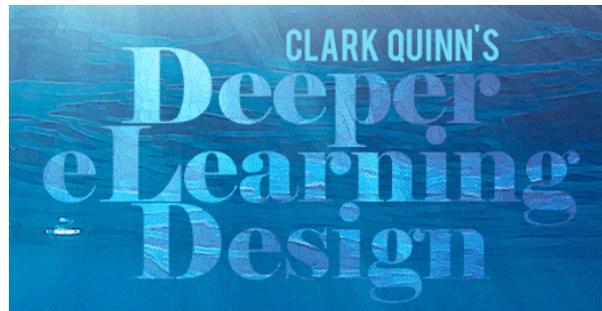
### Description

While many eLearning developments have been introduced to the basics of instructional design and learning, the details are such that many eLearning courses miss the mark. We see eLearning that may look nice, but the experience is dull and, more importantly, ineffective. Unfortunately, the difference between effective eLearning and just well-produced eLearning are subtle, and it's easy to miss the mark.

In this keynote, based upon numerous articles including the *Deeper eLearning Design* series, Dr. Quinn takes the audience through the elements of learning and engagement to unpack the details. Attendees will go through common mistakes that seriously affect learning impact. You'll leave with an appreciation of opportunities to achieve *serious* eLearning.

### Outline

- Introduction
  - 'Typical' eLearning
- Unbelievable Mistakes
  - Objectives
  - Practice
  - Feedback
  - Concepts
  - Examples
  - Engagement
  - Measurement
- Consequences
  - Resources & Responsibility
- Moving Forward



### Previous Deliveries

This presentation has been presented at events including the Association for Talent Development and as a keynote for the International Conference for eLearning in the Workplace.

### Differentiation

Dr. Quinn's deep background and broad experience, combined with a personable style, mean you get an authoritative yet engaging presentation.

### Associated Opportunities

A PDF workbook to accompany the event includes appropriate slides with places for notes. This can be printed at the organizer's discretion.

Upon receipt of the retainer, Dr. Quinn can provide a bio suitable for an introduction.

Arrangements can be made for sales of books through Wiley.

Many organizers have found it valuable to add a half-day or full day workshop to amortize the investment in travel.

### Arrangements

The topic finalization can commence upon signing a contract, and scheduling and travel arrangements can be made upon receipt of the retainer.

### ***Timing***

This presentation takes approximately 50 minutes. It can be extended as long as 2 hours with more intensive audience interaction.

### ***Equipment***

A projector with either VGA or HDMI input.

For audiences over 50, where the laptop can't be used as a presentation monitor, a separate monitor faced towards the stage.

For audiences over 50, a wireless lavalier microphone is preferred.

### ***Bio***

Clark Quinn, Ph.D., helps Fortune 500, government, not-for-profit, and educational organizations align technology with how we think, work, and learn. He integrates creativity, cognitive science, and technology to develop award-winning online content, educational computer games, and websites, as well as adaptive, mobile, and performance support systems. After an academic career, Dr. Quinn has served as an executive in elearning initiatives and has an international reputation as a speaker and scholar, with four books and numerous articles and chapters. He was awarded the eLearning Guild's *Guild Master* award in 2012. Dr. Quinn consults through Quinnovation, tweets as @quinnovator and blogs at learnlets.com.

### ***Fees:***

US\$6000 plus expenses, delivered as a \$2000 retainer and \$4000 upon delivery of the presentation. Expenses are invoiced with the final payment.

The price includes topic negotiation, audience analysis, presentation customization, preparation, and any travel arrangements not handled by the organizers.

### ***Contact***

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