

## Deeper eLearning: Learning Engineering

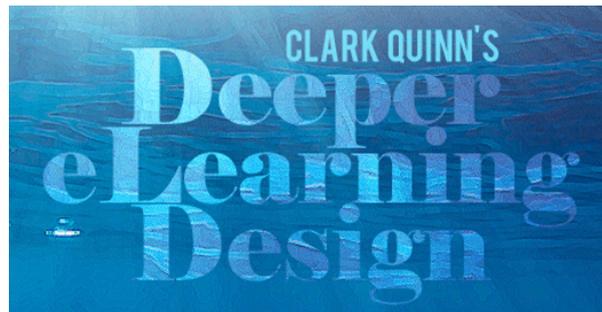
### *Description*

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 workshop, based upon numerous articles including the *Deeper eLearning Design* series, Dr. Quinn takes learners through the elements of learning and engagement to unpack the details. Attendees will go through the elements of learning and dive deep into the cognitive and emotional components that make learning that sticks. Attendees will apply these skills to real learning tasks to develop the ability to do better eLearning design. You'll leave with practical skills necessary to design and deliver serious eLearning.

### *Outline*

- Introduction
  - Your brain
  - Your brain on learning
- Objectives
  - 3 Elements
  - Subject matter experts
- Practice
  - Contextualization
  - Feedback
- Concepts
  - Models
- Examples
  - Cognitive Annotation
  - Backtrack and repair
- Engagement
  - Introductions
  - Closing
- Design processes
  - Tools
  - Collaboration



### *Previous Deliveries*

This workshop has been given to major societies in the US including the Association for Talent Development and the eLearning Guild. Dr. Quinn has also delivered this workshop in Germany.

### *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.

### ***Arrangements***

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

The organizer is responsible for providing the venue, consumables including beverages, snacks, and meals for the attendees.

### ***Timing***

This workshop has been delivered as a full day and two-day workshop. The former has less opportunities for interaction and consequent comprehension, but covers the material such that attendees can leave with effective skills.

### ***Equipment***

A projector with either VGA or HDMI input.

Audiences are limited to 40 attendees.

### ***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\$8000 plus expenses as a one-day workshop (\$10000 for two days), delivered as a \$3000 retainer and \$5000 upon delivery of the presentation (3000/7000 for two). 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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