

What is the Trainer's Institute?

First offered in June of 1992, it is an exciting opportunity for you to learn how to design and deliver professional training. The Institute blends theory and practice to give you hands-on experience in these critical areas:

- Understanding the Adult Learner
- Training Needs Analysis
- Designing the Training Session
- Evaluation of Training
- Presentation Skills

Who should attend?

- Trainers who want to better understand the role and impact of training in their organizations.
- New trainers with little experience in designing and delivering training.
- Management, professional, or line staff who have training responsibilities.
- Individuals who want to practice presentation skills in the classroom.

What benefits will you receive?

- An intensive, four-day, hands-on experience in learning how to be the trainer you want to be!
- Insights, feedback and support from professional trainers who have faced training challenges.
- The opportunity to share your experiences with over 20 other trainers.
- A videotape and professional feedback of a presentation you develop and deliver at the Institute.
- Trainer's Institute binder with all course materials.
- Certificate of Completion.

REGISTER EARLY—CLASS SIZE IS LIMITED.

Early bird rates apply if we receive your completed form and payment by April 1, 2009. Paid registrations are accepted on a first come-first serve basis. A confirmation letter and pre-institute self-assessment will be emailed once registration and payment are received.

SUBSTITUTION/CANCELLATION POLICY:

If you are unable to attend, call us to substitute another person in your place without penalty. Cancellations must be received before May 1st to avoid a \$100 cancellation fee. No credit or refunds will be given after the start of the Institute.

INTERESTED IN ASTD CENTRAL IOWA/NATIONAL MEMBERSHIP?

Go to <http://www.astdiowa.org> for chapter information.

Go to <http://www.astd.org> for national information.

COMING SOON!

ADVANCED TRAINER'S INSTITUTE—2010

Topics may include: Return on Investment (ROI), Emerging Technologies in Training, and more!

More information to come!

Presenter Information

Dr. Thomas Westbrook serves as Professor of Leadership and Adult Development at Drake University where he coordinates the graduate degree program in Adult Learning & Organizational Performance. He is a frequent presenter at corporations on topics related leadership, brain-based learning and e-learning. He has published in numerous journals including the Journal of Continuing Higher Education, Human Resource Development Quarterly and the American Journal of Distance Education.


Sarah Ennis is the founder and President of Interlink Training Resources, Inc. and hold a master's degree in education. She is a skilled facilitator and instructional designer, specializing in creating and delivering highly effective custom performance improvement solutions. She and her team work with executives and organizations around the country to help them establish learning architectures and develop the skills of their presenters.

Andrew Volkmann is a Learning & Development Measurement Consultant at Wells Fargo in the Home & Consumer Finance Group. He is certified through the Jack Phillips Institute for ROI. He has achieved a Masters of Arts and Sciences from Drake University with a focus on Human Performance Improvement and Adult Learning.

Rowena Crosbie is the Founder and President of Tero International Inc., a corporate training company headquartered in Des Moines, Iowa. Ro's commitment to help people change the way they think combined with her solid background of great communication skills ignites a passion in her listeners which endures long after presentations are over. Her ability to inspire audiences has consistently earned her reviews as a top-rated speaker and trainer.

Carol Kristensen is an instructional designer responsible for designing and developing new training programs and converting existing classes to alternate delivery methods for Nationwide Insurance. Carol has worked as a writer and instructional designer since 1984 for companies that include Boeing Aircraft, Pizza Hut, Meredith Corporation, Wells Fargo, and her own consulting firm. She has designed training for a variety of delivery methods including classroom, computer/Web-based, video-based, and print self-study.

The Trainer's Institute

 Presented by the ASTD Central Iowa Chapter



May 12-15, 2009

HELD AT:
TERO INTERNATIONAL
DES MOINES, IA 50325
(515) 221-2318

Day One

8:00am—11:45am

Understanding the Adult Learner

Dr. Thomas Westbrook

- Introductions/group building
- Introduction to ADDIE
- Motivating Adult Learners
- Establishing a positive learning environment
- Different learning styles
- Matching delivery style to learning
- The impact of age on learning
- Brain-based principles on how adult learn

12:45pm—4:30pm

Performance Needs Assessment/Analysis

Carol Kristensen

- Defining performance results, actual and desired
- Why people don't do what's expected of them
- When is training ACTUALLY needed? When is it not, then what?
- Making sense of the conflicting performance information around you
- Selecting the best strategies to move forward toward results now

Day Two

8:00am—11:45am

Designing the Training Session

Sarah Ennis

- Preparing clear training objectives
- Selecting learning strategies
- Using accelerated learning
- Planning transfer of training methods
- Applying instructional design to all types of training

Day Two (continued)

12:45pm—4:30pm

Evaluating the Training

Andrew Volkmann

- Various levels of measurement and the value they provide business leaders.
- Writing confident knowledge assessments and impact questionnaires
- Methods to isolate the impacts of training when conducting Business Impact Study
- Incorporating measurement processes within your current job function efficiently and effectively.

Day Three

8:00am—12:00pm

Professional Presentation Skills

Rowena Crosbie

- Polishing your delivery skills
- Calming your fears and nervous jitters
- Planning effective introductions and closings
- Establishing rapport with your participants
- Using professional visuals

1:00pm—4:30pm

Presentation Preparation

Spend this time preparing for your presentation on Friday. Experts in the training field will be available to answer your questions and provide suggestions for the design and development of your presentation. Take advantage of this time to receive feedback while preparing this presentation.

Day Four

8:00am—12:00pm

Using Professional Presentation Skills

- Practicing your presentation skills
- Receiving constructive feedback from your colleagues
- Receiving one-on-one feedback from a senior trainer

During the videotaping and feedback session, Institute presenters and past participants will be on hand to critique your presentation and coach you privately on ways to improve.

It's So Easy to Register!

PHONE: (515) 967-3895
MAIL: Mail your completed registration form to:
ASTD Central Iowa Chapter
P.O. Box 445
Des Moines, IA 50302-0445
FAX: (515) 967-8889
EMAIL: chapadmin@astdiowa.org

WEBSITE:
<http://astdcitrainersinstitute.eventbrite.com>

REGISTRATION FEES:

EARLY BIRD (Before April 1, 2009)

* \$720 (ASTD Non-Member)

* \$560 (ASTD Member)

AFTER APRIL 1, 2009

* \$760 (ASTD Non-Member)

* \$635 (ASTD Member)

Register Today!

- **YES, I will attend the Trainer's Institute on May 12-15, 2009!**

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ **FAX:** _____

EMAIL: _____

Make checks payable to [ASTD Central Iowa Chapter](#)
Trainer's Institute will be offered again in May 2010.