

Portland Program

Interactive Instructional Design: Maximize Participant Retention, Minimize Design Time



May 23, 2006, 8:30 a.m. to 4:30 p.m.

\$115 Members, \$150 Non-Members (by May 5th)

\$135 Members, \$170 Non-Members (after May 5th)

Ambridge Event Center (300 N.E. Multnomah St., Portland, Oregon 97232)

Discover the simple secrets to leading powerful training sessions with proven results every time!

Internationally-recognized speaker, Catherine Mattiske, is coming to Portland! This workshop will teach you tips, tricks and techniques for writing and creating sensational training courses, including Catherine's proven, simple, tangible 9-Step Instructional Design process that has been successfully put to use by Coca-Cola, Blue Cross Blue Shield and Reuters. This process ensures that all of your learners are catered to, while significantly reducing design time and increasing retention.

Who Should Attend

Training and development professionals at all levels of experience, including training directors, training managers, trainers, instructional designers, external training consultants and organizational development specialists.

What You Will Learn

- ✓ What Makes Great Instructional Design
- ✓ The Instructional Design Process
- ✓ Developing Your Course
- ✓ Creating the Opening Phrase
- ✓ Making Adult Learners Tick
- ✓ Creating the Content Session – the Cycle of Each Topic
- ✓ Creating the Major Review and Close
- ✓ 25 Ways to Do It Faster and More Effectively
- ✓ Putting It All Together

What Others Are Saying

According to Marguerite Samms, Director of Education Services at MultiCare Health System, a 2005 ASTD BEST award winner, *“Catherine has helped us reduce our instructional design time from 60-80 hours for every hour of learning to 10-20 hours, which we have maintained for 2 years. Catherine was instrumental in helping us get traction right after we centralized education. Most classes provide new skills but Catherine builds the skills, provides templates and processes for putting the skills to use, which is where she really adds value. She also surprised us with the amount of pre- and post-course support for no extra charge.”*

Core Competencies in this Program

(based on National ASTD Competency Model for Learning and Performance)

- ✓ Designing Learning
- ✓ Improving Human Performance
- ✓ Measuring and Evaluating
- ✓ Managing Organizational Knowledge

TO REGISTER, go to www.astdcascadia.org. Early registration deadline is May 5, 2006.

American Society for Training and Development (ASTD), Cascadia Chapter, astd@astdcascadia.org,
www.astdcascadia.org



Catherine Mattiske

Catherine Mattiske is the president of international companies, The Performance Company and The Training Factory, and author of “Train for Results.”

Catherine’s expertise in training is the result of 2,500 hours of face-to-face training experience, spanning 25 years, working with leading professionals in the United States, Australia, Africa, New Zealand and Asia.

For the last seven years, Catherine has presented at the ASTD International Conference to a packed house with the highest attendance of any of the pre-conference workshops, and is rapidly gaining recognition in the same circles as masters in training and instructional design, Harold Stolovich and Thiagi.