

## A 2-Day Seminar on Training The Trainer

### INTRODUCTION

Training is a function which requires experts to execute. A good manager may not necessarily be a good trainer. Even good trainers need training to become more effective, to up-date their knowledge and to cross-fertilise their expertise.

Training programmes take time, money and energy. With these kinds of investments, it is important that the training results be effective. This workshop will show you how to get your colleagues, employees or workmates attend to and learn the subject matter at hand whether it is on technical subjects or management development.

### OBJECTIVES

Upon completion of the seminar, participants are expected to:

- identify training needs within their own areas of responsibility
- plan and conduct training programmes which conform to set objectives
- validate the effectiveness of their training activities
- demonstrate effective presentation skills

### CONTENTS

1. The key elements and success factors of training programme
2. Difference between training, briefing and lecturing
3. How does adult learn?
4. Identification of training needs and design of training objectives
5. Basic instructional design
6. Key points to note in training delivery
7. Effective use of training and audio-visual aids
8. 4-level training evaluation
9. Handling challenging situations



# TRAINING

# TRAINING THE TRAINER

## INDUSTRY SERVING INDUSTRY

The HKMA's programmes are organized to meet the practical needs of companies and individuals. Based on our close ties with the business community, programme ideas are generated through industry experts. Management Committees, which comprise local business leaders, play an advisory role to ensure that our programmes are relevant to evolving business needs.

The Human Resources Development Management Committee advises the HKMA on the Training the Trainer. The following individuals serve on the Committee in their personal capacity\*:



(Committee Chairman)

**Dr Ritchie Bent**

Group Head of Human Resources  
Jardine Matheson Ltd



**Mr Graham Barkus**

Head of Organization Development  
Cathay Pacific Airways Ltd /  
Swire Properties Ltd



**Ms Catherine Chau**

Head of Human Resources  
Hongkong Land Ltd



**Mr Barry Ip**

Regional Director  
Learning and Development - Asia  
Jabil Circuit Inc



**Ms Maylie Lee**

Head of Human Resources,  
Hong Kong & Greater China  
Marsh (Hong Kong) Ltd



**Ms Eliza Ng**

Director, Human Resources  
Fuji Xerox (Hong Kong) Limited



**Mr Kelvin Ng**

General Manager - Training and  
Organization Development  
Human Resources Department  
Nan Fung Development Ltd



**Mr Chester Tsang**

Principal - Academy of Excellent  
Service  
MTR Corporation Ltd



**Mr Kenneth Wai**

Area Director of Human Resources  
Island Shangri-La Hotel

\* The composition of the Committee and personal particulars of its members are subject to change. The list may not be exhaustive.

## DATES & TIME

Wednesday & Thursday  
24 & 25 February 2016  
9:00 am - 5:00 pm

or

Wednesday & Friday  
22 & 24 June 2016  
9:00 am - 5:00 pm

or

Monday & Wednesday  
24 & 26 October 2016  
9:00 am - 5:00 pm

## VENUE

The Hong Kong Management Association  
1-6/Fs First Commercial Building  
33-35 Leighton Road  
Causeway Bay  
HONG KONG

## METHODOLOGY

This workshop is conducted on a highly participative basis. The session will consist of discussions, individual and group exercises and role play sessions for presentation skills.

## SEMINAR LEADER

**Ms Selina Kam** is a seasoned training professional with over 17 years of corporate experience. She joined HSBC in 2001 and developed various Leadership, Management, Sales & Service and the 1<sup>st</sup> Financial Planning workshop for executives from Asia Pacific region.

She received the Distinguished Trainer's Award of Hong Kong Management Association in 2007. In recognition of her expertise, China's first state-owned shareholding commercial bank invited her to mentor and develop their trainers in China.

Selina expanded her expertise to culture building, competency development, coaching and talent development in retail business when she headed the Learning and Development department of a listed company with business in HK, Macau and China. Currently, she provides learning and people development consultancy services to a wide spectrum of clients from various industries e.g. Banking, Insurance, University, NGO, Aviation, Research, Electronics & Home Appliances, Exhibition, Properties, Headhunting and Recruitment, etc.

Her interactive and pragmatic training approach will inspire participants to develop practical skills and to equip them with the tools as well as insights in unleashing their potentials. Selina is a NLP practitioner and has MBTI accreditation.

## ENQUIRIES

For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2774-8503. For course details and the latest course schedule, please contact Ms Vester Wong on 2774-8552; or visit the HKMA website: [www.hkma.org.hk/seminar](http://www.hkma.org.hk/seminar).

## FEE (Inclusive of tea/coffee breaks)

HKMA Member: HK\$3,200  
Non-member: HK\$3,450

**Early Bird Discount:** HK\$200 each  
(For those who settle the payment one month before the course commencement date)

**Group Discount:** HK\$200 each  
(For companies which send a total of two OR more participants to this course and enrol at the same time)

## LANGUAGE MEDIUM

English

## DESIGNED FOR

- Trainers and Training Managers
- Human Resources Managers
- Personnel Managers

# Enrolment Form

## TRAINING THE TRAINER

- SG-A6519-2016-1-FC      24 & 25 February 2016  
 SG-A6519-2016-2-FC      22 & 24 June 2016  
 SG-A6519-2016-3-FC      24 & 26 October 2016

**FEF: HKMA Member: HK\$3,200 / Non-member: HK\$3,450**

\* Applicants should include their HKID card number and fill in their details in block letters, otherwise no MDCU will be given.

Name (Mr/Ms): \_\_\_\_\_  
(Surname) (Other Names)

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Fax No. (Office): \_\_\_\_\_ E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Name and Title of Nominator (Mr/Ms): \_\_\_\_\_

Nominator Email / Address: \_\_\_\_\_

Sponsorship       Company-sponsored       Self-sponsored

Where did you **FIRST** learn about this programme?

Mail     Newspaper/Magazine (please specify): \_\_\_\_\_     HKMA email

Email promotion from other websites (please specify): \_\_\_\_\_

Website advertisement (Please specify): \_\_\_\_\_

HKMA Website (From where did you learn about, please specify): \_\_\_\_\_

MTR Station Display (Please specify): \_\_\_\_\_

Exhibition       Education & Careers Expo (EEX)       Jobmarket Career & Education (EJEX)

Others (Please specify): \_\_\_\_\_

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Vester Wong on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

### Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent.       I do not consent.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_