

3rd Annual Blended Learning Conference 2010

Exploring Innovative and Effective Strategies in the Adoption and Improvement of Flexible Approaches to Learning

Providing an engaging mix of practical case studies, round table discussions, expert perspectives and interactive workshops, Liquid Learning is delighted to announce its 3rd conference exploring this dynamic subject.

FEATURED SPEAKERS



Carmel Speer Head of Globalisation and New Initiatives, The NAB Academy
National Australia Bank



Tina Osman Head of People Development
Australian Broadcasting Corporation (ABC)



Erin Redfern Business Manager, Network Learning Team
Centrelink



Karen Deguet Senior Learning and Development Manager
Roche



Peter Fenwick Learning and Development Manager
InTACT



Rob Wilkins Senior Manager, People Communications and Learning - Group Risk and Compliance
AMP



Jean Clendinning Organisational Development Executive
Parsons Brinckerhoff



Rebecca Slings Operations Manager, Learning and Development



Mark Morrison Team Leader, Learning Design and Development
CGU Insurance



Professor Ian MacDonald Director, Centre for Innovation in Learning and Teaching (CILT)
Victoria University



Simon McIntyre Lecturer, Online Postgraduate Director – COFA Online
The University of New South Wales (UNSW)



Mark Hunwicks Education Manager, Flexible Delivery
Cheryl Cox E- Learning Facilitator for Professional Development
TAFE South Australia

Raelee Hobson Organisational Development Manager, Human Resources Division
Energy Australia



17 & 18 March 2010
Citigate Central Hotel, Sydney

EXPLORE

- Development of Flexible Learning Programs
- Innovations in Blended Learning Strategies
- Cost Efficient Solutions for Effective Learning and Development
- Finding the Right Blend for the Organisation

PLUS WORKSHOPS

Two Separately Bookable, Half-Day Workshops on 19 March 2010

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Day One 17 March 2010

8.30 - 8.55 **Registration and Morning Coffee**

8.55 - 9.00 **Official Welcome and Opening Remarks from the Chair**

9.00 - 9.45 **OPENING CASE STUDY**

Workplace Embedded Higher Education - The Convergence of Blended Learning, Industry Training and University Education

Curtin University and Shell Exploration and Production have run a jointly taught Master of Technology (Petroleum Technology) program for the last seven years, with over 1,000 Shell staff enrolled. It is unusual in that it is entirely taught through the Shell Learning Centre, based in The Hague, using existing Shell Learning Events that have been modified and accredited as Masters level units with Curtin University based in Perth, WA. The Blended Learning units have been remarkably successful in achieving business goals, and have resulted in unexpected and powerful benefits. In his former role as Associate Dean at Curtin University, Ian managed the relationship between Curtin and the Shell Learning Centre, coordinating the Master of Technology, as well as assisting in the transition of the program to a blended learning approach through the Shell Open University. In this session, Ian will explore:

- The Master of Technology educational model
- Why Blended Learning training programs are so effective in improving learning outcomes, reducing costs, and providing wider business benefits
- The difficulties and advantages of business / university partnerships

Professor Ian MacDonald Director, Centre for Innovation in Learning and Teaching (CILT)
Victoria University

9.45 - 10.00 **Questions and Discussion**

10.00 - 10.45 **CASE STUDY**

Implementing an Effective Blended Learning Approach in a 24/7 Environment

For the ABC, taking a blended learning approach to development and training is less a matter of choice and more a necessity of the dynamic 24/7 working environment. This coupled with the diverse range of content produced means a one size fits all approach would neither be practical or effective. The blended approach adopted comprises a mix of face to face, online, mentoring and a cadetship program, adapting the blend according to logistics, suitability as well as consideration of generational differences. This session will detail the challenges faced in implementing learning in an disparate and diverse environment that is constantly evolving and adapting to changes in the global media industry. Explore:

- The ABC News Cadetship program
- Forward planning in an unpredictable market place
- Finding the perfect blend

Tina Osman Head of People Development
Australian Broadcasting Corporation (ABC)

10.45 - 11.00 **Questions and Discussion**

11.00 - 11.15 **Morning Tea**

11.15 - 12.00 **CASE STUDY**

Why Knowledge Management is Critical for Successful Blended Learning Outcomes

Rob Wilkins will take you through some of the pitfalls of why blended learning efforts often only provide mediocre outcomes and will then suggest to you that the key to this is the use of Knowledge Management as a vehicle for Learning Transfer and better productivity. In this session you will explore:

- Changing competency models, recruitment, selection and appraisal procedures, reward systems to support KM
 - Including KM awareness and development of knowledge-sharing attitude and skills as part of blended curriculum
 - Integrating collaboration, e-learning and formal training programs to provide continuous learning process
- Understanding the KM vehicle that is social media and its role in blended learning

Rob Wilkins Senior Manager, People Communications and Learning - Group Risk and Compliance
AMP

12.00 - 12.15 **Questions and Discussion**

12.15 - 1.15 **Networking Lunch**

1.15 - 2.00 **CASE STUDY**

Finding the Right Blend - When e-Learning is Not the Answer

Although an e-learning centric approach clearly has its place and merits within a blended solution, has your company stopped and asked: is this the most effective solution for our employees? This session will explore the blended learning journey of Roche, how they asked this question after developing an e-learning focussed solution and realising it was not the be-all and end-all of learning and not necessarily the best way to engage and develop employees. They have since moved to a more personalised face to face, individualised approach focusing as much on career aspirations and development as on job skills. Explore:

- Is e-learning the right choice?
- Implementing a career development centre
- The place for e-learning in Roche

Karen Deguet Senior Learning and Development Manager
Roche

2.00 - 2.15 **Questions and Discussion**

2.15 - 3.00 **CASE STUDY**

Linking Performance Management and e-Learning for Focused Development

Energy Australia is actively seeking to improve performance in a range of skill areas central to its business. This session will focus on Energy Australia's approach to improving performance through e-Learning and examine the way in which capability frameworks are used to drive a high performance culture.

PLUS WORKSHOPS!

TWO Post-Summit Half-Day Workshops on 19 March 2010

EARLY BIRD DISCOUNT

Receive \$100 off registration if you register and pay by 29 January 2010

- Gauging which e-Learning approach works best for various generations and its impact on workplace performance
- Use of e-learning with other learning approaches to drive performance
- Linking e-learning and performance management

Raelee Hobson Organisational Development Manager - Human Resources Division
Energy Australia

3.00 - 3.15 **Questions and Discussion**

3.15 - 3.30 **Afternoon Tea**

3.30 - 4.15 **CASE STUDY**

Virtual Learning in The Academy - A New Model of Delivery for Self Managed Learning and Development and Collaboration

The Academy represents a new approach to learning for the National Australia Bank. It is designed to help employees to take responsibility to develop their capabilities, manage their careers and reach their full potential. It is a genuinely new way of working and learning that centres on the philosophy that people will experience 70% of learning on the job, 20% from coaching/mentoring and 10% through formal learning experiences. This session will explore:

- The Academy learning philosophy and governance
- Making learning more accessible through virtual channels
- Utilising Web 2.0 to foster knowledge collaboration
- Enriching the experience and allowing employees to take charge of their careers

Carmel Speer Head of Globalisation and New Initiatives, The NAB Academy
National Australia Bank

4.15 - 4.30 **Questions and Discussion**

4.30 - 5.15 **CASE STUDY**

It's Moodle, But Not as You Know It

The use of Moodle as a cost effective e-learning strategy as part of a blended approach is proving increasingly popular among organisations. This session will examine TAFE SA Adelaide North's Moodle experience, their journey from simple to sophisticated use as well as exploring:

- Alternate uses of Moodle for various contexts to bring e-learning to a wider audience
- Using Moodle functions to promote effective learning
- Challenges for staff and students

Mark Hunwicks Manager Innovation in Teaching and Learning
Cheryl Cox E- Learning Facilitator for Professional Development
TAFE SA

5.15 - 5.30 **Questions and Discussion**

5.30 **Concluding Remarks from the Chair**

5.30 - 6.30 **Networking Drinks**

8.30 - 8.55 **Morning Coffee**

8.55 - 9.00 **Opening Remarks from the Chair**

9.00 - 9.45 **OPENING CASE STUDY**

Learner-centred Education in Centrelink

The work of Centrelink's 17,000 Customer Service Advisors is now too vast, detailed, complex and changeable to rely on human memory. Learning strategy now centres on the individual user's needs with real-life scenarios and practice opportunities. It is integrated with the tools, references and workflows they need to complete their jobs effectively and to deliver business outcomes. Current Centrelink learning solutions push the edge of our available ICT to deliver flexible and blended learning options across a diverse demographic with varying needs. The information session will cover:

- The business drivers for educational change in Centrelink
- Learner-centred educational design principles in practice
- Challenges and next steps
- A customer service advisor scenario using the learning infrastructure

Erin Redfern Business Manager, Network Learning Team
Centrelink

9.45 - 10.00 **Questions and Discussion**

10.00 - 10.45 **CASE STUDY**

Do you Design for Learning, or Do You Design to Tick a Box?

At CGU Insurance we have evolved from a compliance driven Learning and Development function to one that is understood and valued by our business. How did we do this? We truly listened to our business, built up our Learning and Development practitioner's capabilities, created frameworks and guidelines to work within, sucked the life out of our Learning Management System - and set our designers free to work their magic. Explore:

- Creating the foundations for a blended learning culture
- Engaging with the business and converting their requirements to a design for learning
- Threading learning interventions to form a good blend
- Thinking creatively to make technology work for your learning solutions

Rebecca Slingo Operations Manager, Learning and Development

Mark Morrison Team Leader, Learning Design and Development
CGU Insurance

10.45 - 11.00 **Questions and Discussion**

11.00 - 11.15 **Morning Tea**

SUPER SAVER DISCOUNT

Receive \$200 off registration if you and pay by 22 December 2009

11.15 - 12.00 **EXPERT COMMENTARY**

Learning to Teach Online - The Evolution of a Diverse, Adaptable, Pedagogy Focused and Modular Online Training Resource

It can often be easy to get swept up in the technological side of blended learning at the expense of sound pedagogy, good planning and effective teaching skills. COFA Online at the College of Fine Arts, The University of New South Wales has been researching, developing and evaluating award winning professional development programs since 2003 for academics wishing to plan, develop and teach effective and sustainable online and blended initiatives. This training has resulted in a suite of both fully online and blended university courses, along with cross-cultural and institutional blended learning initiatives involving students, industry professionals and educators from around the world. It has become apparent that as blended learning applications diversify in education and industry, there is a need for a much more flexible system of training for educators and trainers wishing to use online supported teaching practices. This presentation outlines the evolution of a diverse, adaptable, pedagogy focused and modular online training resource designed to meet these challenges called 'Learning to Teach Online'. It will provide free, customisable guidance and support for educators and industry professionals around the world wishing to improve engagement, effectiveness and sustainability of their blended learning initiatives. Explore:

- Issues related to online teacher training in the context of blended learning
- Strategies need for free, flexible training solutions applicable to a broad range of disciplines within education and industry
- The concept of a community of practice extending the reach and effectiveness of training programs

Simon McIntyre Lecturer, Online Postgraduate Director - COFA Online
The University of New South Wales (UNSW)

12.00 - 12.15 **Questions and Discussion**

12.15 - 1.15 **Networking Lunch**

1.15 - 2.00 **CASE STUDY**

An Organisational Approach to Blended Learning

Parsons Brinckerhoff (PB) is one of the world's leading planning, environment and infrastructure firms; they employ over 13,000 across the world including 2,500 in Australia and New Zealand. Blended Learning is an approach they take very seriously and one that has moved beyond just L&D to an organisational level. This session will explore a variety of facets that comprise PB's approach, including;

- Communities of Practice - Detailing PB's communities of practice that exist and how they are not generated or driven by L&D but by the business
- Social Networking - The role of knowledge management across the organisation
- Certification Learning - PB's own international certifications, their alliances with Engineers Australia and Universities.

- Learning and Development - 70-20-10 Formula, Success Profiles, overview of the learning provided and how they work in partnership with the business

Jean Clendinning Organisational Development Executive
Parsons Brinckerhoff

2.00 - 2.15 **Questions and Discussion**

2.15 - 3.00 **CASE STUDY**

Applying a Dynamic Blended Learning Approach to Achieve Business Goals

InTACT is a shared ICT service government organisation providing a comprehensive range of ICT and allied services to the ACT Government with approximately 550 staff, many physically located within ACT Government departments and agencies. This infrastructure supports more than 1,500 key business applications used by 18,000 public servants, 20,000 tertiary students and 35,000 school students across the ACT. The Learning and Development unit is tasked with managing and maintaining InTACT's staff development and training program, and on-boarding programs including induction, ICT Traineeships and Internships. This session explores:

- The use of a Blended Learning approach across the organisation to achieve the desired business outcomes
- The InTACT model of creating positive links to the Australian Apprenticeship Scheme, external Registered Training Organisations (RTO) and professional associations such and universities to deliver appropriate professional development for staff

Peter Fenwick Learning and Development Manager
InTACT

3.00 - 3.15 **Questions and Discussion**

3.15 - 3.30 **Afternoon Tea**

3.30 - 4.15 **INTERACTIVE ROUNDTABLE SESSION**

This session will draw upon the experiences of the presenters and delegates alike to reflect on the day's proceedings. Providing a great opportunity to discuss the key themes and questions brought up during the conference. Analysing how you might take some of your findings and implement them into your own organisation.

4.15 **Closing Remarks from the Chair and Close of Conference**



Workshops 19 March 2010

9.00 - 12.30 **WORKSHOP A**

Blended Learning - Shaken Not Stirred

This interactive workshop provides learning practitioners with opportunity to look beyond the technology to the design of learning activity itself. We will examine the preparation required of the culture, the individual and the learning practitioner when implementing technology-enabled learning. Participants are encouraged to bring along a course outline and explore new blends during the workshop. Workshop themes include:

- Content, learning and activity – the when of blend
- Technologies that enhance learning – and those that do not
- Preparing the landscape – managing change
- Read, fire, aim – lessons learned from the field

Expert Facilitator: Alison Bickford Director

Connect Thinking

Alison has been working in the organisational e-learning space since 2002. Her expertise embraces both synchronous and asynchronous learning design, and associated change management. Her holistic, practical and learner-centric approach to technology-enabled learning provides practitioners with tangible action steps in e-learning implementation and consolidation. Alison has a Masters of Arts in E-Learning and is currently completing her EdD at UTS.

12.30 - 1.30 **NETWORKING LUNCH**

1.30 - 5.00 **WORKSHOP B**

Walking in the Learner's Shoes

This highly interactive session will explore the role of the provider of training and what they can do to remove the obstacles to learning. Asked to take the perspective of the learner, participants will look to answer the question of what would prohibit them from learning and what would make the experience more rewarding and engaging. Kathy's highly practical approach was extremely well received at the previous Blended Learning forum, making her one of the highest rated presenters. Explore:

- Understanding your learners - Motivation, competing commitments, resources
- Choosing learning approaches to remove their obstacles to learning
- Making it work for the learning provider's business

Expert Facilitator: Kathy Sims Director

RuralBiz Training

Kathy is a former rural financial counsellor in Dubbo and Rural Skills Development Manager for NSW Farmers Association. She has worked extensively with farmers in both business and education/training. Upon leaving NSW Farmers' Association in Feb 2009 she returned to run her own training business, RuralBiz Training. They specialise in providing training that supplies the tools to make your business stronger now and more likely to survive into the next generation. As a registered training organisation, they can offer both nationally accredited and non accredited training options, suitable for small business, government and community organisations. Kathy's qualifications include Masters in Accountancy, Bachelor of Science, Bachelor of Education, Grad. Dip in Computer Education, Assoc. Dip. in Farm Secretarial Studies (Rural Business Management) and Certificate IV in Assessment and Workplace Training.

ABOUT THE EVENT

By creating this blend of learning approaches organisations can create an optimal learning program that can engage the individual, ensure effective retention of knowledge and add ongoing value to their role. Liquid Learning's 3rd Annual Blended Learning Conference will continue the work of the previous two conferences, providing a practical insight into a variety of blended learning initiatives and developments. As this trend to a blended model continues, this event will showcase some of the most effective examples, in a variety of organisations and industries. It will address how advancing technology can be utilised to engage different generations and how implementing an e-learning element to a blended approach can be done without breaking the bank. Importantly it will also provide a more clinical perspective debating what the key elements of a successful blended approach and the basis for sound learning and development.

WHO WILL ATTEND

- Learning and Development
- Training Design
- Organisation Development
- Capability Development
- Learning Centres
- Corporate Universities
- Higher Education
- Professional Development
- eLearning

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