

Informa Connect

# Academy

## ATD Master Trainer™ Program

Focused on practice and grounded in theory, prove your ability to deliver the most engaging and effective training solutions - in both the classroom and virtual environments

8-weeks of Blended Learning, including 3 days of In-Person Classes

Date: 04 September - 27 October 2023 (In-Person Sessions: 25, 26, 27 September 2023 | 8:30 - 16:30 GST, DUBAI, UAE)



Attend In-Person

**ATD Member Discount**

See Price Page For More Details

In partnership with



EARN UP TO 2.8 CEUS POINTS

# Course Information

## Course Overview

The role of the trainer has evolved to include building consultative partnerships, demonstrating facilitation skills dependent on learner dynamics, and reporting on business metrics to validate the effectiveness of the learning solution.

Aligned to the Talent Development Capability Model, this renowned program covers the entire process of training delivery including purpose and assessment, decision making, planning and preparation, presentation and facilitation, performance and evaluation, and business metrics and reporting.

You'll be a part of an online cohort and work with your facilitator to lift the conversation about training delivery to the master level, showcasing your ability to adapt to learner needs. Identify where you excel and where you have opportunities for growth. Benefit from a structured and collaborative learning experience and the opportunity to assess your knowledge and skills through discussion, practice, and skills demonstrations.

## Eligibility Criteria

To ensure you gain the most from this advanced-level program, you must:

- Have a minimum of three years in the training and facilitating profession
- Be knowledgeable about effective training techniques (such as managing participants, engaging a variety of learning styles, managing classroom challenges, and creating a positive learning environment) and how to apply them
- Have experience with developing engaging, learner-centred training solutions
- Have completed a foundational ATD certificate program such as the ATD Training Certificate (preferred, not required)



# Course Information

## About ATD

The Association for Talent Development (ATD), formerly known as ASTD, is the world's largest association dedicated to those who develop talent in organizations.

For 70 years ATD Education's mission has been to empower learning and development professionals with the knowledge and skills they need to be successful and remain competitive. We offer cutting-edge training and professional development programs to bring you the latest research in the field, best practice, expert-vetted content, and tools you can immediately use on the job. Each learning experience prepares you to maximize the efficiency of your systems and processes, while supporting and developing your people.



## ATD's Approach

ATD Education offerings are shaped by extensive research, input from expert practitioners, emerging trends in the field, and member and customer feedback. The ATD Competency Model — which defines the knowledge and skills learning professionals need to have — forms the foundation for our content. Education offerings are aligned to the Model, providing you with a comprehensive learning path. ATD understands, develops, and delivers the most practical and application-oriented training and professional development opportunities. Every offering is designed and developed by teams of practitioners, subject matter experts, instructional designers, and ATD staff to ensure the perfect balance of theory, structure, engagement, practice, and application. This approach means learning professionals can be confident that they are building a strong foundation, while at the same time staying on top of important trends in the field. And our programs are not only practical in the classroom — ATD's participant guides are packed full of tools, templates, checklists, and forms that are available electronically and can be applied immediately on the job.

## ATD Master Trainer™ Program is offered by the ATD Certification Institute.

After completing the program, you will be invited to join the ATD Masters Collective, a private community of other ATD Masters alumni where you will have the opportunity to continue to learn and celebrate accomplishments together.

# Course Information

## Who Should Attend

Experienced professionals ready to elevate their skills and demonstrate mastery in training delivery and facilitation. Roles may include professional trainers, facilitators, training consultants, training officers, corporate trainers, faculty developers, and managers and/or directors of learning and development.

## How The Program Works

- Learn research-based best practices from across the Talent Development Capability Model to elevate your training and facilitation skills
- Engage in an 8-week cohort-based journey via ATD's online learning platform and facilitator-led sessions
- Benefit from the role modelling, wisdom, and guidance of an expert ATD facilitator
- Learn with and from a group of peers through application-based discussions and reflections
- Personalize your Master Trainer journey by assessing your current skills, adapting scenarios to your context, and demonstrating success with skills practice opportunities

**COURSE LEVEL:** Advanced

## Benefits of Attending

- Develop and demonstrate mastery of training and facilitation through two practice deliveries, including individualized feedback and analysis
- Gain six months of access to ATD's comprehensive Talent Development Body of Knowledge and receive tools, resources, and templates to use on the job
- Earn the industry recognized ATD Master Trainer designation and digital badge
- Accelerate your pathway toward achieving the APTD or CPTD Certification

## Technical Requirements

A laptop computer with Wi-Fi capability is required. Please do not use mobile devices (phones, tablets, etc.) in lieu of a laptop as it severely limits your ability to fully and actively participate. Note: You might not have an optimal experience if you are using Internet Explorer or Microsoft Edge to access your courses. Chrome is the recommended browser.



# Course Information

## Course Requirements and Certificates

Participation in all originally scheduled days of the program, is mandatory in order to receive the certificate of completion and CEUs. Participants who miss more than two hours of the entire program will not be eligible to receive the certificate. Participants who fulfill the attendance requirement will receive a certificate at the end of the program.

***If you meet the eligibility requirements, an ATD Certificate of Completion will be issued to you through the ATD Learning Platform at the end of the program.***

***Earn the ATD MASTER TRAINER™ PROGRAM Certificate and digital badge after:***

- *Attending all course sessions.*
- *Completing the MASTER TRAINER™ PROGRAM capstone activities and the skills demonstration.*

***Successful participants of this program will earn the ATD MASTER TRAINER™ PROGRAM Certificate and digital badge.***



## Credits

*28.0 learning hours & 2.8 CEUs awarded*

*28.0 APTD Professional Development Hours or Recertification Points through the ATD Certification Institute. New! Earning the ATD Master Trainer designation within the past three years fulfils the entire professional development requirement toward the APTD Certification.*

*28.0 CPTD Professional Development Hours or Recertification Points through the ATD Certification Institute. New! Earning the ATD Master Trainer designation within the past five years fulfils the entire sixty (60) hour professional development requirement toward the CPTD Certification.*

*This program has been approved for 28.0 (General) recertification credit hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute.*

*This program is valid for 28.0 PDCs for the SHRM-CP or SHRM-SCP. For more information about certification or recertification, please visit [www.shrm.org/certification](http://www.shrm.org/certification).*

# Course Information

## What You Will Learn

- Diagnose your current ability in delivering training with the ATD Master Trainer self-assessment tool, the Learning Prioritization Inventory
- Demonstrate the ATD essential skills in delivering training, including preparation, creating a positive learning climate, facilitating learning, managing challenges, and evaluating learning
- Select questions to use when conducting a needs assessment to determine the need for training
- Apply adult learning principles and cognitive learning theory
- Describe various models of instructional design (ID)
- Convey measurable outcome-based learning objectives.
- Plan and prepare for conducting a consultative needs analysis conversation
- Identify best practices for maintaining and enforcing organizational standards
- Apply decision-making models to a scenario
- Prepare for a training session by sequencing facilitation
- Select methods to address learner motivation
- Define types of delivery media, including facilitating virtual training
- Identify best practices in learning technology
- Recall copyright guidelines for use of creative work
- Create stories, examples, and analogies to connect with participant needs
- Identify best practices in co-facilitation
- Create a culturally aware and inclusive learning environment
- Facilitate learning using effective questioning techniques and feedback methods
- Apply relevant solutions to overcome challenges in the classroom
- Identify assessment techniques to ensure learning outcomes
- Describe the purpose of coaching
- Evaluate training to align to business outcomes
- Analyze and evaluate training delivery skills through a detailed assessment review

## Attendance and Program Completion Requirements

Active participation in all components of ATD Masters Programs is mandatory in order to receive the designation, digital badge, and applicable credits. This includes participating in facilitator-led sessions and completing all online activities, assessments, and project work. Access to the course and all materials is available in the ATD Learning Platform. New content will be made available each week and should be completed before the start of the next week.

For full-day face-to-face or live online program components, participation in all originally scheduled days of the program is mandatory. Participants who miss more than two hours of the entire program will not be eligible to earn the designation.

Active participation in live online sessions includes, but is not limited to, participating in virtual classroom activities, discussions, and breakout sessions. Please note that using a tablet or mobile device significantly limits your ability to participate actively.

If you meet the eligibility requirements, a certificate will be issued to you through the ATD Learning Platform at the end of the program.

# Course Information

## Program Schedule

This is an 8-week blended program consisting of seven weeks of online learning and three days of live, instructor-led sessions. New content will be made available each week and must be completed before the start of the next week.

- Program Starts: 04 September 2023
- Week 2: 11 September 2023
- Week 3: 18 September 2023
- Week 4
  - IN-PERSON Day 1: 25 September 2023
  - IN-PERSON Day 2: 26 September 2023
  - IN-PERSON Day 3: 27 September 2023
- Week 5: 02 October 2023
- Week 6: 09 October 2023
- Week 7: 16 October 2023
- Week 8: 23 October 2023
- Final Project Due/Program Ends: 27 October 2023

Five days prior to course start you will receive a notification via email with instructions for accessing this course in ATD's learning platform. All course content and access links for live online sessions being held in WebEx can be found in the learning platform. ATD's online courses are highly interactive and require completion of all activities and full participation in live online sessions. All live online sessions are recorded, to allow you to watch the recording at a later time before the program ends. ATD Certificate and ATD Masters programs have attendance requirements. Please see the Credits & Attendance section below for more details.

Live Online sessions are conducted in the WebEx Training Center platform. Special software is not required. You only need a standard web browser and telephone or VoIP capability to participate.



# Meet Your Course Director



## **Seema Nagrath Menon**

**ATD Expert Master Facilitator | Marshall Goldsmith Stakeholder Centered Coach**

Seema Nagrath Menon is an International Speaker, ATD Expert Master Facilitator, Marshall Goldsmith Stakeholder Centered Coach and Senior Learning & Development Specialist.

As a Certified Professional in Learning & Performance (CPLP)® and a qualified COTU-BPS (Level A&B) from Cambridge University, she has been working internationally in the fields of leadership development, learning strategy and instructional design for over 20 years. She has also trained as a Leadership and Emotional Intelligence Specialist at Yale University and Case Western Reserve University.

As an expert in the Neuroscience of Learning she has experience and expertise in research, innovation, designing and managing delivery of interactive developmental learning programmes, aimed at facilitating the enhancement of targeted skills in her clientele. Using her cross-cultural international business exposure to add value and positively influence the life of her clients in global business she has coached executives and leaders for peak performance. She has also designed, developed, and delivered specialist learning programme on Leadership Skills, Business and Life Skills, Emotional Intelligence and Mindfulness for a range of international business corporates and institutions.





# Course Outline

## Weeks 1–3 (Online)

Three weeks prior to the face-to-face or live online component, join your cohort in a private online community to complete self-directed exercises, participate in discussions, learn from curated ATD resources, and complete assignments for facilitator feedback. Complete your Learning Prioritization Inventory and start key assignments to prepare you for your week four skills assessment.

Topics covered include purpose and assessment, decision making, and planning and preparation—the first three components of the ATD Master Training Cycle.

## Week 4 (Face-to-Face)

In this three-day training, you will gather with your cohort and facilitator to expand upon the learning started in the first three weeks. You will be presented with multiple opportunities for skills practice and focused feedback to improve your training delivery skills. And finally, you will complete the skills assessment based on activities completed in the first three weeks.

Topics covered include presentation and facilitation, the fourth component of the ATD Master Training Cycle.

## Weeks 5–6 (Online)

Re-engage with your cohort online to complete self-directed exercises, participate in discussions, learn from curated ATD resources, and reflect on your Master Trainer journey.

Topics covered include performance and evaluation and metrics and reporting, the final two components of the ATD Master Training Cycle.

## Weeks 6–8 (Online)

Complete the final learning project during weeks six to eight, which entails submitting a 10-minute facilitation along with a detailed analysis using the ATD Training Delivery and Facilitation Standards rubric to evaluate your facilitation choices and areas for improvement. Your learning project is a complete evaluation of your training delivery skills and provides individualized feedback from the facilitator.

***Earn the ATD Master Trainer digital badge and designation after successfully completing all course work and passing your skills assessment and your final learning project.***

# ATD Master Trainer™ Program

APPLY  
NOW

Course	Final Fee
ATD Master Trainer™ Program	US\$ 4,325

Pricing excludes 5% VAT, charged where applicable.

[To Register Click Here](#)

For Special Offers And Discounts:

Call: +971 55 176 0524  
Email: [MEenquiries@informa.com](mailto:MEenquiries@informa.com)  
Visit Website: [www.informa-mea.com/training/special-offers](http://www.informa-mea.com/training/special-offers)

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Call: +971 4 407 2624  
Email: [cts@informa.com](mailto:cts@informa.com)

## ABOUT INFORMA CONNECT ACADEMY

**Informa Connect**  
**Academy**

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

## ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

## AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

Visas for non-GCC nationals may take several weeks to process.

## REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at [www.informa-mea.com/terms](http://www.informa-mea.com/terms). Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/terms-of-use/>

All cancellations must be sent by email to [register-mea@informa.com](mailto:register-mea@informa.com) marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit [www.informaconnect.com](http://www.informaconnect.com)

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## Informa Connect Academy

If you have any questions about the course  
or applying, please contact us on:



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