

Training and Development Conference and Training Program 2007

*“Learning is not attained by chance. It must be sought for with ardor and attended to with diligence
Abigail Adams”*

(22nd – 23rd January 2007)
Training Development & Management For Organization Results Program
(24th – 25th January 2007)

Jln Sultan Ismail
Kuala Lumpur
Malaysia

Overview of the event

Conference

Training and Development Conference on 22nd – 23rd January 2007

The annual Training & Development Conference provides current and timely knowledge on training and development management issues. Learn from leaders of the industry the latest in training methodologies and learning models. Receive insights, experiences on up-to-date knowledge with the latest thinking and trends affecting workplace learning and organization performance.

Researched and Produced by
ATCEN Sdn Bhd

Training Program

Training & Development Management For Organization Results on 24th – 25th January 2007

The Training Management function in organizations today is drastically changing. Today, employees are expected to learn and apply their learning efficiently and effectively to ensure that the organization stays competitive. To assist them in this function, the training department, the traditional bearers of organization knowledge, needs to ensure that relevant trainings are provided and the learning implemented fast. To accomplish this it is critical that the training department in the organization evolves itself to spearhead learning; both formal and informal.

Facilitated by
Jeremy Lee
Senior Consultant
ATCEN Sdn Bhd

Training and Development Conference 2007
(22nd – 23rd January 2007)

Training Development & Management For Organization Results Training Program
(24th – 25th January 2007)

Gold Sponsor:



Key Conference Highlights

- ◇ Develop an organization framework for continuous learning in the organization.
- ◇ Review the way we look at On-Job-Training in the organization.
- ◇ Learn better ways to determine the ROI of training for the organization.
- ◇ Use story-telling as a tool to teach and enhance learning within the organization.
- ◇ Receive tips on how to evaluate what makes one trainer good and another great.
- ◇ Determine current and up-to-date tools and methods available to enhance learning in the organization.
- ◇ Leverage on technological breakthroughs to enhance learning and create new knowledge in the organization.
- ◇ Learn the latest techniques to ensure that our e-learning modules are current and providing just in time knowledge to our workforce.

Key Benefits

- ◇ **Appreciating** the latest insights, methodology and views in the training industry.
- ◇ **Gain Insights** on successful and effective strategies to enhance the learning development of your workforce.
- ◇ **Listen to practical** hands on best practice experiences and successful case studies from industry practitioners and professionals.
- ◇ **Enhance** the effectiveness of the training and development function of your organization to show the necessary results.
- ◇ **Acquire** workable solutions and knowledge on how to prepare a better training needs analysis, facilitation skills and training evaluation.
- ◇ **Network** with industry practitioners, peers as well as the media to exchange views, share ideas and garner useful contacts.

Who should attend

Training Directors/ Managers, Training Personnel, Human Resource Directors/ Managers, Human Resource Personnel, Organizational Development Personnel, Consultants, Trainers, Academics

0830	Registration and welcome coffee	1240	Network Lunch
0900	Chairperson's Opening Remarks - Chairman Yandaro Al Amien, Training Consultant, ATCEN SDN BHD	1400	The Art of Facilitation: The Trainer's New Role in Business Facilitation differs from training and actually requires the application of special skills. This session will describe the skills involved in facilitation and their rationale. The ATCEN facilitator will assist you in learning when to stop training and how to start facilitating. The impact of facilitation in ATCEN trainings will also be shared. At the end of the session, delegates will be able to: <ul style="list-style-type: none"> • Discern the critical differences between training and facilitation. • Decide strategically when to train and when to facilitate. • Describe what facilitation can and cannot do for an organization. • Define 'process' versus 'content' and state the impact of each on group dynamics. • Explain the roles and responsibilities of a facilitator. Ken Ng, Principal Consultant ATCEN SDN BHD
0910	Continuous Learning: A framework for Developing a Workplace Essential Habit. An organization that develops a culture of continuous learning in the workplace is an organization that gains an invaluable competitive advantage. This is the habit that makes everything possible. This session will focus on developing strategies of this essential habit in your workplace and ultimately the practice of a learning culture for the organization. At the end of this interactive session, delegates will be able to: <ul style="list-style-type: none"> • Understand the importance of continuous learning as a workplace essential habit. • Assess their own learning strengths and weaknesses as a continuous learner. • Describe how they may use the ideas presented in their own practice. Kenny Ong Chun Eng, Senior Manager CNI ENTERPRISE (M) SDN BHD	1500	Afternoon Refreshment
1010	Morning Refreshment	1530	Panel Discussion: Workplace Learning Program Face-lift Successful workplace learning programs involves understanding the business and applying innovative training approaches. This session discuss about the various learning tools and methods that includes multimedia, comprehensive learning experience that blends e-learning, workshops, tele-classes and coaching to give an 'old' program a new face! Delegates will leave the session armed with ideas to refresh and revitalize the existing workplace learning programs or create a new learning environment. At the end of this session, delegates will be able to: <ul style="list-style-type: none"> • Develop or enhance their strategy for implementing a workplace learning program. • Describe effective workplace learning program tools. • Assess the pros and cons of different approaches to evaluating workplace learning programs. - Moderator Yandaro Al Amien, Training Consultant, ATCEN SDN BHD - Panelists Kenny Ong, Senior Manager, CNI ENTERPRISE (M) SDN BHD Nellie Amirah Lim, Master Trainer PRIORITY SKY SDN BHD Ken Ng, Principal Consultant, ATCEN SDN BHD
1040	Evaluating Your Training Return of Investment (ROI) In a performance orientated environment, it is crucial that we understand how to derive training ROI. This will ultimately justify the importance of training, allow for the prioritization of training and also evaluate the effectiveness of training. This session will explore whether the ROI model is a good method in the evaluation of training? At the end of this interactive session, delegates will be able to: <ul style="list-style-type: none"> ▪ Describe how training ROI is derived. ▪ Describe the challenges and successes that will be experienced by an organization in developing and implementing a measurement and evaluation framework based on the ROI model ▪ Understand how Kirkpatrick's 4 Levels of Training Evaluation works ▪ Use other methodology for evaluating the effectiveness and viability of a training to management Nellie Amirah Lim, Master Trainer PRIORITY SKY SDN BHD	1650	Closing Remarks by Chairman
1140	Fast-track Your E-learning Development E-learning modules take time to create and produce, but with the fast changing work environment, there is the ever increasing pressure to develop content faster than ever before. Simultaneously the content developed is expected to be user friendly and engaging. Some organizations have overcome the challenge by using standardized tools and templates; a quick and cost-efficient solution for e-learning development.. Learn how you can use tools and templates, both internally and with vendors, to speed up development while decreasing costs. At the end of this session, delegates will be able to: <ul style="list-style-type: none"> • Identify common challenges that slow down development and increase cost. • Describe how templates can be used to reduce development and deployment time, development costs and increase ROI. • Enhance usability for learners by standardizing interfaces. • Improve efficiencies with development teams and get new content developers up to speed quickly. Liew Fui Fah, Manager PINTAR LEARNING SDN BHD	1700	End of Day One

0830	Registration and welcome coffee	1400	Learning & Development Strategies To Identify and Manage Talent In Organization In managing talent, many organizations today view Learning & Development as a strategic intervention to help the organization identify and develop talent. Through L&D, many companies are able to better understand the leadership foundation and competency of its people through the usage of development activities, psychometric tools and 360 degree assessment. This understanding forms the basic foundation for all future strategic Human Capital initiatives such as Hi-Po Development and Succession Planning.
0900	Chairperson's Opening Remarks - Chairman Yandaro Al Amien, Training Consultant, ATCEN SDN BHD		
0910	On-Job-Training: Adding Value to the Traditional Classroom Training On-job-Training is a time-honored method for teaching hands on skills. Traditional classroom training can only impart a certain amount of skill set to the workforce. It is critical that On-Job-Training is provided at all levels to ensure that the workforce has the relevant knowledge to excel in their work. At the end of this session, delegates will be able to: <ul style="list-style-type: none"> • Appreciate the critical issues in designing effective OJT (as opposed to other training methods). • The key elements to developing a team of workplace mentors. • Ways to justify and evaluate the success of the organization's On-The-Job training. Mark Stevens Hall, Operations Manager, MANPOWER STAFFING SERVICES SDN BHD	1400	Learning & Development Strategies To Identify and Manage Talent In Organization In managing talent, many organizations today view Learning & Development as a strategic intervention to help the organization identify and develop talent. Through L&D, many companies are able to better understand the leadership foundation and competency of its people through the usage of development activities, psychometric tools and 360 degree assessment. This understanding forms the basic foundation for all future strategic Human Capital initiatives such as Hi-Po Development and Succession Planning. At the end of the session, delegate will be able to: <ul style="list-style-type: none"> • Understand the need to have a Talent Management roadmap for your organization? Leverage on Learning & Development programs to identify and develop talent. • Use Assessment & Psychometric tools to assess and develop key competencies at work. • Manage and unleashed the potentials of Hi-Po through a structured Hi-Po Development program. • Plan development activities (Mentoring & Coaching program, Job Rotation, Projects etc) to bridge competency gaps and enhance leadership capability. Tan Huat Chye, Partner/Principal Consultant, THC CONSULTING SDN BHD
1010	Morning Refreshment	1500	Afternoon Refreshment
1040	Storytelling as a Workplace Learning Tool The art and discipline of Storytelling has thousands of years of history behind it. Experience the power of story telling and discover first-hand how a good story can engage people, open minds to see new realities, ignite change and foster workplace innovation. Storytelling is a critical skill that every educator, change leader and facilitator will benefit from. Be prepared to take away a few new ideas for using story in your work to garner approvals and initiate change. At the end of this session, delegates will be able to: <ul style="list-style-type: none"> • Tell a story in the oral tradition. • Develop a storyboard to internalize the story, grasp the symbolism and learn story sequencing. • Practice telling a story and making it their own. Mohd Osman Ibrahim, Principal Trainer and Coach, MO LIFE STRATEGIES	1530	Panel Discussion: Innovative Workplace Learning Practices: Evidence of Best Practices You will gain an understanding of the projects, initiatives, programs and policies that are effective in promoting work-related learning. Knowledge about what works and what doesn't work in this context will also be shared. Learn from the MNCs, GLCs and SME on the leading practices that are taking place in their enterprises. Also identify with the business value and return on investment of investing in workplace learning. At the end of this session, delegates will be able to: <ul style="list-style-type: none"> • Understand the importance of creating a training culture. • How to make your training and development learner-centric. • Identify strategies to link learning back to 'real life' and the workplace. • Create an action plan for integrating the session learning into their work. - Moderator Maggie Woon, Training & Development Manager, TOKIO MARINE INSURANS (MALAYSIA) BERHAD - Panelists Mohd Osman Ibrahim, Principal Trainer and Coach, MO LIFE STRATEGIES Tan Huat Chye, Partner/Principal Consultant, THC CONSULTING SDN BHD
1140	Developing Employees' Motivation through Coaching: Lessons Learned from Olympic Athletes and World Champions Applied to our Workplace The presentation will share concepts and methods used in the field of elite sports and explore possible applications in the corporate environment and human resource management. Concepts such as goals setting, goal orientation, intrinsic and extrinsic motivation, flow state and the resonance performance model will be discussed and applied tools will be provided to participants. At the end of this session, participants will be able to: <ul style="list-style-type: none"> • Explain the difference between training, coaching and performance. • Understand the concept of intrinsic motivation and list strategies to increase their employees' motivation. • Develop their own Resonance Performance Model (i.e. Define their Dream-feeling, identify preparation strategies to achieve it, name obstacles that prevent them from experiencing it and develop strategies to reconnect with their Dream-Feeling). • Develop coaching scripts and methods that will facilitate the development of intrinsic motivation among employees. Amélie D. Soulard, Performance Enhancement and Positive-Living Coach	1650	Closing Remarks by Chairman
		1700	End of Conference
1240	Network Lunch		

2-Day Training and Development Management for Organization Results Program

The future successes of any organization in this globalize economy lies not in its processes, technology or products. It lies in the competency and the motivation of its employee to consistently and continuously developed new ideas and better ways of adding value to the organization. To prosper, it is imperative that an organization trains and develops its workforce to continuously progress, learn and innovate within the organization.

This 2 –day Training and Development Management learning journey will cover the key areas of the training management cycle. It will also focus on the areas of learning development that are necessary to be in place for organization success. Furthermore this practical workshop looks into how learning can be enhanced in the organization through the usage of simple tools that can be implemented by the training department.

Program Objectives

- Understand the 4 periods of Economic Revolution and it affects on business;
- Understand how a high performance organization functions;
- Appreciate the changing role of the training and development role in organizations;
- Understand the training management cycle;
- Understand that the practice of continuous knowledge creation and development enhances an organization's competitive advantage;
- Understand the principles to Training Needs Analysis;
- Appreciate the various essential factors that needs to be present in any successful training;
- Understand how to evaluate the success of a training;
- Appreciate the development tools available for disseminating knowledge throughout the organization;
- Appreciate the role that technology plays in learning;
- Use simple and practical approaches to improve learning and development in the organization;

Program Chronology

Day 1 Wednesday 24th January 2007

0830 Welcome Coffee and Tea
 0900 Module 1: Organizations In The New Economy
 1030 Tea Break
 1045 Module 2: Training & Development Management In The Organization
 1300 Lunch
 1400 Module 3: The Training Management Cycle
 1530 Tea Break
 1545 Continuation of Module 3
 1700 End of Day One

Day 2 Thursday 25th January 2007

0830 Welcome Coffee and Tea
 0900 Module 4: Training Needs Analysis To Training Evaluation
 1030 Tea Break
 1045 Continuation of Module 4
 1300 Lunch
 1400 Module 5: Development Tools To Enhance The Human Capital Of The Organization
 1530 Tea Break
 1545 Module 6: Implementing Initiatives In the Organization
 1700 End of Day Two



Jeremy Lee
 Senior Consultant
 ATCEN Sdn Bhd

PROGRAM LEADER

Jeremy is a Chartered Management Accountant (ACMA), Chartered Accountant (Malaysia) and holds a MSc. in Engineering Business Management from Warwick University. He is also a Certified Personality Profiler.

Jeremy has been involved in the training and knowledge management environment for many years. He started his learning and development journey as a Training Manager and later become the Knowledge Manager for a listed Malaysian company. Today he serves as the Senior Consultant and CFO for ATCEN Malaysia - a leading regional service provider for organization training, business consulting and conferences.

As Knowledge Management practitioner, he has successfully implemented long term cultural change in organizations and has re-engineered company processes to ensure higher effectiveness and efficiency of service delivery. In the area of Training Management, he is familiar with the entire training administration process from Training Needs Analysis to learning evaluation. He is also highly familiar with designing adult learning workshop content and facilitating them. He has facilitated workshops in Malaysia, Indonesia, Singapore and China. Furthermore he has conducted and been involved in numerous talks on Knowledge Management, Training and People Development.

Some of the companies he has worked with includes ARB, Celcom, MYOB, CNI, DHL, DiGi, EON, Fuji Xerox, Acer, Maybank, Hong Leong, MAA, Nokia, RHB, Mersk, HP, Telekom Malaysia, TM Touch, TM Net, TNB, Great Eastern, AIA, Shell ,AMEX, MBF Cards...

Registration Form

Training and Development Conference (22nd – 23rd January 2007) Training & Development Management For Organization Results Program (24th – 25th January 2007) Crowne Plaza Mutiara Kuala Lumpur, Malaysia

**Yes! Please register the delegate(s) for this event
(Kindly photocopy for more delegates)**

Delegate 1
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 2
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 3
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 4
Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Approving Manager: _____

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Ways to register

Tel : +603 7728 2623
Fax : +603 7728 2620
Mail : ATCEN Sdn Bhd
Lot C-103A, Perdana Condo- Business
Suites, Jalan PJU 8/1, Damansara
Perdana, 47820 Petaling Jaya, Selangor,
Malaysia.

How did you know about these events?

Please tick (✓) your choice(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: _____

Investment of the event:	
Conference Only	RM 2,200
Training Program Only	RM 1,700
Conference + Training Program	RM 3,700

The investment includes lunches, refreshments, conference documentation and training materials.

Please tick (✓) your choice session(s)

- 2-Day Conference + 2-Day Training Program
- 2-Day Conference only
- 2-Day Training Program only

Group Discount: Enjoy a group discount of **10% for 3 or more participants** register at the same time from the same organization.

Early Bird: Enjoy a 10% discount if you register and make payment before the 15th December 2006

Terms & Conditions

1. Cheques have to be received 7 working days prior to the training date.
2. Payment is non-refundable if cancellation occurs 14 days prior to event commencement.
3. Payment is required with registration and must be received prior to the training to guarantee your seat.
4. Walk-in participants with payment will only be admitted on the basis of seat availability at the training and with immediate full payment.
5. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

Payment Method

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to **Lot C-103A, Damansara Perdana Condo-Business Suites, Jalan PJU 8/1, Damansara Perdana, 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia.**

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Name : _____

Date : _____

Company Stamp Chop : _____