

Create Better Blended Learning Faster Using Campaign Design



Are you looking for a way to provide a more effective Blended Learning program?

Have your efforts with Blended Learning been met with learners not doing the self-directed work?

Are you interested in a process that makes setting up your Blended Learning programs easy and efficient, with high engagement from your learners?

Discover how you can use learning campaign design to organize individual lessons, resources, and activities into a curated learning path that maximizes live and self-directed learning content.

Today's learners are working in a complicated hybrid environment and collaborating with teams all over the world. Don't they deserve a less complicated approach to blended learning? They need programs that support formal learning while allowing them to create their own personal learning paths. Instead of creating traditional courses, successful L&D teams will create flexible curricula using blended learning campaigns.

Blended learning campaigns support learner experiences through time-released lessons supported by cohesive content and live events. The best part? Content isn't single use: resources continue to be relevant to learners and their ongoing skill building after the formal campaign ends, for every moment of their learning need.

To model this approach, this workshop will be delivered as a learning campaign, starting one week before the live lesson, consisting of self-directed exercises, and a two-hour virtual lesson.

This two-hour collaborative workshop includes a breakout session where you will design a training solution by completing a blended learning blueprint. Individuals can use this blueprint to design campaigns for their own organization.

Guiding Questions for this Course

- How do technology, design, people, place, and time impact blended learning design?
- What is the difference between instructional strategies, techniques, and technologies?
- How can I design to address formal AND informal learning needs?
- What tools can I use to help with the design of a blended learning campaign?

AT A GLANCE

Supported Virtual Classroom Platforms

Zoom , Microsoft Teams, Webex® Training, Adobe® Connect™, Citrix GoToTraining®, Blackboard Collaborate™, Google Meet

Don't see your virtual platform listed? Ask!

Rate

- \$1,500 USD for up to 12 participants (additional participants \$100 each)
- Bundle 6 workshops for \$7,500 USD - that's a savings of \$1500!
- Contact sales@insynctraining.com to create your team's custom learning path and create a schedule that works for you.



This program is grounded in the Inquire Engagement Framework® — a three-pronged approach to maximizing engagement of all learners in the virtual classroom. The framework, an ongoing research effort at InSync, is designed to optimize an organization's existing training and provide a new construct for creating training programs that work in today's hybrid workplace and "virtual first" approach to training and employee development.



+1 860.598.0888 | sales@insynctraining.com | www.insynctraining.com

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