

# The Creative Training Conference

**“Training the  
Reluctant,  
Unmotivated  
Learner”!**

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for Details

## **Get the Skills You Need Today and Reach New Heights of Success Tomorrow**

Join your fellow trainers at this power-packed, innovative conference filled with insightful ideas and creative solutions for all your training needs.

Learn real-world techniques for engaging, inspiring, and educating your learners for faster, better results – every time.

**Seats go fast for this popular  
conference, so enroll today at  
[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)  
or call 1-800-258-7246!**



## What YOU Can Expect From This Workshop

- Creative strategies
- Inspiration
- Bright ideas
- Innovative solutions
- Interactive sessions
- Learning activities
- Group discussions
- Vendor-neutral sessions
- Expert trainers
- Knowledge sharing
- Networking opportunities
- Real-world training solutions

You spend *countless* hours of your job inspiring, motivating, and educating others. Isn't it time to you did the same for yourself?

This one-day conference is so full of creative strategies and fresh ideas, you'll return to work fully charged, inspired, and ready to go!



# Ignite Your Training Success at the Most **CREATIVE** Training Event This Year!

**W**e have created one of the most popular, fun, and liberating training conferences you'll attend this year! Now's your chance to take one day – and completely change the way you train, forever!

At *The Creative Training Conference*, you'll learn the very latest skills, strategies, and techniques to help learners retain information better ... eliminate the stress of training difficult learners ... and recharge your "training batteries" so you'll face every training session with a renewed passion that makes you remember why you picked this career in the first place!

### **Build Your Own Agenda and Maximize Your Training Effectiveness**

We know that demands on your time are monumental and we won't waste a minute during this enlightening and invigorating one-day trainer's conference! Our two-track conference covers the most innovative training techniques out there today, in a format that lets you pick and choose what you learn.

### **Jazz Up Your Delivery for Increased Interest and Retention!**

You can choose sessions designed to give your presentations a bigger "WOW!" factor ... openers and closers guaranteed to make your audience beg for more ... and a few simple games that will jump-start even the most "dead" audience.

### **Captivate Your Learners with Today's Hottest Trends in Training Development!**

Or, you can concentrate on the more technical side of training, such as learning how to create pre- and post-tests that more accurately measure the effectiveness of your training ... construct more creative course designs ... or use today's cutting-edge training technology such as podcasting, e-learning and more.

### **Eliminate the Stress and Anxiety That Come With Training Obstacles**

As one of the nation's most elite learning and training organizations, we know more than anyone the challenges you face every single day as a trainer out on the front lines.

For most trainers like you, minimal resources, inadequate materials, and unpredictable audiences are obstacles that you're asked to overcome time and time again. And you know better than anyone that despite undesirable training circumstances, "the show must go on."

We'll give you the tools you need to overcome these obstacles, to build and deliver successful training programs time and again. So take one day of your time to join us and you'll never be the same trainer again! Enroll online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com), or call us at 1-800-258-7246. Either way, do it today and we guarantee that you won't regret it for a moment!

# Conference Agenda at a Glance

<b>DAY ONE</b>	8:30 a.m.	<i>REGISTRATION BEGINS</i>	
	9:00 - 10:00 a.m.	<b>Opening Session: Pass the Sunglasses!</b>	
	10:00 - 10:15 a.m.	<i>BREAK</i>	
		<b>BREAKOUT SESSIONS BEGIN</b>	
		Track1/Room1 <b>The Trainer's Toolbox</b>	Track2/Room2 <b>Creative and Engaging Learning Strategies</b>
	10:15 - 11:00 a.m. Concurrent Sessions (choose one)	<b>Session 1A</b> The "WOW!" Factor: How to Get It – How to Keep It in All Your Presentations	<b>Session 2A</b> Outside-the-Box Technology: Webinars, Podcasting, E-learning and More
	11:00 - 11:15 a.m.	<i>BREAK</i>	
	11:15 a.m. - 12:00 p.m. Concurrent Sessions (choose one)	<b>Session 1B</b> Things That Make You Go, "Ugh!" – Overcoming Common Training Challenges	<b>Session 2B</b> Bold New Adventures in Blended Learning
	12:00 - 1:15 p.m.	<b>Lunch break (on your own)</b>	
	1:15 - 2:00 p.m. Concurrent Sessions (choose one)	<b>Session 1C</b> Sure-Fire Openers and Closers That Wake Up Your Audience and Keep Them Wanting More	<b>Session 2C</b> The Measure of Success: Pre- and Post-Testing That Tells You Everything You Need to Know
	2:00 - 2:15 p.m.	<i>BREAK</i>	
	2:15 - 3:00 p.m. Concurrent Sessions (choose one)	<b>Session 1D</b> The "Turning Lemons Into Lemonade" Creative Course-Design Challenge	<b>Session 2D</b> Making It More Real for Your Audience: The Art of Simulation Training
3:00 - 3:15 p.m.	<i>BREAK</i>		
3:15 - 4:00 p.m. Concurrent Sessions (choose one)	<b>Session 1E</b> Games and Activities That Work With Any Audience	<b>Session 2E</b> Reviving the Classroom Experience	
4:00 p.m.	<i>CONFERENCE CONCLUDES</i>		
<b>DAY TWO</b>	8:30 a.m.	<i>REGISTRATION BEGINS</i>	
	9:00 a.m. - 4:00 p.m.	<b>Optional Post-Conference Workshop: Training the Unmotivated and Reluctant Learner</b>	

## Why Trainers Choose National Seminars Group as Their Training Partner

Unlike any other training conference you've attended – or will ever attend – this program is unique in more ways than one. This conference is a **vendor-free event**, so you won't ever feel like you're sitting through a six-hour infomercial for a conference sponsor's training products.

What's more, this conference is **coming to a city near you**. Not across the state or across the country. Right in your backyard. You'll get the same expert solutions and tips without having to pack a bag and leave for days. You won't find a more fast-paced, concrete, creative training event anywhere else!

**Great Group Discount!** When 3 enroll from your organization, the 4th attends **FREE!**

# Conference Agenda

## **Opening Session: *Pass The Sunglasses! The Dawn of a New Age in Work Force Development and Your Role In It All***

During this eye-opening session, you'll hear about the latest trends in work force development, training technology, and presentation skills from some of the top trainers in the field.

### **Track One: The Trainers Toolbox**

#### **Session 1A: The "WOW!" Factor: How to Get It – How to Keep It in All Your Presentations**

Hey, now that kindergarteners are learning to create PowerPoint® programs, you know you need to step it up and give your presentations a visual kick! Engross your "seen-it-all/heard-it-all" audience with multimedia that rocks! Learn about attention-grabbing colors, sounds, animations, and images that any trainer can create – even if he or she is "artistically challenged"!

#### **Session 1B: Things That Make You Go, "Ugh!" – Overcoming Common Training Challenges**

You've been there. No matter how terrific your materials or how prepared you think you are, you can end up with disgruntled, reluctant, or resistant learners, know-it-alls, complainers, hecklers, or chatty participants. All of a sudden, you've got a session that's veering out of control in less-than-optimal training conditions. Attend *this* session and you'll learn time-honored methods for overcoming these problems and others. Learn how to teach dry, technical, or complex materials, and gracefully deal with malfunctioning equipment and constant interruptions.

#### **Session 1C: Sure-Fire Openers and Closers That Work Every Time**

Let your learners know from the get-go that your training session will be like none they've ever had. This exciting session will give you lots of ideas for creating a highly motivating learning environment that carries through until the very end. You'll

learn new ice-breakers to jump-start your sessions and closing activities that end things on a high note. Ensure that no one will ever come into your sessions late or leave early – ever again!

#### **Session 1D: The "Turning Lemons Into Lemonade" Creative Course-Design Challenge**

If you've ever had to change the guts of your course at the last second – or even create a completely new program on the fly, you'll want to make sure that you don't miss this session! You'll get practical strategies anyone can use to make new material flow seamlessly with old. Get the shortcuts you need to remain cool, calm, and collected when you're asked to take a mountain of information and whittle it down to a more manageable size, with all the essential points developed in a clear and precise manner.

#### **Session 1E: Games and Activities That Work With Any Audience**

Why can some trainers come up with games and activities that capture the audience's attention and facilitate learning and retention, while others can't? This hilarious and eye-opening session will show you how to get your learners involved. You'll get plenty of learning games that will match your training objectives as well as game plans for implementing them in the classroom. Find out the secrets to staying in control during group-participation activities and avoiding the most common mistakes trainers make in the game-playing process.

### **Track Two: Creative and Engaging Learning Strategies**

#### **Session 2A: Outside-the-Box Technology: Webinars, Podcasting, E-learning and More**

Undoubtedly, the training paradigm is shifting as more technology-focused training methods emerge. Attend this session and get an unblinking and unbiased look at today's training technology and how many companies use it successfully – and how others have wasted their money. You'll also discover which technologies work best for

employee orientation, initiating system and procedural changes and more.

### **Session 2B: Bold New Adventures in Blended Learning**

With the shift away from strictly classroom-based learning, trainers today must blend several learning mediums to create a seamless training curriculum. During this session, you'll learn the key components of successful blended-learning programs ... what factors to consider when creating the perfect delivery mix ... and tips for helping learners transition from classroom-based training to blended-learning programs. Also, you'll learn how to overcome the inevitable obstacles to blended learning to maintain your training's effectiveness.

### **Session 2C: Testing Your Training With Pre- and Post-Tests**

How do you know what your learners need? How do you know if your training works or not? How do you know if you're giving your organization the best ROI for their training dollar? Pre- and post-tests provide accurate insight into knowledge and skill gaps before training, and measure the efficacy of your training with respect to retention and transfer of skills to the job. This session will show you the nuts and bolts of the testing process, and allow you to target the data you need and not waste time with the information you don't.

### **Session 2D: Making It More Real to Your Audience: The Art of Simulation Training**

In an effort to combat low-completion rates and increase retention, more and more learning professionals are incorporating active learning into their training programs.

You'll find out what kind of investments you'll have to make, and above all, how you can integrate simulations, gaming and more into your own programs. This session will also give you a chance to find out what's working for other training professionals and what isn't.

### **Session 2E: Reviving the Classroom Experience**

As active and blended-learning take center stage, it's easy to forget the tried and true classroom learning experience. Find out how others are revitalizing their space, their curriculum, and themselves for maximum effectiveness in the classroom. You'll walk away with new ideas for bringing life back into the classroom.

## **Join Us for This Amazing Conference and You'll:**

- Get in on a rejuvenating, invigorating, no-holds-barred training experience unlike anything you've ever attended!
- Develop creative strategies to generate more bright ideas in one day than you've had in the past year
- Add clever openers and inspiring closes to your trainer's bag of tricks.
- Substantially improve the effectiveness of your training resources, aids, multimedia and more
- Learn the pros and cons of online learning and find out if it's right for your organization
- Invent games, activities, and simulations that reinforce learning and ratchet up the "fun factor" in your sessions
- Learn "outside-the-box" tips for making your training more stimulating, exciting, and effective
- Eliminate the constant tug-of-war you have with difficult or unmotivated learners who can kill your teaching pace
- Find proven and practical creative course designs for solution-packed programs you can plan and implement quickly
- Discover effective facilitation methods guaranteed to keep your training fresh and on-target

**Join us for the one training seminar you won't want to miss all year! Fun, informative and energizing – join dozens of your training peers for this conference tailored just for YOU!**



## Day Two

Optional Post-Conference Workshop:

# Training the Unmotivated and Reluctant Learner

Difficult, reluctant learners. We've all had them in our training programs. They won't participate, they don't look interested, and sometimes they are even vocal about their disinterest. No doubt that's frustrating to you and everyone else willing and ready to learn.

Attend this special second day of training for this conference and gain in-depth answers and solutions to this frustrating situation. You'll learn the most successful methods for training unmotivated, reluctant learners to get the results you want – and need.

### Learn how to ...

- Renew the desire to learn in every student.
- Implement positive training strategies that can make learners try even harder.
- Get your trainee more involved in the subject matter.
- Link learning objectives with learning activities.
- Use questioning and feedback to boost learner retention.
- Analyze adult-learning styles and effectively engage each one.

### And much more!

Whether you are a new or experienced trainer, this workshop will help you consistently achieve the results you want faster, easier, and with less stress than ever before. One day is all it takes to learn principles you can use for the rest of your career to improve motivation and change lives. Enroll in this important workshop today at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) or call 1-800-258-7246.

### Get Better Training Results – Guaranteed!

Rockhurst University Continuing Education Center, Inc. has trained more than 50,000 training professionals across the U.S. during our 20-year history as one of the country's leading business training providers. When it comes to workplace learning and performance improvement, we're the experts that top organizations and forward-thinking professionals rely upon.

What's more, we believe our learning programs are the best in the industry. That's why we stand behind our training with a 100 percent money-back guarantee. If, for any reason, you're not completely satisfied with *The Creative Training Conference*, we'll refund your training investment. Every penny of it. Guaranteed!

### Bring This World-Class Training Directly to Your Organization!

If you have a team of employees that could benefit from the information, skills, and strategies we're presenting in this conference, you must consider bringing *The Creative Training Conference* to your organization.

Contact our On-Site Training Team at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) or contact an expert Training Consultant at 1-800-344-4613 today!

**1 Yes, I want to attend *The Creative Training Conference.***

Conference City \_\_\_\_\_  
Conference Date \_\_\_\_\_ Event \_\_\_\_\_



**2 Names of Attendees: (Please Print)**

1. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

2. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

3. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

4. (FREE!) Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

(When 3 enroll from your organization, a 4th attends free! Please list additional registrations on a separate sheet and attach.)

**3 Company Information: (Please Print)**

\*Phone required in case of last minute changes.

Organization \_\_\_\_\_

Address \_\_\_\_\_

Mail Stop \_\_\_\_\_ \*Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Approving Supervisor: Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

\*\*Fax \_\_\_\_\_

\*\*Your fax number will be used to send confirmation of your registration as well as to notify you of upcoming events in your area.

**4 VIP Privileges Program – Join Today!**

Join our **VIP Privileges Program** and enjoy exclusive discounts and benefits. We'll fax you and your organization first notice of upcoming events in your area, special discounts up to 50% and offers available to members only.

**Sign here to join**

By signing, you and your organization are giving permission for RUCCEC to use your fax number to notify you and your organization of upcoming seminars in your area and provide you and your organization with special discounts and offers.

**5 Method of Payment:**

If you have registered by phone, please record your confirmation number here: \_\_\_\_\_

Check payable to Rockhurst University Continuing Education Center, Inc. is enclosed.

Charge to the following:  MasterCard  Visa  American Express  Discover  Diners Club

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Bill my organization; Attn: \_\_\_\_\_

(Note: Full registration due prior to start of conference)

Our purchase order is attached (government, educational and health care organizations only).

**6 Important: Your VIP Customer Number**

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Fill in your VIP Customer Number as it appears above the name on the mailing label.  
(Record the number even if the label is addressed to another individual.)

If you are tax-exempt, enter your tax-exempt number here: \_\_\_\_\_ and  
attach a copy of your tax-exempt certificate.

**To Enroll ...**



Register online at  
[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)



or call toll-free  
1-800-258-7246



or fax the completed  
registration form to  
1-913-432-0824



or mail the registration form to:  
National Seminars Group  
P.O. Box 419107  
Kansas City, MO 64141-6107

**Registration Information**

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

GROUP DISCOUNT: When 3 enroll from your organization, a 4th may attend for FREE!

CHECK-IN begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

CANCELLATION. If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEUs: Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions. RUCCEC is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

TAX DEDUCTION. The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

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Don't miss the optional post-conference  
workshop *Training the Unmotivated and  
Reluctant Learner*. See page 6 for details.