



*Training Course:  
Instructional Design*

*9 - 13 November 2025*

*Cairo (Egypt)*

*Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

## Training Course: Instructional Design

Training Course code: SC234931 From: 9 - 13 November 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 3875 € Euro

### Introduction

What is Instructional Design? With the growing need for learning and development at a global as much as segmented level, the training industry must keep up with innovative, engaging, and technologically supported integrated learning. We regard this as the essential requisite for anyone in the 21st Century learning and development industry.

Hence, our Instructional Design Course is built uniquely to cover all aspects of instruction right from identifying training and development needs to identify the best-suited approach.

This course further equips participants in understanding systems, technology, and facilitation techniques that can be exploited to further the integration of training programs into the growth of knowledge, skills, and behaviors in employees.

What does the Instructional Design course cover? This Instructional Design Course is created systematically to cover all elements and skills needed by training teams globally to adhere to the learning needs of employees.

The success of a good instructional designer is found not only in their ability to create animated training modules and learning content but also in identifying audio, visual, and kinaesthetic learning needs of participants and structuring content in a way that optimally meets these needs.

This course will also support you with ideas, case studies, and projects with real-time feedback from an expert. In addition to understanding e-learning, the approaches, and techniques of building instructional design online, we will teach you marketing techniques, creating bite-sized training modules, and also ways in which you can continuously be updated with creative and innovative ideas.

This training course will therefore empower you to create and manage e-learning tools in a structured manner. Through this course, you will be able to apply advanced technology, and techniques and also role-model aspects of integrated design to mentor others in your team.

By ensuring the use of the right models, approaches, and evaluation, you will attract a high level of excellence, as desired. You will resultantly be better positioned to contribute to your organization through your projects with your stakeholders and your customer.

### Course Objectives

The foremost objective of this Instructional Design Course is to empower professionals with:

- the ability to reach a higher level of competence in instructional design
- real-time feedback on the application of theory and skills aligned with ID models taught in class, via projects
- the ability to recognize specific learning needs and creatively cater

- capability to correct oneself and improvise towards a higher level of competence
- understanding of the requisites of a good training platform, along with various methodologies of training and a variety of training content
- ability to express ideas confidently on any subject in a digital format
- the skill to innovate, offer feedback through assessments, respond to change and reward participants in a virtual environment
- understanding the potential of integrated learning

## Training Methodology

Global Horizon creates training courses to cater to our learning audience and their distinctive professional background, experience, and needs. Classroom sessions with presentations by a seasoned facilitator form a major part of our training programs.

We encourage participation through group discussions, role-plays, collaborative activities, assessments, and more. Trainees are also requested to share their experiences, concerns, and best working practices from their respective teams, which can be facilitated by the trainer to optimize learning for the entire learning group.

## Organizational Benefits

Organizations whose professionals undertake this Instructional Design Course will benefit in many ways as follows:

- Individuals will be able to create content in a structured and integrated manner
- More calibration in mindset, aligned with the learning needs of your organization
- Greater value and return on investment in training
- Decrease in ambiguous communication as a result of a calibrated learning experience
- Market credibility increase owing to ongoing technological improvements in learning and development
- Improved trainer/training team performance owing to better skills in managing instructional design
- An overall positive sense of esteem for the organization owing to integrated and continuous learning

## Personal Benefits

Professionals attending Instructional Design Course will benefit in the following ways:

- A vivid understanding of the elements of instructional design
- A tested model to understand the learning needs of an audience
- Access to videos and projects, access to your own projects as included in this Professional Training Course

- Ability to work on integrated platforms to create e-learning content
- Understanding the impact of design thinking on a successful project
- A new and relevant skill in training and development, to suit the need of the global learner
- Identify how gamification can help integrated learning
- Become a competent marketing expert of e-learning training content

## Who Should Attend?

- Managers, Senior Executives, and Team Leaders across learning teams
- Administration executives responsible for e-learning
- Executives who are aspiring trainers in the virtual space
- Trainers, teaching staff, educators, and administrators responsible for interacting with students and learners
- Human Resource Managers and teams responsible for conducting employee training, performance, and organisational development
- Government officials responsible for e-learning development in government sectors
- Hospital staff, support staff in volunteer camps, and faculty in charge of online training
- Any other professional who is looking to be a specialist in e-learning instructional design and development
- e-learning managers, Trainers who are looking to bring their work online

## Course Outline

### Day 1

- Instructional and Material Design: Historical Perspective
- Instructional Design: Meaning
- Concept and Principle Instructional Design Process - steps
- Theories on Instructional Design
- System Approach to Instructional Design
- Components of Instructional Design
- Instructional Objectives & Instructional Design

- Learning and Teaching Styles in Instructional Design

#### Day 2

- Instructional Method, Strategy and Models
- Modes of Instructional Design
- Computer Assisted Instruction
- Principles and Characteristics of Instructional and Material Design
- Learning Material Design: Designing and Development
- Designing e - Content and Materials

#### Day3

- Learning Environment - Design
- Content Structuring
- Niceties of Language Writing & Writing Style
- Writing Styles
- Computer Mediated Communication
- Hand - held Technologies

#### Day 4

- Communication tools for e-Learning
- Class Management and Instructional Design
- Feedback and Instructional Design
- Assessment and Assessment Practices
- Planning a Design
- E-Learning and Instructional Design
- Approaches and components of e-learning
- Types of e-Learning: Synchronous and Asynchronous

## Day 5

- Pedagogical Design for e-Learning
- Interactive e - Lesson & Interactive Multimedia in instructional design
- Models of Instructional Design
- Pedagogical Design Capacity
- Ethical issues in Instructional Design
- Teacher Vs Technology

## Registration form on the Training Course: Instructional Design

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.