



*Training Course:
Learning & Material Design & Development*

10 - 14 August 2025

Dubai (UAE)

Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course: Learning & Material Design & Development

Training Course code: HR235917 From: 10 - 14 August 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4500 € Euro

Introduction

In today's dynamic and knowledge-driven environment, the design and development of learning materials are critical for creating impactful and effective training programs. This training program, designed by Global Horizon Training Center, equips participants with the essential skills and modern techniques to develop learning content that enhances engagement, knowledge retention, and learner success.

Through a strategic approach combining instructional design principles, content creation, material innovation, and technological integration, participants will learn to design and develop materials that meet diverse learning needs across industries and sectors.

Objectives

By the end of this program, participants will be able to:

- Understand the fundamentals of instructional and learning material design.
- Analyze learner needs and design materials accordingly.
- Apply modern instructional design models ADDIE, SAM, etc..
- Develop high-impact training manuals, e-learning content, and job aids.
- Integrate multimedia and interactive tools into learning materials.
- Evaluate and enhance the effectiveness of learning materials through feedback and data analysis.

Course Methodology

- Interactive lectures and workshops.
- Case studies and practical examples.
- Hands-on exercises for material design and development.
- Group activities and brainstorming sessions.
- Peer review and instructor feedback on developed materials.
- Use of real-world tools and software demonstrations.

Organizational Impact

Organizations that invest in building learning design capabilities will:

- Improve the quality, relevance, and effectiveness of internal and external training programs.
- Accelerate employee development and performance.
- Enhance knowledge transfer, learner engagement, and satisfaction.
- Support innovation in learning technologies and digital education initiatives.
- Build a sustainable framework for ongoing talent and skills development.

Target Audience

- Training and Development Specialists
- Instructional Designers
- Learning and Development L&D Managers
- HR and Talent Development Professionals
- Corporate Trainers and Facilitators
- Curriculum Developers
- Anyone responsible for creating or managing training programs and educational materials

Course Outline

Day 1: Foundations of Learning and Material Design

- Overview of Learning & Development L&D today
- Key theories of adult learning Andragogy vs. Pedagogy
- Principles of effective instructional design
- Understanding different types of learning materials
- Introduction to learning design models: ADDIE, SAM, and others

Day 2: Needs Assessment and Audience Analysis

- How to conduct a training needs analysis TNA
- Identifying learning objectives and outcomes

- Audience profiling: learner styles and generational differences
- Mapping content to learning goals
- Selecting the right format: digital, print, or blended

Day 3: Designing Engaging Learning Materials

- Structuring and sequencing content for maximum impact
- Writing effective learning objectives Bloom's Taxonomy
- Visual design principles for learning materials
- Storyboarding and content scripting
- Incorporating real-world examples and scenarios

Day 4: Development and Use of Technology

- Creating training manuals, guides, workbooks, and e-learning assets
- Integrating multimedia: images, videos, infographics, animations
- Tools and software for material development Canva, Articulate, Adobe, etc.
- Interactive elements: quizzes, simulations, and gamification
- Managing version control and updates for learning materials

Day 5: Testing, Evaluating, and Enhancing Materials

- Techniques for pilot testing learning materials
- Collecting and analyzing learner feedback
- Using Kirkpatrick's Model for evaluation
- Continuous improvement strategies for learning design
- Capstone Activity: Present and review a sample learning material developed by participants

Registration form on the Training Course: Learning & Material Design & Development

Training Course code: HR235917 **From:** 10 - 14 August 2025 **Venue:** Dubai (UAE) - Residence Inn by Marriott
Sheikh Zayed Road, Dubai **Training Course Fees:** 4500 € Euro

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.