



*Training Course:
Certified Master Trainer*

*11 - 15 May 2026
Madrid (Spain)*

Training Course: Certified Master Trainer

Training Course code: HR3035 From: 11 - 15 May 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

In today's fast-paced and knowledge-driven environment, the ability to **transfer knowledge effectively and influence learning outcomes** is a critical professional capability. Training is no longer about delivering information—it is about ensuring **understanding, retention, and practical application**.

The **Certified Master Trainer** program is an advanced, highly practical workshop designed for professionals responsible for delivering training, presentations, and instructional sessions. It focuses on mastering the full training cycle—from **design and development to delivery and evaluation**—using modern methodologies and proven instructional techniques.

Participants will work directly on their own training materials throughout the program, enabling immediate improvement and real-world applicability. By the end of the course, they will be equipped to deliver **engaging, impactful, and professional training sessions** with confidence and precision.

Program Objectives

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

- Apply advanced techniques for effective **knowledge and skills transfer**
- Design training sessions aligned with **attention span and retention principles**
- Develop structured and professional training materials
- Select and design appropriate **assessment and evaluation tools**
- Deliver impactful presentations using **PowerPoint and advanced visual aids**
- Integrate multimedia video, software tools into training delivery
- Adapt training approaches based on **different learning styles**
- Demonstrate mastery through practical training delivery and coaching

Target Audience

- Trainers and Facilitators
- Training Managers and L&D Professionals
- Subject Matter Experts SMEs delivering training
- Consultants and instructors
- Professionals responsible for presentations and knowledge transfer

Training Outline

Day 1: Understanding Knowledge Transfer & Learning Dynamics

- Program introduction and expectations
- First participant presentation baseline assessment
- How people learn and absorb information
- Retention principles Rackman model
- Learning cycles and attention span management
- Identifying personal training and learning styles
- WIIFM What's In It For Me principle in training design

Day 2: Designing High-Impact Training Content

- Conducting audience needs analysis
- Structuring training content using the [three-stage model](#)
- Writing clear and engaging training materials
- Effective use of visual aids and supporting materials
- Designing handouts and training documentation
- Introduction to advanced presentation tools and software

Day 3: Mastering Visual Aids & Presentation Tools

- Principles of effective visual communication
- Advanced use of PowerPoint for professional delivery
- Integrating multimedia videos, animations, software tools
- Simplifying complex concepts through visuals
- Structuring technical and detailed information clearly
- Practical workshop: Developing dynamic visuals

Day 4: Advanced Delivery Techniques

- Mastering body language and physical presence
- Positioning and movement during presentations
- Managing and controlling audience interaction
- Effective questioning techniques
- Testing understanding soft and hard methods
- Handling difficult or disengaged participants
- Building audience commitment and engagement
- Using props and real-life examples

Day 5: Practical Application & Mastery

- Final participant presentations
- Application of all learned techniques
- Trainer evaluation and expert feedback
- Individual performance improvement review
- Action planning for real-world application
- Certification ceremony

Registration form on the Training Course: Certified Master Trainer

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

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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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