



*Training Course:  
Preparing and Developing Training Specialist  
and Coordinators*

*19 - 23 October 2026  
Casablanca (Morocco)*

## Training Course: Preparing and Developing Training Specialist and Coordinators

Training Course code: HR3016 From: 19 - 23 October 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction

This specialized training program, designed by Global Horizon Training Center, is developed to provide participants with a comprehensive and practical understanding of how modern training functions operate and deliver value within organizations.

In today's fast-evolving business environment, training is no longer a support activity but a **strategic function** that directly impacts performance, productivity, and organizational success. This program focuses on equipping participants with the knowledge and tools required to manage the full training cycle effectively, from identifying needs to evaluating outcomes and demonstrating return on investment.

Participants will gain hands-on experience in managing both internal and external training processes, understanding how to specify training requirements, prioritize requests, and ensure that training interventions are aligned with business objectives. The program also introduces modern approaches to training systems, competency-based development, and performance measurement, enabling participants to operate with professionalism and confidence in their roles.

### Objectives

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

- Write clear and measurable learning objectives for internal and external training
- Prioritize training needs and justify decisions effectively
- Identify competency gaps and measure training outcomes
- Evaluate and select external training providers to ensure best value
- Understand and explain the roles and responsibilities within the training function
- Apply structured approaches to managing the training cycle
- Analyze training costs and explain how they are calculated
- Demonstrate the value and impact of training within the organization

### Target Audience

- Training Coordinators and Training Specialists
- Learning and Development Professionals
- HR Professionals involved in training and development
- Training Administrators and Officers
- Individuals responsible for planning, organizing, or evaluating training programs

## Outlines

### Day 1: How People Learn and What Interferes with Learning

- Introduction and program objectives
- Understanding adult learning principles
- Motivators influencing the learning process
- Learning styles and their application
- The role of personality in learning effectiveness
- Barriers to learning and how to overcome them
- Medical and psychological factors affecting learning
- Memory retention techniques and improvement strategies

### Day 2: The Role and Function of Training Departments

- Understanding the purpose and value of training
- Roles and responsibilities within the training function
- The modern training activities framework
- Allocation of responsibilities between stakeholders
- Evaluating training as a value-adding function
- Training as a potential profit center
- The role of training in succession planning
- Managing training in emergency and critical situations

### Day 3: Competency and Performance-Based Training

- Understanding competencies and their development
- Linking training to competency requirements
- Measuring training effectiveness before and after delivery
- Understanding performance-based training
- Types of performance improvement approaches
- Techniques for evaluating performance outcomes
- Case studies and practical applications

### Day 4: The Training Cycle and Training Needs Analysis

- Understanding the full training cycle
- Identifying training needs effectively
- Simplified approaches to Training Needs Analysis TNA
- Costing training programs and budgeting techniques
- Managing training records and systems
- Using software tools in training administration
- Prioritizing training requests and aligning with business needs
- Evaluating training value through case studies

### Day 5: Managing Internal and External Training Providers

- Understanding and writing effective learning objectives
- Developing competency-based training objectives
- Measuring learning outcomes and performance improvements
- Evaluating internal and external training providers
- Rewarding and recognizing training results



- Using professional evaluation tools
- Review of participant presentations and learning outcomes

## Registration form on the Training Course: Preparing and Developing Training Specialist and Coordinators

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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,  
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