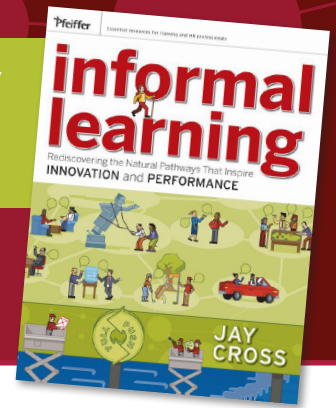


'Making Informal Learning Work'

A PRACTICAL 1 DAY EVENT WITH JAY CROSS

Harness the power of informal learning

Melbourne 17th June, Sydney 19th June 2008



WHAT IS INFORMAL LEARNING?

Most organisations over-invest in formal training while leaving the more natural, simple ways we learn, to chance. In reality 80% of organisational learning occurs informally through impromptu, informal and unofficial connections between people. This event will provide the concepts and the tools to take chance out of the equation.

WHY INFORMAL LEARNING?

Organisations embrace informal learning to:

- Invest development resources where they will have the most impact
- Increase professional growth
- Cut costs and improve responsiveness with self-service learning
- Generate fresh ideas and increase innovation
- Improve knowledge worker productivity
- Increase sales by Google-ising product knowledge

WHO WILL ATTEND?

Learning, Organisational Development, Knowledge Management and Education professionals.

EVENT FORMAT

This event is practical, hands-on, collaborative and participative. Interaction and active discussion are a core component. The day will consist of a combination of informal presentations and practical demonstrations and analysis of multimedia, web and social networking technologies, with case study examples and a strong focus on practical strategies that will optimise outcomes for you and your organisation.

**BOOK NOW & SAVE
WITH OUR EARLY BIRD
& GROUP DISCOUNTS**

"Informal learning is the perfect theme for exploring the next wave of our field. Jay Cross continues to push our thinking on the transformational forces of knowledge, learning and performance!"

Elliott Masie, founder
The MASIE Center's Learning CONSORTIUM

EVENT OUTCOMES

By the end of this event, participants who actively engage, will:

- Understand informal learning concepts and opportunities.
- Know how to incorporate and implement natural learning and the social web successfully into their organisation at various levels.
- Understand the life cycle of natural learning interventions; maximising the impact.
- Understand how to make informal learning work, while being aware of obstacles, measurement, governance and resource requirements.
- Know where and how to rally enthusiastic support for informal learning initiatives.
- Understand how networks evolve and how common 'network effects' change the way business is done.
- Re-invent learning as an active, collaborative, need-driven, social process of adaptation.
- Evaluate various Web 2.0 tools and understand how to make them work to fit with business needs (eg. blogs, wikis, social, tags, media, online communities).
- Identify and prioritise optimal informal learning projects for your organisation. Select one or more projects to begin working on following this event.
- Learn to use Jay's take-home informal learning guide and toolbox to present your informal learning vision to your stakeholders.



ABOUT JAY CROSS

Jay Cross is a thought leader in learning technology, performance improvement, and organisational culture. He is the author of *Informal Learning: Rediscovering the Natural Pathways that Inspire Innovation and Performance*, co-author of *Implementing eLearning* and contributor to *The Blended Learning Handbook*.

Jay Cross is CEO of Internet Time Group, bringing international attention to the importance of informal learning. He is currently refining informal/web 2.0 learning approaches that accelerate performance. Visit www.internettime.com for more information.

For more information call Blended Learning Solutions on: **1300 133 699**
International: +613 9857 3758 Email: info@blended.com.au Web: www.blended.com.au

Using online resources and tools from Harvard Business Publishing and Fifty Lessons, Blended Learning Solutions addresses the challenge of developing current and future leaders.

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HARVARD
BUSINESS
PUBLISHING

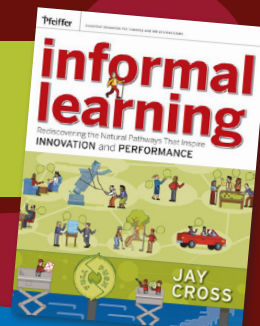
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LEARNING
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Registration Form / Tax Invoice

To register for this event, please complete and submit the form below.



EARLY BIRD DISCOUNT
Receive a \$220 discount
if you register and pay
by 16th May 2008

MELBOURNE

Tuesday 17th June 2008
Venue: The Westin Hotel
205 Collins St, Melbourne.
Ph: 03 9635 2222

SYDNEY

Thursday 19th June 2008
Venue: Grace Hotel
77 York St, Sydney.
Ph: 1800 682 692

EVENT SCHEDULE:

08:30 am – 9:00 am Registration
(arrival tea and coffee served)
09:00 am – 4:00 pm Event
(morning, afternoon tea and lunch provided)

1. Registration Information

Today's Date: _____ Organisation Name: _____

Contact Name: _____ Phone: _____ Email: _____

Postal Address: _____

2. Event Registrant Details

Full Name	Phone	Email Address	MEL	SYD
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>

3. Event Fees (note: all fees include GST)

Early bird rate (5/5 – 16/5): **\$1,095 SAVE \$220** Total early bird: \$ _____

Standard rate (17/5 – 19/6): **\$1,315** Total standard: \$ _____

A 10% discount will apply to either rate for 3 or more bookings from the same organisation. Total fees due: \$ _____

4. Payment Method - Payment in full required on registration.

I wish to pay my registration fee with: Visa Mastercard Bankcard EFT* Please invoice me

Card Number: _____ / _____ / _____ / _____ Expiry Date: ____ / ____ CCV: _____ Amount: \$ _____

Signature: _____ Cardholder Name: _____

EFT* Account Name: Blended Learning Solutions BSB: 633-000 Account Number: 123704421

*Please lodge payment with payee/organisation name, and email remittance advice to heather@blended.com.au

SPECIAL DIETARY REQUIREMENTS

Please email special dietary requirements of registrants.

EVENT FEES

Event Fees include materials, handouts and catering (morning tea, lunch and afternoon tea).

WITHDRAWALS

If you need to withdraw from the event, you are required to give at least 14 working days notice prior to the day of the event, and a 50% withdrawal fee will apply. No refunds will be issued for withdrawals less than 14 working days prior to the event. By submitting this registration form you accept all of the terms and conditions.

5. Fax this form to: 1300 133 269, International fax: +613 8660 2379

Further information: Blended Learning Solutions Phone: **1300 133 699** (+613 9857 3758)

Email: info@blended.com.au Post: PO Box 155, Elwood VIC 3184. Web: www.blended.com.au

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