SPECIAL RELEASE: New Learning Summit Guest!

KEVIN SIEGEL TO JOIN SUMMIT *by Georgie Nelson*

We are proud to announce that Kevin Siegel will be joining us at the *Pikes Peak ATD Annual Learning Summit – The Three E's of Digital Learning* – as part of the morning panel discussion. He will also be offering a hands-on session in the afternoon on Adobe Captivate 9 with a focus on creating engaging eLearning.

Siegel is the founder and president of IconLogic, Inc., and has been teaching adult learners since 1992. As a frequent speaker at conferences and trade shows, Kevin was recognized by Adobe Systems as one of their "Top Five Most Highly Rated Adobe Certified Instructors Worldwide." Siegel has written more than 100 step-by-step computer training workbooks teaching readers how to use a range of software from Adobe, Quark and Techsmith, to Microsoft, and has been a software trainer for more than 15 years.

Our first topic of discussion was on the main component of creating engaging learning.

"The word of the day is 'interactive,'" said Siegel. "A PowerPoint 'click-through' course is a guaranteed approach to lose your learners – it's called Death by PowerPoint. Students will click through the course as quickly as possible and learn nothing.

"First, you must have a mission statement that is clear to the student and that is specific. 'On completion of this training, you will save 80% effort on this task.'" Siegel advises designers to ensure that learners know the benefits of the training upfront – set their expectations in order to increase their buy-in.

In our discussion of gamification, Siegel explained that "…the classic definition of gamification is training that occurs in a virtual world in which you win prizes or earn a score."

As an example, Siegel described a course he took on Project Management that was set in the virtual world of Christopher Columbus discovering the New World. As the project manager of this mission, he had to outfit the ships, pick a crew, and manage the voyage. "I ended up losing a ship, and had a mutiny on another ship because I hadn't vetted the crew." He learned that he should have administered a Meyers Briggs personality test before selecting his crew, along with other tasks.

The upside was that the course was an engaging and enjoyable learning experience. "But to do something like this will cost you a quarter of a million dollars. Most trainers need to find an off-the-shelf solution that doesn't require a lot of programming." To create a successful game environment, "You must engage the learner – that's your top priority – and you motivate the learner with prizes, badges, points, something they have to earn with their performance." The ultimate prize is the winning of their certificate.

Similar to Thomas Toth (our keynote speaker), Siegel recommends Adobe Captivate and Articulate Storyline as the two top programs for course development that offer robust gaming components. Both software packages take care of the coding for you, and Adobe Captivate features drag and drop interactions.

When asked about which course design approach he recommends over others, he said that "they're just a means to an end, which is an engaging, interactive course." Siegel uses a hybrid method combining elements from both ADDIE and SAM, which is a more team-based approach. However, he thinks people who are new to course design should definitely start with ADDIE in order to ground themselves in a solid, proven process.
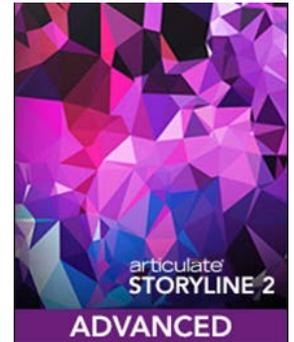
"The steps are important," says Siegel. "You can't start recording before your script has been read through and approved by your client." He says that some designers jump right in and start producing content, and then have to start over and so waste a lot of time and effort. "Come up with the script and storyboard, get it vetted, then go forward. The storyboard should contain pictures, but you start out with icons and stick figures first, then flesh them out." He warns that a developer can burn a lot of time and budget producing animations and interactions that don't get used in the final product.

As a last piece of advice, Siegel says you should not only start your course with a mission statement, but you should let users know how long each lesson will be. "How long does this lesson last that I'm choking on – how long will the pain last?" People are busy, so it's best to chunk a course into five-minute lessons that learners can complete at their own pace, and as time allows. However, once they're in the midst of an engaging interaction, they may be motivated to complete the entire course!

To learn more from Kevin Siegel about creating engaging learning, and to see a hands-on demonstration of the latest features available in Captivate 9, join us at the *PPATD Learning Summit* on October 20th.

INVITATION FROM PPATD PRESIDENT *by Chuck Herbst*

I wish to extend my personal invitation to you to join us at the *Pikes Peak ATD Annual Learning Summit – The Three E's of Digital Learning: Embrace I! t Engage Them! Energize Us!* The Summit will be held on **Tuesday, October 20**, 2015 at the **Ivywild School**, located at **1604 S Cascade Ave, Colorado Springs**. For a mere $149.00 for non-members ($119 for Colorado ATD chapter members), you will join us for a full-day event that begins with a panel discussion featuring **Thomas Toth** and **Kevin Siegel**, followed by lunch as we are addressed by our Keynote Speaker, Thomas Toth. The afternoon sessions will feature two hands-on events, one on creating engaging learning with Captivate, presented by Kevin Siegel (Adobe Systems' "Top Five Most Highly Rated Adobe Certified Instructors Worldwide," the other on Digital Learning Resources by our own **Kimberli Jeter**, CLO for Pyxera Global. From 3:00 to 5:00 we'll all enjoy a lively Learning Expo, accompanied by cocktails and networking, followed by a **Bristol Brewing Karma Hour**. If you can't make it for the entire day, please join us for the Expo and Karma Hour. I look forward to seeing everyone there.

The Ivywild School is a fully-remodeled landmark (originally opened in 1916) that now offers multi-use spaces as well as a bakery, the Bristol Brewery, restaurants, and shops. Please join us for this exciting and one-of-a-kind experience!