



# ***Designing for Interactive***

## ***“It’s Technique, Not Technology”***

For more than three decades corporations have invested billions on interactive learning systems. However the focus is frequently on the technologies themselves, and not on the applications they carry.

The truth is, effective interactive learning is not about technology, it is about ***technique!*** It is good learning techniques that ***make*** the technologies effective.

This program will present what has been learned from more than 20 years and \$60 million dollars of interactive learning development.

At the ***Designing for Interactive*** program you will:

- ❑ Learn how new interactive techniques helped one company generate over \$13,000,000 in revenue in four years - from within the walls of the classroom itself.
- ❑ See how powerful, behavior-modifying applications are developed that require the use of no interactive technology what-so-ever!
- ❑ Discover a cost-effective method for testing the effectiveness of learning programs - without the cost of level-4 evaluations.
- ❑ Identify a 3-step learning model that has proven to be one of the most effective ISD models in the interactive learning industry.
- ❑ See how to develop hybrid programs for both self-paced learning and classroom delivery.
- ❑ Explore a revolutionary process for teaching called the “best example of interactive learning” by Disney Interactive, Carnegie Mellon University’s Decision Sciences Laboratory, and Steven Spielberg’s Interactive Media unit.



And while here, you’ll also gain insights into how humans learn, discover better ways to prepare learners for learning, identify techniques that make content more meaningful and easier to remember, and pick up learning techniques and ideas you can put to use today!



***iLearn Systems***

61 Douglas Drive  
Bloomfield Hills, MI 48304  
Voice: 248-334-8556  
Fax: 248-334-4520  
E-mail: [iLearn@iLearnSystems.com](mailto:iLearn@iLearnSystems.com)

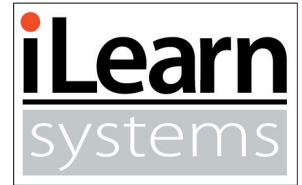




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## *Agenda*

- Interactive Test
- Research Data
- Case Studies:
  - Driver Education—Allstate Insurance
  - Handling Difficult Customers—Chicago Transit Authority
  - Ethics—Michigan Judicial Institute
- Question & Answer Period



## *Design Concepts to Watch For:*

- Discovery Exercises—Preparing Learners for Learning
- Storytelling and Characterization—Aiding Memory
- RDA Process—Effective/Flexible ISD Model
- Functional Content Organization—Increasing Learner Relevance
- Visual/Auditory Delivery—Reaching 100% of the Audience
- Background Imagery—Improving Long-Term Memory
- Hybrid CD—Self-Paced and Classroom Delivery

*For more information, contact:*

*Gregory L. Adams, Director Learning Strategies, iLearn Systems*

*iLearn Systems, 248-334-8556, [iLearn@iLearnSystems.com](mailto:iLearn@iLearnSystems.com)*

