



***"I never teach my pupils; I only attempt to provide the conditions
in which they can learn."
Albert Einstein***

Workshop Title:	Training the Trainer
Aimed at:	People in the media industry who need to build on their knowledge and experience in training and developing others as part of their professional role or who are asked to train people on their specialist role who have had little or no formal training in training technique.
Aim:	The aim of the event is to develop practical skills in training and developing people
Duration:	Two days 9.30 to 5.00
Content:	The content for the session: <ul style="list-style-type: none">• How People Learn• The Systematic Training Cycle• Learning Objectives and Outcomes• Designing Interactive and Engaging Learning• Evaluation Methods• Training, Coaching and Mentoring• Instructional Techniques• Theory Into Practice
No of Participants:	Maximum 12 people
Skills Channel TV:	Skills Channel TV is part of the hugely successful mcphedran co uk, the training company for the creative industries. The aim of Skills Channel TV is to focus on developing people in television, film, radio and theatre.
Facilitator:	Alec McPhedran is the managing director of mcphedran co uk limited. He has been in learning and development for over twenty years and works with many creative businesses around the world. He specialises in training, coaching and leadership development, particularly for developing production companies. Previously, Alec held senior training and development roles at Channel 4 and Film 4, the Pearson Group, FTKnowledge, HDL and The Open College. Alec was previously chair of the UK Broadcasters Development Group and a member of the Ofcom Task Force for Training in Audio/Visual Sector. He is a Fellow of the CIPD and is a member of the RTS, BAFTA and the Association of Coaching.
Benefits:	As a result of the two day event, experienced film and television professionals will be better equipped to teach and instruct others through their unique knowledge and experience.