



Member of the International Federation of
Training and Development Organizations

ITP



April 2005, Issue 19

LINK

The Newsletter for Members of the Institute of Training Professionals

ITP Experience sharing Seminar on Strategic Implementation of e-learning Solutions

ITP's Seminar on the strategic implementation of e-Learning solutions was held on 20 October, 2004 (Wednesday) at The Management Development Centre of Hong Kong (MDCHK) between 7:00 pm to 9:00 pm.

Seminar leader for this session was Mr. Paul Yeung, Management Adviser of MDCHK. Having successfully assisted more than 20 corporations to launch their e-Learning solutions in the past three years, Paul shared with the audience his rich first-hand experience of implementing the technology in the local context.

Paul started his presentation with an update on the status of application of e-learning in Hong Kong. According to his estimate there were about 50,000 individual users at the time. Major organizations covered the banking sector, government, professional institutions, and public utilities companies.

Surveys indicated that 30% of e-Learning initiatives came from top management, and 70% originated from the HRM/T&D sector.

Based on the Management Development Centre's experience a model for introducing e-Learning within organizations was suggested. The first phase is "Assessment", covering needs assessment, sourcing suitable vendors and crafting a proper strategy that is compatible with other T&D operations as well as the organization's manpower / competency development needs. The next phase is "Implementation". Critical for success here is adequate communication to staff members and proper integration with other systems of the organization. Finally it comes to the "Evaluation" phase. The key measurement areas are learning effectiveness and the future needs of the organization.

Paul's presentation was followed by a busy Q&A session in which participants raised a large number of practical questions. At the end of the session, those present were well satisfied with the knowledge update and the highly practical advice that Paul has kindly shared with the floor.



Congratulations!

Certificate in Training Practice Program

Graduates of the Certificate in Training Practice - Intake Three (January 8 – March 5, 2005):

Caroline Chan Weng Fong
Nichols Cheung Chi Fai
May Lee
Trista Ng Tsz Ling

Wong Fung Cheung
Yu Hoi Ling, Elisa
Yuen Chai Hung, Teresa



Photo showing Dr Denny Chow (Centre) with graduates of CTP(3), May Lee, Caroline Chan, Nichols Cheung, Wong Fung Cheung, Teresa Yuen, Karen Ng (Project Panel Member), Trista Ng, and Elisa Yu.

Intake Four of the program has been scheduled for May 14 – July 9, 2005.

For details, please contact Dr Denny Chow, Program Director at 2345 7140, 6100 0123
Email: denny_dca@hotmail.com
ITP Secretariat at 2393 3377

Words from two graduates of the Certificate in Training Practice Program - Intake Three

“Never become complacent, always have a commitment to continual learning”.

This should always be the motto of training professionals. Though I have worked in the Training Department for more than four years, it is necessary to refresh my knowledge and concepts on training. Indeed, for the past two months, I have found myself physically challenged with my seven-month pregnancy as I have to get up early and travel to Hong Kong every weekend. Yet the investment of time and effort is worthwhile.

By participating in this “Certificate in Training Practice” course, I have very much enjoyed the lectures delivered by the facilitators from various training fields. Apart from theoretical knowledge, they have also shared their valuable and practical experience with us. The classes were interactive, which had stimulated us in asking questions, and expressing our own feelings and opinions. I have learned a lot and I do find this course stimulating and rewarding.

Caroline Chan, Assistant Training Manager, Hyatt Regency Macau

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The CTP program has given me a valuable learning experience. It offers a good mix of theoretical and practical teachings which fit well with my current needs. All the practical knowledge covered is very useful for anyone engaged in the work of training. Trainers are all experienced professionals in the field and they are much willing to share their knowledge and experience with us.

I very much enjoy the stimulating class

discussions which provide lots of opportunities for exchange of ideas and sharing of training experience. The participation and interaction among classmates have given me new insights into the subject. The many practice sessions have also strengthened my skills and confidence to act as a trainer. I am glad to participate in this program since it enables me to acquire a higher level of knowledge and interact with fellow professionals and classmates.

Elisa Yu, Hong Kong Convention & Exhibition Centre



A magnificent shot showing some of the tour members – High Island Hiking, November 2004



ITP Spring Dinner – February 2005: Guests, Members and ExcOs

“How Subject Experts may Capitalize on their Knowledge Benefiting Themselves as well as the Business Community - Introduction to an Innovative Knowledge Hub Model” – Excerpt of a special presentation to ITP members at the Spring Dinner function by Alfred HO, Deputy Chairman on 25th February 2005.

This year’s annual Spring Dinner function of the Institute was enriched by a short (30-minute) presentation bearing the above long title by Alfred Ho, Deputy Chairman,.

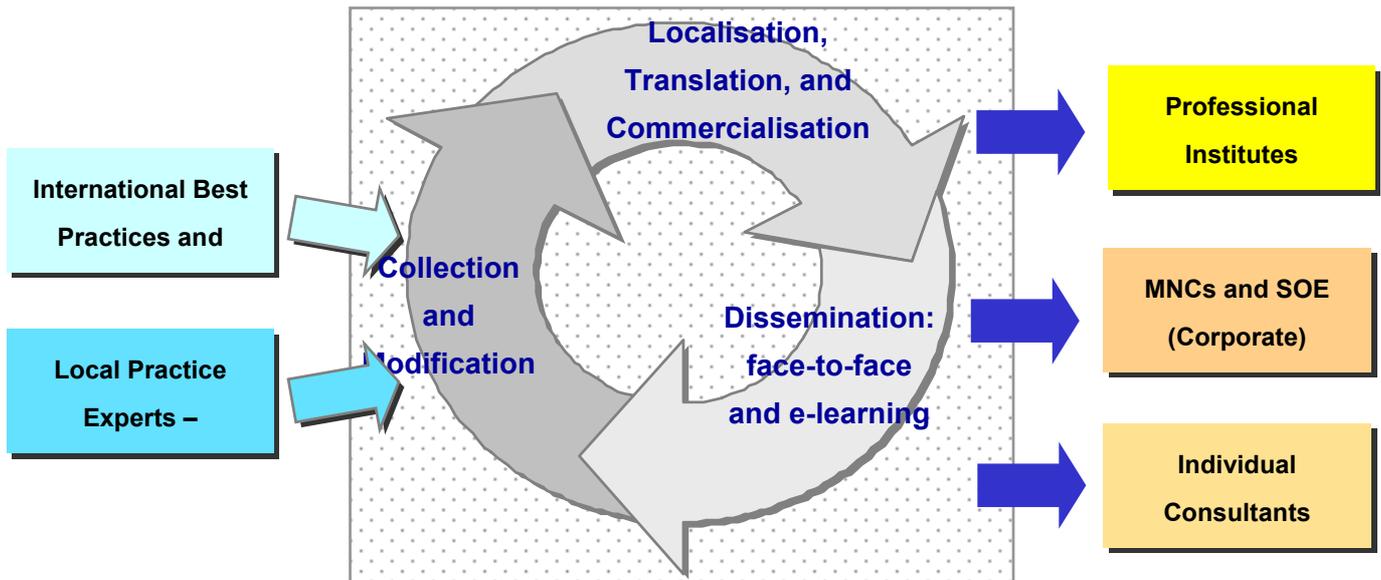
The presentation started with a brief account of the current scenario in Hong Kong and the Mainland. With continued stable economic growth at close to double digits in the Mainland, demand for management consultancy services, including manpower development and training, which has been lagging far behind, is expected to surge. In Hong Kong, as the economy revives, and more and more professional institutions are firming up their CPD (continuous professional development) schemes, demand for training and development is also on the rise. Faced with this situation, the Academy of Management Consultancy Ltd., founded by Alfred and a core team of seasoned management consultants, has developed an innovative ‘knowledge hub’ model with a vision to more efficiently and effectively meeting the quantum growth in demand.

The ‘hub’ (see diagram below) acts as an interface between the knowledge owners (subject matter experts – practitioners who possess ample current and in-depth experience in specific field of business and management areas) and the customers looking for solving their problems through competence enhancement of their staff. Operating on the guiding concept of “*Global Know-how, locally applied*”, the Academy that is constructing and operating this hub acts as the outsourcing adviser and agent for the business, professional and public sectors, both locally and in the Mainland. Through its established and continuously expanding contact base, including

the whole membership of the International Council of Management Consulting Institutes (ICMCI), the only United Nations-recognized NGO (non-government organization), covering some 60,000 practitioners around the world, and hundreds of academia, professionals, managers and owners, practicing and retired, it is able to readily tap an enormous pool of management and specialist know-how and wisdom. One value added service that the hub provides is the quick conversion of field practitioners’ knowledge into jointly owned training programmes that qualified trainers can readily use for delivery to specific clients. The original knowledge contributors, known as the “Master Trainers” in the system, will jointly own the intellectual properties of these developed programmes and earn copyright income through sharing the course revenue generated. They may also act as trainers of these programmes, in which case they further earn the trainer fees. Experienced trainers joining the system will have access to the growing pool of highly current and practical courseware that the hub possesses. To ensure delivery quality, all trainers have to go through a vigorous accreditation process.

On the demand end of the hub, the Academy has already established outsourced training agreements with a number of influential professional institutions, multinationals and major local organizations, including one of the world’s largest management consultancy practices. The next group of targets is the state-owned enterprises and major private enterprises in the Mainland through franchisers and programme resellers.

The 'Knowledge Hub'



The presentation, though brief, stimulated great interests among those present. The subsequent Q&A session stretched into the dinner portion. Members interested in knowing more detail about this innovative 'hub' model and/or become a part of it may contact **Alfred Ho** directly via email (alfredho@academy-mc.org) or by phone (2573 6273).

ITP "Observer Member" – An initiative for those in the Training and Development business.

Last year, the Executive Committee had launched a new initiative of creating an innovative type of membership titled "Observer Member". The scheme aims to invite those who are in the training and development business to get to know more about our Institute and to take part in its activities first before formally enrolled as member of the Institute. This initiative, which is probably the first of its kind ever launched by a professional institute in Hong Kong, was well received. In view of its tremendous success in

the last year, the Executive Committee resolved to keep up the momentum the initiative has built up. Please grasp the opportunity to invite your colleagues and acquaintances to become our Observer Member.

Please note that the series of activities planned by the Institute for this year have already commenced. Therefore, don't miss the chance to enroll as member of the most prestigious training community in town.

Contact us at your earliest convenience.

ITP LINK Editor : Sunny Chan

培訓專業學會

Web Site : www.itp.org.hk

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Certificate in Training Practice 培訓實務證書課程

Intake Four May 14 – July 9, 2005 (Saturdays)

Program Aim

The “**Certificate in Training Practice**” is intended to provide HR and Training professionals with comprehensive knowledge and skills in training and development practices. It aims to equip participants with practical skills in managing training functions, assessing training needs, designing training programs, conducting training sessions, and carrying out training evaluation effectively.

Professional Recognition and Membership

The Certificate program is endorsed and recognized by the **Institute of Training Professionals (ITP)** as one of the qualifications approved for admission to the Institute’s Associate Membership (AMITP), a professional class. Each participant will be offered a *One-Year Free* membership of the Institute.

Duration / Time

May 14 to July 9, 2005 (Five full-day meetings on Saturdays from 9:15 am - 5:15 pm and two morning meetings on June 25 and July 9 from 9:15 am – 12:45 am)

Venue 2/F, Amtel Building, 144-148, Des Voeux Road, Central, Hong Kong

Program Fee

Full Program: \$4,500 / *\$4,200 per head for group of three+ or **Early Bird** before April 15, 2005.
Individual Module: \$900 per head

Note: Successful application under the **SME Training Fund** will receive a grant up to 70% of the course fee. For details, please refer to web-site www.smefund.tid.gov.hk

Medium of Instruction

The sessions will be conducted in Cantonese with teaching materials primarily in English

Program Director and Facilitators

Dr Denny Chow, PhD, FITP, Chartered MCIPD (Program Director)
Mr Sam Ying, BSc, MBA, FIHRM, FITP
Mr S C Chan, BBA, DTM, DMS, MBA, FITP
Mr Alfred Ho, MBA, FITP, FIIM, FIMC, MCMI, CMC
Other practicing training professionals may also be invited

Program Structure / Schedule

Module	Topic	Date	Time
1(a)	Managing Training Functions	May 14, 2005	9:15 am - 5:15 pm
1(b)	Learning Theories		
2(a)	Assessing Training Needs	May 21, 2005	9:15 am - 5:15 pm
3(a)	Training Methods & Practice (1)	May 28, 2005	9:15 am - 5:15 pm
3(b)	Training Methods & Practice (2)		
4(a)	Program Design & Development (1)	June 4, 2005	9:15 am - 5:15 pm
4(b)	Program Design & Development (2)		
5(a)	Presentation & Facilitation Skills (1)	June 18, 2005	9:15 am - 5:15 pm
5(b)	Presentation & Facilitation Skills (2)		
2(b)	Training Evaluation		
6(a)	Training Program Administration & Project Guidance	June 25, 2005 (Half-day)	9:15 am – 12:45 pm
6(b)	Group Project Presentation & Assessment	July 9, 2005 (Half-day)	9:15 am – 12:45pm

Award of Certificate

Participants will be awarded a 'Certificate in Training Practice' by the Institute of Training Professionals if they have fulfilled all of the following requirements:

- (a) A minimum of 80% attendance of the Full Program;
- (b) Continuous assessment on class participation, assignments, and practical skills;
- (c) A group project in either English or Chinese; and
- (d) Final project presentation.

Enquiry

Dr Denny Chow, Program Director at 2345 7140, 6100 0123 Email: denny_dca@hotmail.com
ITP Secretariat at 2393 3377

Enrolment Form

Program: Certificate in Training Practice

Please tick box as appropriate

Full Program

Module 1

Module 2

Module 3

Module 4

Module 5

Module 6

Please find enclosed a crossed cheque made payable to **Institute of Training Professionals**, for the fee of HK\$ _____ x _____ delegate/s.

Name	Position	Telephone	Email Address

Contact Person _____ Title _____

Company _____ Tel _____

Address _____

Signature _____ Date _____

Note: No refund for cancellation, but substitutions may be allowed. The Institute reserves the rights for Program change or cancellation.

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