Registation

Bookings are essential to reserve a place for both Professor David Merrill's Workshop and the Multimedia Tutorial as numbers may be limited. To reserve your place and get in early, fax the completed registration form to: (03) 9925.1333; Attention: Judy Meehan (Ph 9925 1362, judy.meehan@rmit.edu.au). Bookings for the full week of activities are available at a cost of $550. All places will be formally confirmed upon receipt of payment. For multiple bookings from the same organization, please fill in the names for each participant.

**MONDAY NOV 10 AND TUESDAY NOV 11**

**Research Colloquium**

E-Learning Experts From Industry & Academia

M. David Merrill, Professor Instructional Technology, Utah State University, Logan, USA will deliver the Keynote Address, launching two days of informative presentations on implementation of effective instructional design strategies for e-Learning in both the Industry and education sectors.

Leaders in corporate training and business processes will present their techniques and experiences including:

- 3M Touch Systems Australia Pty Ltd
- Evaluation Solutions – Dr Zita Unger
- Digital Educational Solutions - Peter Holmes
- WebTrain Services Pty Ltd – Jim Mark
- Medibank Private – Narelle Flett
- Professional Resources Pty Ltd – Dr John Izard
- KDR
- MacroMedia, Inc. – John Treloar; Brian Chau
- IDEAS! eCentre – Greg Adamson

In addition, there will be presentations by key researchers from local and international Universities:

- Mandi Axmann - Rand Afrikaans University
- Dr Robert Cantwell – University of NSW
- Dr Alistair Ingles – VUT
- Jim Strain – Monash
- Dr Dianne Chambers – The University of Melbourne
- Leone Wheeler – RMIT University

**NOVEMBER 14**

**Multimedia Tutorial on Web Development**

Web site developers will facilitate this hands-on tutorial for novice and experienced online authoring on Friday. Workshop participants will explore Macromedia’s Flash MX tools with the instructors drawing on simple examples.

Bring along your instructional concept drawings.

Methods of payment

We will accept your cheque or a Company Purchase Order, cheques should be made payable to RMIT University.

**Please mail all cheques and purchase orders to:**
Judy Meehan, School of Business Information Technology RMIT Business, GPO Box 2476V, Melbourne Australia 3001

Cash payments can be made at:
School of Business Information Technology – RMIT Business, Level 17, 239 Bourke Street, Melbourne, Australia 3000, please ask for the Finance Officer or Judy Meehan.
The participants' feedback from October 2002 reveals the flexible 5-day seminar was successful. There can be no doubt that this type of instructional/learning/training forum is a highly desirable networking opportunity to link the industry/academic sectors. Moreover, participants valued interaction with the multi-media software experts that enabled them to gain experience using highly powered authoring tools.

Therefore, we are planning another 5-day event to be held at the RMIT City Campus. To cater for both the corporate and academic sectors, the event will retain the 3 separate activity format of workshops and tutorials. The seminar begins with a Researchers’ Colloquium, followed by Professor Dave Merrill’s 2-day Workshop, and finishes with a multi-media design and development laboratory Tutorial. To facilitate a flexible approach, participants can enrol in the weeklong event or individual activities.

This 2003 event will progress from the theoretical framework established by the educational researchers (Days-1&2), through Professor Merrill’s theoretical Workshop – where participants will have access to a computer laboratory to implement instructional content strategies and experiment with their courseware models (Days-3&4); to utilizing multi-media to gain introductory courseware developer skills in the computer laboratory Tutorial (Day-5). Participants will have the opportunity to discuss their instructional content specifications with Professor Merrill on an individual basis during his 2-day Workshop. Participation in individual events can also be arranged as separate fee-based entries.

Professor M. David Merrill’s background and experience in educational design is impressive. He is recognized as a leader in instructional design; and is certainly viewed amongst the most influential people in the field of Instructional Technology. Professor Merrill continues to be listed alongside the most productive educational psychologists, and the most frequently cited authors in the computer-based instruction literature.

He has considerable experience in facilitating hands-on workshops/seminars that engage both novice and advanced practitioners in the importance of following sound principles of instruction.

http://www.id2.usu.edu/MDavidMerrill/Courses.htm

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### Event Programme

**The RMIT Foundation and Macromedia, Inc.**  
**e-Learning Seminar on Design and Development:**  
**Instructional Design – Applying First Principles of Instruction**  
**November 10 to November 14, 2003 : Melbourne, Australia**

<table>
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<tr>
<th><strong>Event</strong></th>
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| **Two Day Research Colloquium:**  
International leaders in instructional design for e-Learning  
Papers published on CD  
**Keynote Address:** Professor M.David Merrill  
**Invited Speaker**: Mandi Axmann, Rand Afrikaans University | Two days for $100 |
| **INDUSTRY PRESENTERS:**  
3M Touch Systems Australia Pty Ltd  
Evaluation Solutions : Dr Zita Unger  
Medibank Private : Narelle Flett  
Digital Educational Solutions: Peter Holmes  
Macromedia Inc : John Treloar and Brian Chau  
KDR  
Webtrain Services Pty Ltd : Jim Mark  
Professional Resources Pty Ltd : Dr John Izard  
Ideas! eCentre : Greg Adamson | |
| **ACADEMIC RESEARCHERS:**  
Local / interstate / international Universities | |
| **MACROMEDIA PRODUCT DEMONSTRATION:**  
Venue: Casey Plaza Theatre – RMIT University - Building 10.4.2, Bowen Lane, Melbourne. | |
| **2-day hands on Workshop: Instructional Design**  
Applying First Principles of Instruction  
Venue: RMIT Business, 239 Bourke Street, Melbourne : Classroom and Computer Laboratory | 2 days for $400 |
| **Hands-on Multimedia Tutorial : Flash MX**  
Presenting state of the art Web-site development tools  
Venue: RMIT Business, 239 Bourke Street, Melbourne : Classroom and Computer Laboratory | Day 5 $150 |
| Choose separate days or whole event.............discounted cost for full week | $550 |