

performance  engage
ROI Certification  technology *with an Emphasis* evaluating
 accountability **on e-Learning**
 **& mobile learning**

5-Day ROI Certification • March 9 - 13, 2015 • Santa Clara, CA • Hosted by Qualcomm

Become a Certified ROI Professional

This unique certification focuses on measuring the success of learning through technology. Participants will learn how to measure the success of e-Learning, blended learning, mobile learning and game-based learning. This five-day course will tackle the particular issues involved in showing the value of technology-based investments to the top executives. Participants are encouraged to bring to the program a project that should be evaluated at the impact and ROI level.

Upon completion of the course and a thorough ROI study, you will be awarded the coveted designation of Certified ROI Professional (CRP).

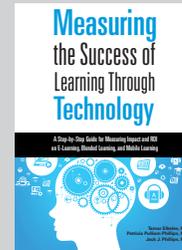
Workshop Attendees Learn How To:

- Apply the ROI Methodology™ to an e-Learning, mobile learning, or blended learning program in your own organization
- Gain detailed, first-hand experience with every step
- Calculate ROI and explain its meaning
- Measure the contribution of all types of technology-based programs
- Enhance program results and improve ROI
- Discover how to use intangibles
- Practice reporting results in an executive briefing
- Explore how to sustain the use of ROI

Who Should Attend?

This workshop is designed for learning designers, developers, managers and specialists who need the skills to measure impact and ROI of blended-learning programs, e-Learning programs, and mobile learning programs.

Workshop Materials



The main book for this course is *Measuring the Success of Learning Through Technology* by Tamar Elkeles, Patti Phillips, and Jack Phillips. Participants will also

receive a workbook that includes tools, resources, and case studies, an Application Guide, a Process Model, and a calculator.

Certification Benefits

- Demonstrate ability in conducting an impact study
- Sought-after skills to enhance your career
- A professional designation of Certified ROI Professional upon successful completion of your own impact study
- Permission to conduct one-day workshops on the ROI Methodology™

Leaders of this Workshop Include:



Patti Phillips, Ph.D.

Patti Phillips, Ph.D., is president and CEO of the ROI Institute, Inc., the leading source of ROI competency building, implementation support, networking, and research. A renowned expert in measurement and evaluation, she helps organizations implement the ROI Methodology™ in 50 countries around the world. Phillips has authored dozens of books on accountability.



Jack J. Phillips, Ph.D.

Jack Phillips, Ph.D., is chairman of ROI Institute, Inc. He is a world-renowned expert on accountability, measurement, and evaluation. Phillips provides consulting services for Fortune 500 companies and major global organizations. The author or editor of more than fifty books, he conducts workshops and presents at conferences throughout the world.



Tamar Elkeles, Ph.D.

Tamar Elkeles, Ph.D. is chief learning officer for Qualcomm. She is one of the most admired CLO's and is the lead author of the book, *Measuring the Success of Learning through Technology: How to Measure the Impact and ROI of e-Learning, Blended Learning, and Mobile Learning* published by ASTD. Qualcomm develops most of the technology for mobile devices.

Limited Availability!

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