

HUMAN RESOURCES | COURSE BROCHURE

Instructional Design for Corporate Trainers

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Engaging, effective training is designed, not improvised. This course teaches instructional design for corporate learning: adult learning principles, analysing learners and tasks, writing objectives, sequencing content, designing activities and assessments, creating materials for classroom and digital delivery, and piloting and improving courses.

Well-designed courses produce better learning in less time. You will learn a practical design process you can use for any topic.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Design practice on participants' own topics, peer review, materials development and pilot presentations.

Course objectives

By the end of this course, participants will be able to:
• Apply adult learning principles
• Analyse learners and performance tasks
• Write clear learning objectives
• Sequence content and design activities
• Create effective assessments and materials
• Pilot, evaluate and improve courses

Target audience

This course is suitable for:
• Corporate trainers
• Instructional designers
• Learning and development officers
• Subject matter experts who train
• HR professionals



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Target competencies

Participants will develop competencies in:

- Learning design
- Objective writing
- Activity design
- Assessment design
- Materials development

Course outline

Day 1: Design Foundations

09:00–10:08	Adult learning principles
10:08–11:00	Design models
11:00–11:30	**Coffee break**
11:30–11:45	Design models (continued)
11:45–12:53	Learner analysis
12:53–14:00	Exercise

Day 2: Objectives and Structure

09:00–10:08	Writing objectives
10:08–11:00	Sequencing content
11:00–11:30	**Coffee break**
11:30–11:45	Sequencing content (continued)
11:45–12:53	Course outlines
12:53–14:00	Workshop

Day 3: Activities

09:00–10:08	Active learning methods
10:08–11:00	Case studies and simulations
11:00–11:30	**Coffee break**



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11:30–11:45	Case studies and simulations (continued)
11:45–12:53	Digital activities
12:53–14:00	Design practice

Day 4: Assessment and Materials

09:00–10:08	Assessment design
10:08–11:00	Slides and handouts
11:00–11:30	**Coffee break**
11:30–11:45	Slides and handouts (continued)
11:45–12:53	Facilitator guides
12:53–14:00	Exercise

Day 5: Pilot and Improve

09:00–10:08	Piloting
10:08–11:00	Feedback
11:00–11:30	**Coffee break**
11:30–11:45	Feedback (continued)
11:45–12:53	Revision
12:53–14:00	Final presentations

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,450.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Barcelona Confirmed dates	30 Nov 2026	4 Dec 2026	**£2,840.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**£3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Vienna Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,940.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Istanbul Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	17 May 2027	21 May 2027	**£2,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Vienna Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,940.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Dubai Confirmed dates	28 Jun 2027	2 Jul 2027	**£3,150.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.–**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,890.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Dubai Confirmed dates	23 Aug 2027	27 Aug 2027	**£3,150.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,890.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,540.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
Paris Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,860.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online