



Managing the Training Function (Professional Training Manager) Conference

22 - 26 Mar 2027
Casablanca (Morocco)



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Ref.: 8165_256449 **Date:** 22 - 26 Mar 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

Recent international developments have elevated training's importance in successful companies. The new task and challenge is to market, run, and produce measurable results through all aspects of the training function. For this, the training manager has new skills to master and align with new demands from world-class companies.

This professional training manager functions program is tailored for training managers who aim to produce measurable results and maximize the potential of their training functions. It will expound on the paradigm shift in international training and provide attendees with the skills, knowledge, and confidence to transform any training function into a powerhouse. Participants will also learn about the necessary leadership skills and six key indicators of future success.

Targeted Groups:

- Training Managers.
- Training Specialists.
- Training Consultants.
- HR Professionals.

Conference Objectives:

By the end of this expertly crafted professional training manager functions conference, participants will be able to:

- Master the key techniques of managing the new style training function and beyond.
- Describe the new role of training and effective marketing within their organization.
- Re-examine and optimize the training function design for their organization.
- Master budgets and utilize new software for Training Needs Analysis TNA and financial control.
- Show the value and return on Training Investment ROI
- Formulate a comprehensive training strategy.
- Implement the Training Consultant approach to tackle business issues.
- Evaluate training programs and demonstrate their added value confidently.

Targeted Competencies:

At the end of this professional training manager functions conference, the target will be able to:

- Leading and supervising.
- Relating and networking.
- Persuading and influencing.
- Presenting and communicating.
- Mastery of consultancy skills.
- Analytical thinking.
- Formulating concepts and strategies.
- Planning and organizing.
- Achieving goals and objectives.

Conference Content:

Unit 1: The New Shape and Design of Training Functions:

- Objectives.
- Why change anything?
- How do you design effective training functions?
- Calculating how many staff you need.
- What do efficient training functions look like?
- How do training activities fit with organizational strategy?
- The six critical leadership skills.

Unit 2: The Control of Data, Finances, and Figures Needed for Training Efficiency:

- Streamlining essential training data.
- A simple understanding of unit costs.
- Planning cohesive training from TNA.
- Utilizing four helpful training codes for easy planning.
- Utilizing new TNA software.
- Mastery in handling training budgets.
- Techniques for budget compilation under time constraints.
- Prioritizing training in financially challenging environments.

Unit 3: Training Evaluation:

- Definition of added value evaluation.
- Process needed.
- Improving productivity.
- Lessons learned.
- What to evaluate is good news? Use a process to do this.
- Examples of evaluated training and its value to the organization.
- Evaluation in practice.

Unit 4: New Role - The Training Managers as an Internal Consultant/Advisor:

- What is a consultant? Examples of world-class consultants.
- Areas in which consultancy fits well.
- Where the consultant can add value.
- Self-analysis - how do your skills/behaviors match the 12 key areas?
- Developing these skills is the number one priority if you are going to be successful as a consultant.
- Developing business solutions.
- Locking consultancy into TNA and added value results.

Unit 5: Techniques That Make a Big Difference:

- Marketing the new training function.
- Producing key results for the senior management.
- Getting the best from external training providers.
- Writing learning outcome objectives.
- Resourcing training materials.
- Internal success measures.
- Making the most of training success - celebrating success regularly.
- Keeping up to date with training innovations.
- Useful resources.

Conclusion:

In addition to our meticulously structured conference, we offer opportunities for a functional training workshop, function seminar, and dedicated training manager workshop. The successful training manager continually develops their skills, networks with peers, and stays updated on the latest training innovations. Join us at our function conference to embark on the path to becoming a truly successful training manager.



**Registration form on the :
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code: 8165 **From:** 22 - 26 Mar 2027 **Venue:** Casablanca (Morocco) **Fees:** 4500 **Euro**

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