

# **MTP Workshops**

## **What do MTP workshops offer?**

Workshops offer the opportunity to learn about the latest thinking on key topical issue facing those involved in designing learning solutions and to enjoy the benefits of discussions and networking with fellow professionals.

## **What role does MTP play in this?**

We act as co-ordinators of the administration of the event on the day. We also provide inputs on our own involvement in the issues being discussed, usually describing recent innovative work with top companies. It is also normal for one of our clients to make an input from their perspective and we may invite along other speakers on the chosen topic.

MTP tutors also act as hosts and facilitators during the workshops, ensuring that the discussions are well balanced and focussed on the learning objectives.

## **How frequently are workshops likely to be held?**

A minimum of three times a year.

## **Where are the workshops held?**

The workshops are held at an attractive central London venue.

## **What is the timing?**

9.30 am until 1.00 pm on a Friday morning, followed by lunch for those who wish to stay.

## **What form do the workshops take?**

After an introduction, there will be initial group work, allowing the sharing of ideas and experience on the chosen topic. This will usually be followed by a presentation of MTP's involvement in the topic, supported by case studies of successful innovation. This is followed by more group work and a presentation by another key speaker, usually a learning professional from one of our clients, describing best practice. The morning ends with lunch and the opportunity to continue the informal networking.

## **What types of topic will be discussed?**

We try to choose topics which are of current interest - the 'burning issues' of the day. Recent workshops have covered topics such as course evaluation, blended learning, the link of learning to business strategy and the role of the virtual classroom in learning solutions.

Recent topics have been:

- Internal Marketing of Learning Solutions.
- Learning Solutions for Graduate Managers - The Secrets of Success.
- The Future of Management Learning.
- Blended Learning - New trend or new label?
- The Role of the Virtual Classroom in Learning Solutions.
- Business Strategy and Learning Solutions.

## **What experience is required to attend?**

There are no formal requirements. However, most of the attendees will be practising learning professionals and we hope that everyone will be able to contribute some views and experiences on learning issues to group discussions. The main requirement for successful participation is an interest in the topic and a willingness to share ideas on learning issues.

## **How many attendees are there and which companies are represented?**

The attendance varies depending on the interest in the topic. Between 25 and 40 is a typical number and the workshop is divided into tables of seven or eight people from different companies.

Recent attendees include:

- AstraZeneca
- BBC
- Boehringer Ingelheim
- Boots
- BP
- British Airways
- Britvic
- BT
- easyJet

- Ford Motor Company.
- Henkel.
- Hewlett-Packard
- Hilton
- ICI
- IPC Media
- John Lewis Partnership
- L'Oreal (UK) Ltd
- Masterfoods (Mars)
- Mercer HR Consulting
- Morgan Stanley
- News International
- Reckitt Benckiser
- Reuters
- Rok Group.
- Rolls-Royce
- Shell
- Smiths Group
- Taylor Woodrow.
- TNS
- Unilever

### **What is the charge?**

There is no charge.

### **What is in it for MTP?**

It is our way of providing a service to our clients and a network for contacts who may eventually become clients. It is our investment in long-term client relations.

### **Does this mean that we will be bombarded with MTP selling and marketing initiatives?**

No, unless you ask us to do so. We will keep in touch and be responsive if ever you feel that there is a fit between our core competences and your learning needs.