

We Endeavour To Excel

January 4, 2018

Prof. Dr. Zaki Mohamed Zedan,
Dean, Faculty of Engineering,
Mansoura University,
Elgomhouria St., Mansoura City, 35516, Egypt.

c. in Eden 1999

LSG
School

e Learning
WORKSHOP

Dear Prof. Dr. Zedan,

**INVITATION TO ATTEND E-LEARNING WORKSHOP AND
TO RECEIVE HONORARY DOCTORATE DEGREE.**

The London Graduate School wishes to invite you to the e-learning workshop taking place in Dubai from April 4 - 6, 2018. This workshop promises to be a game changer in your operations.

SOMETHING YOU PROBABLY DIDN'T THINK ABOUT

Today's learning and education processes have changed dramatically. What use to be excellent teaching and learning methods 5 years ago cannot work well in our present day. If you are the Registrar, Bursar, Librarian or a Senior Academic playing a leadership role in your institution, you need to acquire new skills so as to effectively help your team to shift to the new direction.

The London Graduate School and the Commonwealth University are leading a consortium to deliver a workshop on E-learning skills.

The workshop shall hold as follows:-

Theme: E-Learning and Digital Marketing Skills for Achieving Leadership Excellence.

Venue: Arabian Courtyard Hotel, Al Fahid Street (Opposite Dubai Museum), Bur Dubai

Date: April 4 - 6, 2018. (Three (3) Days Intensive Seminar).

Time: 9.00am to 5.00pm Daily.

Workshop Fee: Slashed From \$5,500 down to \$3000.

Within 3 Days Intensive Learning, you will acquire a nodding acquaintance of E-Learning knowledge that is quite adequate for you to understand current trends. With this understanding, you can confidently lead your team to the new paradigm of teaching and knowledge acquisition.

The Reward For Education Leaders and Top Executives Who Will Accept to Attend this Workshop.

Number 1: Nomination to Receive Honorary Doctorate Degree.

Only those of you leading operations in Educational Institutions know that it is a tough job. Having been handling your leadership roles successfully to date speaks volumes

Pls turn over

London Graduate School

CENTRAL LONDON OFFICE: Mayfair Point, 34 South Molton Street, London, W1K 5RG

MAILING ADDRESS: 9 Offord Close, London, N17 0TE

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about your leadership skills. If you attend this workshop, you will be eligible to receive the Honorary Doctor of Education of the Commonwealth University. This is an honor reserved for highly accomplished persons who are making a difference in their career, business or contributing to the development of their communities or countries.

Number 2: Gift of Three Books on E-learning

History has shown that those who make a difference in society are inventors, thinkers and innovators who are after knowledge. By deciding to attend this workshop, you would have shown unusual quality of being ready to learn new ways of improving Education, Teaching and Learning in modern society, which is hyped by digital technology.

Number 3: Eligibility to Receive UNESCO Certificate in ICT Education.

Top Faculty members of the Commonwealth University are Certified by UNESCO as persons equipped to teach E-Learning to others. By attending this Workshop, you will receive the essential skills in E-Learning, making you eligible to receive the prestigious UNESCO Certificate in E-Learning Essentials and Decision Making. All you need to do is to apply for the UNESCO Certificate and show the Certificate you have acquired from this E-Learning Workshop (with Digital Marketing).

Number 4: Member of Commonwealth Academy, London.

By attending this workshop, you will become a full member of the Commonwealth Academy of Information and Communication Technology (MCAICT).

PLEASE TAKE ACTION TODAY

This workshop promises to be a game changing event. If this invitation is acceptable to you, please send us an email on info@LondonGS.co.uk to indicate your acceptance or call Shadrach on +447786776802 to say so as soon as possible, so that we shall commence arrangements to ensure your smooth participation.

I look forward to hearing from you soon.

Yours sincerely,



Sadiksha Rai (Ms)

HOD: CONTINUING EDUCATION PROGRAMMES

The logo features a stylized lowercase 'e' inside a circle, followed by the word 'Learning' in a bold, sans-serif font. Below 'Learning' is the word 'WORKSHOP' in a smaller, bold, all-caps sans-serif font, with a horizontal line separating the two words.



Experience Dramatic Personal Transformation In 3 Days @ The

eLearning WORKSHOP

(with Digital Marketing)

Organised by

London Graduate School 
In Collaboration with



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Workshop Organizers:

This Workshop is being organized jointly by the London Graduate School in collaboration with Commonwealth University and the Consortium of Open Learning Network made up of New Idea Management Consultants, Commonwealth University, the Island Open University and the Commonwealth Academy of Information And Communication Technology London. A Member of this Consortium, New Idea Management Consultants, recently received the UNESCO Award (The UNESCO Badge of Learning for its role in Internationalization of Education)

Target Groups For this Workshop:

- | | |
|------------------------------|---|
| 1. Professors and Lecturers | 5. Professionals in Personnel, Marketing, Finance and Production. |
| 2. University Administrators | 6. Managers and Administrators |
| 3. Research Students | 7. Librarians |
| 4. Training Consultants | |



Workshop Objectives

At the end of the programme, participants should be able to:

- | | |
|--|---|
| 1. Explain E-Learning concepts | 7. Set up a Personal Website |
| 2. Analyse the E-Learning cycle | 8. Set up a Web Journal |
| 3. List benefits of E-Learning | 9. Appreciate UNESCO E-Learning Essentials. |
| 4. Describe web portals | 10. Identify Factors that Influence Decisions in selecting appropriate E-Learning strategies. |
| 5. List the web portals/search engines relevant to academic work | 11. Use Digital Marketing Tools |
| 6. Write Research Proposals and Reports | |

Workshop Contents

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|--|----------------------------------|
| 1. The nature of E-Learning. | 11. Learning Management System |
| 2. Computer Based Training and Knowledge Management. | 12. UNESCO E-Learning Series. |
| 3. The E-Learning Cycle | 13. E-Learning Essentials. |
| 4. Benefits of E-Learning | 14. Digital Marketing. |
| 5. Web portals and Search Engines | 15. Mobile Marketing |
| 6. The Web and Academic Research | 16. Social Media Marketing |
| 7. Referencing Internet Sources | 17. E-Commerce Enabled Websites |
| 8. Research Proposals & Reports | 18. Electronic Brand Building |
| 9. Setting up a Personal Website | 19. Building Online Trust |
| 10. Setting up a Web-Journal | 20. Online Reputation Management |

Workshop Fee:

\$3000.00 plus \$400 for Laptop. The fee covers course materials, Lunch, with drinks, hands-on computer/internet exercises, a free personal website for each participant and a free web-based journal.

What Will You Get in Return?

1. Rich Course Materials
2. Hands-on Practice on Computers/Internet
3. Free personal web-site
4. Free Web-based Journal for Yourself and for your organization.
5. Free lunches and drinks
6. Certificate of e-learning
7. Free CD containing self-directed learning modules, so your learning continues after the Workshop.
8. Introduction to European Network of Academics and Professionals. Individual Members pay 100 Euro per annum. The benefits are enormous for the individuals and their organizations.
9. UNESCO Certificate in ICT Education (E-Learning Essentials)
For those who wish to submit evidence of their learning to UNESCO.

Date: April 4 - 6, 2018
Three (3) Days Intensive Seminar.

VENUE

Arabian Courtyard Hotel, Al Fahid Street
(Opposite Dubai Museum), Bur Dubai

COURSE FACULTY



Prof. George Reif
Client Services Executive



Imran MD Ali
Singapore Based
Digital Marketing Expert



Dr. Angelo Kehayas
Adjunct Faculty



Engr. Edwin Okafor
Adjunct Faculty



Prof. Zach Gundu
Visiting Professor



Prof. David Iornem
Programme Co-ordinator



London
Graduate School

Presents

eLearning WORKSHOP

(with Digital Marketing)

Who May Attend:

- Professors
- Lecturers
- Managers
- Librarians
- Professionals
- Administrators
- Principal Officers of Universities such as Registrars, Bursars etc



This Seminar is being organised in collaboration with Commonwealth University

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