

Types of Offerings

Audio Descriptive Text

Title: Professional Development 101: The Basics; Types of Offerings. Image of PD practices: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. Image of CDC logo. Image illustrates training by showing an instructor in front of a large group. Image illustrates workshop by showing a small group seated around a table. Animation shows Training of Trainers by an instructor in front of a small group of participants; the participants are then shown in front of new groups of participants. Image of next course title: Professional Development 201: From Basic to Dynamic.

Video Summary

Types of offerings include:

- Training: an instructional experience provided primarily by employers for employees
- Workshops: educational programs that focus on techniques and skills in a particular field
- Training of Trainers: training to prepare instructors to present information effectively
- Information and presentation sessions: events that provide a familiarity level of knowledge on a specific topic
- Technical Assistance: the process of providing targeted support

Audio Script

The terms “training” and “workshops” are often used interchangeably. However, there are differences between training and workshops.

Training is an instructional experience provided primarily by employers for employees. Training can be provided to a **large group** of people at the same time. It is designed to develop new skills and knowledge that are expected to be **applied immediately** on the job.

Workshops are educational programs for a **small group** of people that focuses on techniques and skills in a particular field. Participants gain **long-term benefits**, such as sustainable skills.

A third type of event, one that incorporates characteristics of both training and workshops, is the **Training of Trainers (ToT)** model. The ToT model engages master trainers in creating new trainers for a particular topic or skill, or with training in general. The main goal of the ToT model is to **prepare instructors** to present information effectively, respond to participant questions, and lead activities that reinforce learning.

Information and Presentation Sessions

Another type of PD offering is information and presentation sessions.

These sessions are also tailored to specific audiences, but their purpose is to provide a *familiarity* level of knowledge on a specific topic. At the end of the session, participants have enough information to decide whether or not to pursue further investigation or implementation of the topic.

Information and presentation sessions can be delivered in a variety of ways: in person, online, or in paper-based formats. Sessions can be one-time events or a series of events. They are delivered in a short amount of time, usually between 30 minutes and an hour, but not more than three hours.

Webinars are a common example of information or presentation sessions. We will discuss webinars in more detail in the next course, *Professional Development-201: From Basic to Dynamic*.