



## OVERVIEW

# Master the Art of Impactful Training Delivery



The British Certified Trainer Masterclass is an intensive, practice-driven program created by the CPD Standards team and delivered regionally by Dynamic Neuro Academy for trainers who want to raise their delivery to international standards.

Across three days, you'll refine how you design training, manage learner energy, and adapt your sessions to both classroom and virtual formats – all aligned with CPD Standards Office expectations.

The masterclass is ideal for freelance trainers, in-house L&D professionals, consultants, lecturers, and subject-matter experts who regularly deliver learning to adult audiences.



## PROGRAM FOCUS

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#### What You'll Experience Inside the Masterclass

##### **Designing & Delivering Online**

**01**

###### **Training**

Learn how to structure virtual sessions, keep people engaged on screen, and design online experiences that feel dynamic – not like a slide show.

##### **Working on a Global Platform**

**02**

Explore how to navigate cultural nuances, language differences, and mixed audiences so your training lands well in international and regional markets.

##### **Real Training Material Development**

**03**

Get guidance on structuring manuals, slides and supporting resources that are clear, practical, and aligned with CPD expectations for accredited activities.

##### **Practical Delivery Practice**

**04**

Deliver short segments, receive feedback, and refine your presence, pacing, and interaction skills in a safe, constructive environment.

##### **Intensive Face-to-Face Training**

**05**

Two immersive in-person days full of activities, case examples and real-world scenarios that mirror genuine training room challenges



## KEY LEARNING OBJECTIVES

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#### What You'll Be Able to Do Better

01

##### Adult Learning Principles

Understand the core principles of adult learning theory.

Translate these principles into engaging training designs.

Match content, activities and assessment to adult learners' needs.

02

##### Trainer Methodologies

Work with models such as Kolb and Honey & Mumford.

- Facilitate group discussions and activities with confidence.
- Manage group dynamics and create an inclusive atmosphere.

03

##### Trainer Skills & Emotional Intelligence

Recognize and manage your own emotions while training.

Demonstrate empathy, social awareness and presence.

Deliver clear, persuasive presentations and listen actively.



## EXTRA ADVANTAGES

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#### Beyond the Classroom

##### **Owning the Room**

Build the confidence to stand in front of any audience and hold their attention from open to close.

##### **Increasing Your Earnings**

Learn how a recognized trainer credential and better program design can support stronger positioning and higher-value engagements.

##### **Engaging Every Learner**

Explore strategies for engaging different generations and learner profiles – including highly distracted or neurodiverse audiences.

##### **The Role of AI in Training**

See how AI tools can help you prepare materials, visual aids, and follow-up resources without turning your sessions into mere “entertainment”.

##### **From Entertainment to Learning**

Clarify the difference between impressive presenting and genuine learning transfer – and design for the latter.

##### **Understanding the Neuroscience**

Get a high-level view of how attention, memory and emotion work in the adult brain – and what that means for designing training.



## WHY THIS MASTERCLASS?

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#### What Makes the British Certified Trainer Program Different?

The demand for capable trainers continues to grow – yet there are few internationally recognized trainer certifications that combine accreditation insights with very practical delivery skills.

This British Certified Trainer Masterclass is designed to close that gap: you don't just learn about CPD; you experience what high-quality, CPD-aligned training looks and feels like from the inside

**Gain accreditation insight:** understand how your programs can align with CPD Standards Office requirements.

**Boost credibility:** stand out as a trainer with a structured, externally recognized pathway.

**Expand your market:** open doors to new clients, sectors and regions that actively look for accredited training.

**Grow professionally:** connect with peers and experts who work with CPD-accredited programs worldwide.

*Not just a course – a springboard for your next level as a professional trainer*



## **“The British Certified Trainer Masterclass”**

Continuing Professional Development (CPD)

### **What is the BCT Masterclass?**

The British Certified Trainer Masterclass is a globally recognized, CPD-endorsed certification program designed to elevate the skills of trainers, facilitators, lecturers, and coaches — for both in-person and online delivery.

It is run by the CPD Standards Office and structured to ensure participants gain not just theory but hands-on, practical experience, expert feedback, and a certification that enhances their professional credibility and market value.

### **What Participants Get — Core Features & Learning Outcomes?**

- 3 days face-to-face (in-person) immersive training — expert-led sessions, group exercises, real-world scenarios, and personalized feedback.
- Learning to design and deliver virtual trainings, using modern tools while maintaining CPD-quality delivery.

### **Key competencies covered:**

## **Bonus Perks:**

- Confidence to “own the room” — commanding presence and delivery at any training session.
- Strategies to engage diverse learners (from Gen Z to neurodiverse — e.g. ADHD) so no one is left behind.
- Practical understanding of using AI and modern tools in training delivery where relevant.



Module / Theme	What They Learn / Gain
Adult Learning Principles	Understand how adults learn best — design training accordingly.
Trainer Methodologies (e.g., David Kolb, Peter Honey & Alan Mumford)	Apply proven facilitation frameworks — adapt to various learner types.
Emotional Intelligence & Trainer Skills	Develop empathy, self/social awareness, active listening, clear communication, impactful presentations.
Presentation & Facilitation Skills	Handle different audiences, manage group dynamics, ensure engagement, manage logistics.
Training Material Development & Instructional Design	Create effective course materials tailored to adult learners.
Online Training & Global Delivery	Learn to deliver high-quality online trainings; adapt to cultural differences; reach global audiences.
Business & Marketing Readiness	Learn strategies to sell trainings, boost earnings, position yourself internationally.
Neuroscience & Modern Learning Insights	Understand how to use modern learning science for better engagement and retention.

## Why This Program Matters

- **Globally Recognized Certification:** The BCT certification is viewed as a mark of excellence worldwide. As a CPD-endorsed credential, it adds instant credibility to any trainer's profile.
- **High Demand for Skilled Trainers:** In a saturated training market, many trainers lack formal, internationally accepted credentials — this Masterclass fills that gap.
- **Market Differentiation:** Having a certified trainer status allows your trainees to command higher fees, attract premium clients, and stand out among other providers.
- **Versatility — Online & Offline:** Trainers become capable of delivering both face-to-face and virtual programs — giving flexibility and expanding reach globally.
- **Business Growth Opportunity:** For organizations (like yours) — by offering this Masterclass, you expand services, attract new clients, and position as top-tier training provider.
- **Continuous Relevance:** Because CPD (Continuing Professional Development) is widely recognized and often required across professions, offering CPD-endorsed certifications keeps your portfolio up to date.



## Target Audience?

- Coaches & Trainers looking for **internationally recognized credential**
- Professionals wanting to transition into training/facilitation
- HR departments, L&D, Teachers & professionals who need certified internal trainers
- Freelance trainers seeking to **increase credibility and rates**
- Organizations that run training programs and want **quality assurance** & accreditation
- Experts (psychologists, consultants, therapists) who deliver workshops/trainings and want professional-standard delivery.

## LEARN FROM THE EXPERTS



**Amanda Rosewarne**

CPD Standards Office Chair & Co-Founder with 15+ years experience.



**Aref Alabed**

MENA Region GM, Speaker in 20+ countries.





## ADDITIONAL INFO

PRICE: EARLY BIRD REGISTRATION

Date & Time: Jan 30, 31 & Feb 1<sup>st</sup> 2026, Citea Hotel, Ashrafieh