



## LINKS Train-The-Trainer Seminars

October 2-6 and December 4-8, 2017

Enterprise Management  
Marketing  
Services  
Supply Chain Management

The next LINKS Train-The-Trainer Seminars are scheduled for October 2-6 and December 4-8, 2017. Randy Chapman, the LINKS author, works with faculty and advanced doctoral students in distance-learning mode to show how the LINKS simulations can be effectively incorporated into **enterprise management, marketing, services, and supply chain management** courses.

LINKS Simulations	Targeted Courses
Enterprise Management	Business Strategy, Business Policy, Corporate Strategy, and General Managership courses.
Marketing	Marketing Principles, Marketing Management, Marketing Strategy, Brand and Product Management, New Products Management, Marketing Research, Channels Management, and B2B Marketing courses.
Services	Introductory and elective Services Management, Services Marketing, and Services Operations Management courses.
Supply Chain Management	Introductory and elective Supply Chain Management, Operations Management, and Logistics Management courses.

**Event Format:** This is a five-day, distance-learning event with five one-hour teleconferences and a four-round simulation event scheduled over the five days. There are morning and afternoon teleconferences each day (all times US Eastern Time Zone); participants **dial-in to one of the two scheduled daily teleconferences**.

Monday	Decision 1 due. Teleconference topic – introduction.
Tuesday	Decision 2 due. Teleconference topic – faculty roles in simulation events.
Wednesday	Decision 3 due. Teleconference topic – simulation customization.
Thursday	Decision 4 due. Teleconference topic – performance diagnosis/evaluation.
Friday	Teleconference topic – simulation logistics.

The LINKS Train-The-Trainer Seminar is offered in “intensive” distance-learning mode, where participants devote 2-3 hours daily to LINKS activities during the five days of the event. Participants read the LINKS participant’s manual prior to the beginning of the LINKS TTT Seminar.

**Costs:** This distance-learning seminar is free to faculty and advanced doctoral students, although normal long-distance phone charges occur to participate in the daily teleconferences.

**Registration:** Contact Randy Chapman ([LINKS@LINKS-simulations.com](mailto:LINKS@LINKS-simulations.com)). In your e-mail correspondence, please identify your university/college affiliation, the course titles/names in which you contemplate using LINKS, and which LINKS simulations variant you wish to work with during the four-round simulation event included within the LINKS Train-The-Trainer Seminar.

Faculty and advanced doctoral students normally participate as single-person teams in this LINKS “exploratory journey.” Multiple faculty and advanced doctoral students from the same institution are welcome to participate together in their own team. Please sign up early!

**Questions:** Please contact Randy Chapman ([LINKS@LINKS-simulations.com](mailto:LINKS@LINKS-simulations.com))

**About the LINKS Simulations:** For more information about LINKS, please access the LINKS website: <http://www.LINKS-simulations.com>

**About the Seminar:** LINKS simulations are competitive by design. However, no winners are designated in this distance-learning seminar and no records are kept of teams’ performance. This is an opportunity for exploration, immersion, and learning; it’s about learning, not about competitive performance.

