

Category 1: Digital Literacy & Generative AI Applications

Digital Literacy & Generative AI Applications explores the essential skills needed to navigate today's digital landscape, with a special focus on understanding and utilising generative AI tools. These courses offer hands-on training in evaluating, implementing, and teaching AI tools within library settings, whilst developing core digital competencies.

Courses:

Title:	Gen AI Content Creation with designs.ai
Duration:	8 hours
Description:	This hands-on course explores Designs.ai, an AI platform featuring multiple AI models and 10 innovative tools. Participants learn to create various content types including images, videos and marketing materials. The course covers content development, strategy, and inbound marketing techniques to enhance customer engagement and support digital marketing objectives.
Learning Outcomes:	<ol style="list-style-type: none">1. Use Designs.ai tools for engaging content strategy development.2. Create diverse content types with customer-centric focus.3. Evaluate content effectiveness across marketing channels and purchase funnel.4. Integrate AI and marketing assets into content plans.

Title:	Gen AI for Work Productivity Training Series
Duration:	8 hours
Description:	Learn practical applications of generative AI tools through real-world examples, including prompting techniques and understanding their capabilities and limitations. Suitable for both beginners and those seeking to expand their AI knowledge, this course provides essential skills for working with AI tools.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master AI fundamentals, concepts and applications. 2. Learn effective prompting techniques for AI interaction. 3. Understand ethical AI usage and responsibility. 4. Develop advanced prompting frameworks. 5. Build skills in productivity-focused prompting. 6. Explore current AI developments across domains.

Title:	Information Literacy in the Age of Gen AI
Duration:	8 hours
Description:	This course covers essential information search skills, exploring NLB resources, databases, and search strategies. It teaches keyword formulation, advanced operators, and SEO principles. Participants learn information and media literacy skills, focusing on source evaluation and understanding GenAI-related challenges through practical exercises.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master key information resources. 2. Learn advanced search techniques and SEO. 3. Conduct reference interviews effectively. 4. Evaluate source credibility. 5. Understand media literacy challenges. 6. Explore GenAI's impact on libraries. 7. Navigate evolving information landscape.

Title:	Jumpstart Your Learning Design With Generative AI!
Duration:	8 hours
Description:	This practical course equips trainers and learning designers with applicable generative AI skills. Participants learn current AI developments, limitations, and best practices for training processes. Through practical exercises, they create learning materials using AI tools like ChatGPT, developing quizzes, role-plays, and case studies.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master generative AI fundamentals, including capabilities, limitations, effective prompting, and ethical considerations in learning design. 2. Apply AI tools practically in ADDIE analysis, creating interactive learning experiences, and evaluating AI-generated content for educational use.

Title:	Supercharge Your Learning Design With Generative AI!
Duration:	8 hours
Description:	This advanced course helps trainers enhance instructional design skills using generative AI and multimedia tools. Through hands-on practice, participants learn to create engaging learning resources including infographics, audio, video, and animations. The course covers storyboarding, scenario development, and content refinement, emphasising practical application.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master storytelling principles, storyboarding techniques, branching scenarios, and multimedia platform usage while understanding ethical considerations in AI-generated content. 2. Apply AI tools to create interactive learning experiences, develop multimedia content, and ensure ethical content generation aligned with learning objectives.

Title:	Storytelling using Generative AI
Duration:	14 hours
Description:	This practical course combines traditional storytelling with generative AI technology. Participants learn to create engaging narratives across different media formats, integrating AI-generated text and visuals. The course focuses on developing stories that blend written content with AI-produced images and videos.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Learn narrative structure basics. 2. Create content using AI writing tools. 3. Generate AI visual assets. 4. Combine text and visuals effectively. 5. Apply AI storytelling professionally. 6. Understand AI creative capabilities.

Title:	Skills Enhancing Event with AI
Duration:	8 hours
Description:	This specialised course teaches event professionals to leverage AI in event management. Participants learn to apply AI tools for task automation, social media enhancement, and personalised attendee experiences. The course covers data analysis for event optimisation, helping professionals improve efficiency and deliver better events.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master AI basics for events. 2. Learn relevant AI platforms. 3. Apply AI to event marketing. 4. Automate event logistics. 5. Use AI for promotion. 6. Analyse event data with AI. 7. Consider AI ethics. 8. Develop AI event strategies.

Category 2: Library Innovations & Operations

Library Innovations & Operations explores cutting-edge practices and operational excellence in modern library management. These courses equip library professionals with practical skills and knowledge to implement innovative solutions, streamline operations, and develop future-ready services.

Courses:

Title:	Leading System Thinking Powered by ESSEC
Duration:	16 hours
Description:	This course teaches leaders to implement Systems Thinking principles within their teams. It covers fundamental concepts and practical tools for complex problem-solving, using real-world examples to help teams navigate complexity and improve decision-making processes.
Learning Outcomes:	<ol style="list-style-type: none">1. Examine mental models and thinking patterns.2. Analyse systems and environmental relationships.3. Apply systems thinking for new insights.4. Create system maps from patterns.5. Use simulations for leverage points.6. Communicate interventions effectively.

Title:	Library and Archives Functions, Management & Services
Duration:	8 hours
Description:	This training provides an overview of library and archives operations in Singapore, focusing on historical foundations, service excellence, and practical management. It covers customer service, Quality Management System (QMS) implementation, user engagement, and incident handling procedures within the National Library context.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master Singapore library functions. 2. Learn librarianship foundations. 3. Understand librarian service roles. 4. Enhance user experience. 5. Apply QMS in libraries. 6. Handle incidents effectively. 7. Participate in team activities.

Title:	Physical Experience Design with Technology Enhancement
Duration:	16 hours
Description:	This programme teaches Physical Experience Design (PXD), combining various design disciplines to create innovative spaces and experiences. Participants learn to integrate digital technology and gamification with physical environments. Through hands-on practice, they develop quests using storytelling and user experience principles to transform everyday spaces into memorable experiences.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master physical experience design principles. 2. Develop user experience mindset. 3. Use app technology for experience enhancement. 4. Design real-world route prototypes.

Title:	Service Challenges L1 (SF): Respond to Service Challenges
Duration:	16 hours
Description:	This programme teaches service professionals to handle challenging situations effectively. It covers positive communication skills, issue identification, and service recovery procedures. Participants learn organisational protocols for managing and escalating service challenges through practical exercises.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Identify service challenge triggers. 2. Apply recovery procedures. 3. Handle escalations appropriately. 4. Recognise trigger types. 5. Understand service challenges. 6. Value timely responses. 7. Master effective communication. 8. Know escalation protocols.

Category 3: Social Media & Digital Engagement

Social Media & Digital Engagement focuses on strategies to build and maintain meaningful online connections with library users through various digital platforms. These courses cover strategic content creation, audience engagement and community management, and analytics across various social media platforms.

Courses:

Title:	Creative Storytelling – Developing Storylines
Duration:	16 hours
Description:	This two-day course teaches narrative filmmaking essentials, focusing on story development, character creation, and scriptwriting. Participants learn visual storytelling techniques to convey emotion and meaning effectively, combining theory with practical exercises to produce engaging films.
Learning Outcomes:	<ol style="list-style-type: none">1. Create film narratives, themes and plots.2. Develop characters and professional scripts.3. Apply visual storytelling techniques.

Title:	Content Marketing Strategy
Duration:	16 hours
Description:	This course teaches effective content marketing strategy development, covering storytelling principles and storyboarding. Participants learn to understand audience preferences, create brand-aligned messaging, and work with content creators to produce engaging global content that meets marketing goals.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Understand audience preferences and content delivery methods. 2. Master storytelling and storyboarding principles. 3. Develop brand-specific messaging and content strategy. 4. Create content that meets marketing objectives. 5. Build effective collaborations with creators and stakeholders.

Title:	Engage Customers Through Social Media
Duration:	8 hours
Description:	The programme will address various social media initiatives and techniques that participants can utilise to enhance engagement with their customers.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Overview of social media fundamentals and modern communication. 2. Role of digital connectivity in today's networked world. 3. Key social media platforms used in Singapore's context. 4. Business value and marketing potential of social media. 5. Methods for effective customer engagement via social platforms.

Title:	Making Online Content
Duration:	48 hours
Description:	This course explores fundamental storytelling principles and their application across film, TV, and theatre. It provides comprehensive guidance on creating engaging content, from initial concept through production stages, using accessible tools like smartphones and free editing software for video creation.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master story fundamentals and three-act structure variations. 2. Create engaging plots for digital platforms. 3. Craft narrative scripts for online media. 4. Understand digital content pre-production steps. 5. Produce web-optimised content. 6. Execute post-production and finalise content.

Title:	Social Media - Monitoring, Metrics and Analytics
Duration:	8 hours
Description:	Learn to extract valuable social media data, conduct unbiased research, and implement effective targeting strategies. Master performance measurement techniques, track digital media success, and analyse online conversations. Develop skills in understanding brand sentiment while optimising content visibility for target audiences and customers.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master social media research fundamentals, methods and bias awareness. 2. Learn website analytics across owned and third-party platforms. 3. Understand monitoring versus social listening differences. 4. Grasp analytics framework essentials. 5. Align data strategies with business objectives. 6. Apply web metrics and SEO principles.

Title:	Visual Merchandising: Power of Narratives
Duration:	30 hours
Description:	Create powerful visual merchandising displays by mastering storyboard techniques that seamlessly blend physical and digital elements. Learn to optimise costs while crafting engaging customer experiences that align with brand identity. Develop practical skills to enhance retail spaces and drive revenue through compelling visual storytelling.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Create compelling brand-focused and trendy storyboards 2. Coordinate seamless multi-channel messaging 3. Blend physical and digital elements for interactive merchandising displays.

Category 4: Communication & Stakeholder Relations

Communication & Stakeholder Relations focuses on building effective relationships and engagement strategies with diverse library stakeholders. These courses cover essential strategies for stakeholder engagement, professional communication techniques, and partnership building.

Courses:

Title:	Building Effective Relationships with Stakeholders
Duration:	7 hours
Description:	This course develops essential team collaboration skills, covering team dynamics, roles, and expectations. Through interactive learning, participants master goal-setting, communication, knowledge sharing, and conflict resolution. The program aims to enhance team productivity by fostering harmonious working relationships and leveraging individual strengths.
Learning Outcomes:	<ol style="list-style-type: none">1. Evaluate team structures to align with organisational goals.2. Master adaptive communication for diverse team dynamics.3. Develop stakeholder partnerships and communication skills.4. Lead problem-solving and provide effective feedback.5. Build strong teams using individual strengths and digital tools.

Title:	Cultivate the Art of Collaborative Influence for Business Success
Duration:	16 hours
Description:	This comprehensive programme develops crucial people management capabilities, focusing on optimising team performance and relationship management. Managers will learn strategies to enhance workplace dynamics, drive team productivity, and strengthen interpersonal connections, ultimately contributing to their organisation's competitive edge and sustainable growth.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Build self-awareness and understand workplace dynamics. 2. Enhance interpersonal skills through team building and motivation techniques. 3. Manage stakeholder relationships effectively 4. Drive productivity through team and stakeholder collaboration.

Title:	Effective Engagement with Stakeholders: Generate Insights to Propose Solutions
Duration:	14 hours
Description:	This course focuses on empowering management-level staff to utilise data for strategic decision-making, stakeholder engagement, and promoting organisational initiatives. It highlights the importance of data-driven insights, which can help companies better understand customers, operations, and market trends, leading to improved business growth and risk mitigation.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Gain computational and logical thinking to analyse complex data. 2. Validate data sources and address gaps. 3. Use pattern recognition and abstraction to generate insights. 4. Design algorithmic solutions based on data analysis. 5. Review insights and propose improvements.

Title:	Leading with Stakeholders in Mind
Duration:	7 hours
Description:	This course aims to equip leaders and supervisors with the necessary skills to build consensus with stakeholders to achieve desired outcomes on matters of strategic importance. This involves developing and implementing strategies to create a buy-in with the relevant stakeholders and incorporating their feedback into strategic decision making.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Develop stakeholder-focused strategies. 2. Lead stakeholders using motivational techniques. 3. Evaluate stakeholder opportunities and risks. 4. Establish accountability for performance. 5. Drive innovation and manage conflicts. 6. Build long-term strategic partnerships.

Title:	Hosting and Speaking with Confidence
Duration:	8 hours
Description:	This comprehensive public speaking course develops confident presentation and hosting abilities. Participants master audience engagement, storytelling techniques, and effective message delivery. The programme covers essential skills for impactful public communication, from small gatherings to major presentations.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Enhance customer and audience experience to foster engagement and satisfaction. 2. Communicate effectively with clarity and conviction. 3. Build your professional reputation and develop confidence in public speaking skills including speaking and hosting. 4. Manage unexpected situations with poise, adaptability, and problem-solving skills.

Category 5: User Experience & Behavioural Design

User Experience & Behavioural Design focuses on practical training regarding creating intuitive, user-centred library services and spaces that respond to user needs and behaviours. These courses cover the principles of user experience design and essential UX research methods, behavioural insights, and service design principles specific to library environments.

Courses:

Title:	LUMA Certified Human-Centred Design Practitioner Course
Duration:	30 hours
Description:	This course teaches human-centred design thinking using the LUMA System framework. Participants learn practical problem-solving tools including stakeholder mapping and affinity clustering. Through hands-on practice, professionals develop skills to understand user needs and create innovative solutions for workplace challenges.
Learning Outcomes:	<ol style="list-style-type: none">1. Spot trends and design user-centric experiences using empathy-driven insights.2. Apply Generative AI techniques to turn complex data into clear problem statements and innovative ideas.3. Future-proof your services to meet evolving user needs in the library and archive.

Title:	Service Experience Design Mini Series
Duration:	28 hours
Description:	This programme develops strategic innovation capabilities through hands-on learning. Participants master creative problem-solving, stakeholder engagement, and experience design techniques. The focus is on practical approaches to understand customer needs and implement impactful design-led solutions.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Apply design thinking to identify opportunities and user needs. 2. Facilitate creative problem-solving sessions. 3. Evaluate ideas based on customer, technical and business criteria. 4. Develop user-centric solutions aligned with business objectives.

Title:	User Communication, Outreach & Engagement
Duration:	8 hours
Description:	This session explores diverse library promotion strategies across physical and digital channels. Learn to segment users, create engaging experiences, and leverage social media effectively. Participants master omni-channel engagement, visual communication, and data-driven evaluation of outreach efforts.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Apply traditional and modern promotion methods. 2. Analyse user segments and their needs. 3. Create engaging content with strategic partners. 4. Implement omni-channel engagement strategies. 5. Design visually appealing content. 6. Leverage social media platforms effectively. 7. Develop compelling online content. 8. Evaluate initiatives through data analysis.

Category 6: Collections & Resource Discovery

Collections & Resource Discovery focuses on innovative approaches to managing and maximising access to library resources in the digital age. These courses cover strategic approaches to collection development, metadata management, and resource discovery system optimisation solutions.

Courses:

Title:	Collection Development, Content Creation & Access
Duration:	8 hours
Description:	The course covers collection development and management for libraries and archives, encompassing physical and digital materials. Topics include policies, selection, preservation, and weeding. It addresses digital challenges, government records management, and NLB's content strategies, combining theoretical knowledge with practical exercises.
Learning Outcomes:	<ol style="list-style-type: none">1. Master physical and digital collection policies.2. Apply selection and preservation strategies.3. Navigate digital collection challenges.4. Manage government records collection.5. Implement document preservation methods.6. Understand archival management trends.7. Execute NLB's targeted content strategies.

Title:	Collection Organisation and Discovery
Duration:	8 hours
Description:	Library cataloguing standards (RDA, MARC) and classification schemes (DDC, LCSH) are explored with local context applications. The course examines collection organisation's impact on discoverability, comparing NLB and platform searches, while addressing digital-age challenges in managing evolving standards and formats.
Learning Outcomes:	<ol style="list-style-type: none"> 1. Master RDA and MARC cataloguing standards. 2. Use DDC and LCSH classification schemes. 3. Apply standards within local context. 4. Evaluate organisation's impact on discovery. 5. Navigate digital age cataloguing challenges. 6. Manage digital content efficiently, balancing speed and quality.