

TAGteach Italia & Powerdog Training Center present:

## Presentation

# WORKSHOP TAGTEACH & CLICKERTRAINING THE DYNAMIC DUO

ILLASI (VR) ITALY, NOVEMBER 2-4, 2012



**TAGteach:** is an instructional protocol for humans with broad applications in education, business, medicine and sports.

**Clicker training:** is an animal training method based on behavioral psychology that relies on marking desirable behavior and rewarding it.

**TAGteach and Clicker Training are based on the same science. They are separate practices but have a synergistic effect when combined .**

- \* Clicker training builds observation and timing skills
- \* TAGteach develops communication and increased focus
- \* Both work on the premise that positive reinforcement builds solid relationships
- \* Both increase the effectiveness of every training moment

**Whether you work with people or animals, this three-day combination workshop offers you a unique experience you won't find anywhere else!**

- \* If you train pets, would it be helpful to know the best way to educate their owners?
- \* If you teach children, can you gain insight from someone who taught a whale to stay relaxed for cooperative medical procedures?



### SPECIAL EVENT FRIDAY, NOV. 2 GUEST STAR:

**KAREN PRYOR** (via Skype)

*Author of "Don't Shoot the Dog!" The most popular book worldwide on teaching and training with positive reinforcement.*

Karen Pryor is a scientist with an international reputation. Through her work with dolphins in the 1960s she pioneered modern, force-free animal training methods. She is also a founding member of TAGteach international.

**Important:** The clicker training portions of the workshop will include live session working spots allocated to 10 dogs and trainers, and 15 spots for those without dogs. All attendees will participate in the TAGteach practical sessions.

*Place* San Felice Sporting Hotel — Località SAN GIACOMETTO, 37031 ILLASI (ITA)

*Date* November 2-4, 2012 from 9.00 a.m. to 5 p.m.

*Presenters* Theresa McKeon, B.A. co-founder, TAGteach International, LLC.  
Laura Monaco Torelli CPDT-KA, Karen Pryor Academy Faculty, TAGteacher L1  
Luca Canever CAP3, TAGteacher L2

*Organizers* [San Felice Sport Club s.r.l. s.s.d.](http://www.sanfelicesportclub.it) - [PowerDog Training Center](http://www.powerdogtrainingcenter.com)

*Seminar Fee* 390€ (with dog); 270€ (without dog)

*Informations* [www.tagteachitalia.com](http://www.tagteachitalia.com) — [www.powerdogverona.it](http://www.powerdogverona.it)

## Workshop

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### **Better Together**

How clicker training and TAGteach became the **Dynamic Duo**.

### **Perfecting the Basics**

Use TAGteach to identify, highlight and reinforce the skills of human learners.

Use Clicker Training to reinforce the skills your pets need to know.

### **Defining Moments**

Practice breaking down long and short term goal behaviors into perfect points that virtually guarantee success for the student - and the teacher!

### **Tracking Down Trouble**

Challenges always present themselves during training. We'll use techniques common to both TAGteach and Clicker Training to isolate the challenges and turn them into triumphs!

### **For the Scientist in All of Us**

We'll explore some of the cutting edge research into why TAGteach and clicker training are the answer to keep students focused, motivated and learning at top efficiency.

### **Information Revealed**

Learn the skills that exotic animal trainers use to create working relationships with animals that can just walk, fly or swim away if not engaged in training. Learn the skills that experienced human educators use to create working relationships with staff or clients that can tune out if learning isn't fun.

### **LINKS:**

TAGteach ITALIA

[www.tagteachitalia.com](http://www.tagteachitalia.com)

POWER DOG TRAINING CENTER

[www.powerdogverona.it](http://www.powerdogverona.it)

TAGteach International

[www.tagteach.com](http://www.tagteach.com)

ANIMAL BEHAVIOR TRAINING CONCEPTS

[www.abtconcepts.com](http://www.abtconcepts.com)



# Registration

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*Spots are limited and are held only when registration is completed*

- Seminar fee (with dog) 390€
- Seminar Fee (without dog) 270€

Second name \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

Zip Code/Town \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Professional Activity \_\_\_\_\_

*Registration and payment* Payments through bank transfer. You can request details and send registration directly to: stefano@powerdogverona.it

*Catering* Beverages and sandwiches during the breaks in the morning and afternoon are included in the seminar fee.  
Lunch at your own choice and cost

*Lodging* [www.sportingsanfelice.com](http://www.sportingsanfelice.com) — [info@sportingsanfelice.com](mailto:info@sportingsanfelice.com)

*Cancellation* If you cant' take part to the Workshop , you can transfer your Registration to another person.

### ***Important***

You will receive a confirmation of your registration with further information.  
In the event of an insufficient number of registrations or any event preventing the presenters' attendance, San Felice Sporting Club reserves the possibility of cancellation of this workshop with reimbursement of the paid fee. The organizer will inform you two months prior to the Workshop should the event be cancelled.  
Please consider this possibility when arranging your travel.

Place, date \_\_\_\_\_ Signature \_\_\_\_\_

## Presenters'

# WORKSHOP TAGTEACH & CLICKERTRAINING THE DYNAMIC DUO

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### Theresa McKeon, B.A. cofounder, TAGteach International, LLC



After more than 30 years as a competitive gymnastic coach, Theresa was determined to find a tool that could create faster, sharper communication with her athletes. She had been using clicker training with her horses and thought that with a few adjustments, the audible marker or 'clicker' could be part of a program to increase skill acquisition in humans and improve coach/athlete communications.

She was right.

Along with Joan Orr and Karen Pryor, Theresa created the application now known as TAGteach or Teaching with Acoustical Guidance. Today, TAGteach has expanded into a program for students and teachers of all ages and backgrounds including: sports, education, business management, military, family interactions, medical training, corrections and animal professionals. Theresa designs and presents TAGteach workshops and seminars around the world including: USA, Japan, Australia, Canada, Italy, Sweden, Switzerland, Norway, Denmark, and the United Kingdom.

### Laura Monaco Torelli, CPDT-KA, Karen Pryor Academy Faculty, TAGteacher L1



Laura Monaco Torelli serves as Faculty with Karen Pryor Academy for Animal Training and Behavior, and is the Director of Training for Animal Behavior Training Concepts in Chicago. She works in collaboration with veterinary behaviorist Dr. John Ciribassi at Animal Behavior Partners, and is staff with Chicagoland Veterinary Behavior Consultants. Laura is also TAGteach Level 1 certified. Since 1991, Laura has worked with and trained beluga whales, dolphins, sea otters, seals, river otters, and penguins (at the John G. Shedd Aquarium in Chicago), primates, large cats, birds of prey, reticulated giraffes, Arctic foxes, horses, parrots, macaws, tree kangaroos, and red pandas (at the San Diego Zoo, Brookfield Zoo and Niabi Zoological Society), and, of course, dogs (just about everywhere).

### Luca Canever, CAP3, TAGteacher L2



About ten years ago, Luca had an idea: to give his girlfriend a puppy as a birthday gift. The puppy, named Iris was a starting point. After a few months, Luca bought a Clicker and started to train Iris. The discovery of clicker training was his light bulb moment. Focusing on improving his skills through books and workshops, Luca gained the CAP3 certification in 2006. After the CAP3 certification, Luca started his career as a professional dog trainer, even though his main activity remains Archaeology. Luca holds a Bachelor's degree in Archaeology from Padova University. Luca has clicker training experience with various species of animals.

In 2008, Luca's first son, Alessandro, was born. As a new parent, Luca became more focused towards using positive reinforcement with his son. Karen Pryor's «Reaching the animal mind» introduced him to TAGteach. This was another light bulb moment that led Luca to attending one of the first TAGteach seminars in Europe. After the seminar Luca engaged in another challenge: to work through the TAGteach International Certification Program. Luca's thinks is that working with animals is a nice experience, but the real challenge is dealing with people, finding positive solutions. Luca has used TAGteach with volleyball and basketball teams, with his clients and as a parent. He also learned medieval swordplay with his nephew using TAGteach.