training 2017 conference & expo

Certificate Programs .......... Jan. 27–29
Conference ..................... Jan. 30–Feb. 1
Expo ............................. Jan. 30–31
San Diego, CA

An event designed for learning professionals

Training matters.

DARE TO MAKE A DIFFERENCE.

www.TrainingConference.com #trgconf

Early-Bird Discount
see page 32

Temple Grandin
Professor, Author
The Autistic Brain

Anant Agarwal
edX CEO and
MIT Professor

Ken Blanchard
Author, The One
Minute Manager

Piper Kerman
Author, Orange is
the New Black

Isaac Lidsky
Author, Eyes Wide Open

40th Anniversary
Yacht Cruise
A Golden Opportunity

When I wrote the tagline of this brochure, I deliberately set out to challenge you: Dare to Make a Difference. Too often these days, we are pulled in a million directions, distracted by a variety of devices, and focused on finishing one thing only to move onto the next.

As those of you who have submitted Training Top 125 applications know, I’m all about the numbers, the results. But I also think sometimes the bigger picture gets lost. As Learning & Development professionals, you are entrusted with the vital task of imparting knowledge and skills to today’s workforce. You have the opportunity to make a real difference in the lives of your learners every day.

That is an awesome responsibility. But it’s also a testament to your skills as teachers and your commitment to learning and development.

We’d like to help you make that difference. That’s what this conference is all about — and has been for the last 40 years. That’s why we are offering 13 certificate programs, 100-plus breakout sessions, 15 hands-on clinics, Learning Leader Town Halls, and a Future Forum. And that’s why we are bringing together five special keynoters who provide a fresh perspective on learning.

For even more inspiration, we invite you to join us on a relaxing yacht cruise around San Diego Bay aboard the (you guessed it!) “Inspiration” as the Training Conference & Expo celebrates its 40th Anniversary.

It’s time to chart a new course in learning. Join us in San Diego. Together, we can make a difference!

Lorri Freifeld
Editor-in-Chief, Training magazine

What’s Included in a 3-Day Conference Registration:
Your 3-Day Conference & Expo registration includes the kick-off on Sunday [4:15 pm]; all the keynotes and sessions offered Monday to Wednesday; two days of admission to the Expo Hall; lunch each day; and the San Diego Harbor Yacht Cruise on Tuesday night.

Team Discounts are available for groups of 3 or more from the same organization on the 3-Day Conference & Expo. Contact Staff@TrainingMagEvents.com for a quote and discount code.

The Certificate Programs and Expo are an additional fee.
It’s a Celebration Cruise!
Your ship has come in! To recognize the Annual Training Conference & Expo’s 40th Anniversary, we are inviting Conference attendees (at no charge!) on a relaxing, elegant San Diego Harbor Yacht Celebration Cruise after the close of the Expo Hall on Tuesday, January 31. You’ll depart from the Marriott Marina, just a short walk from the San Diego Convention Center (and, no, it doesn’t involve walking the plank). You’ll cruise aboard the Inspiration yacht — which ties in perfectly with our conference theme! — and sail the sparkling sapphire waters of the San Diego Bay. Join us for good times, good food, and good company. Anchors aweigh!

Improv on the Expo Stage
Drawing on The Second City’s 55-year legacy of engaging audiences with smart, incisive comedy, The Second City Works now helps you make work better. Visit the Expo Stage for a series of six sessions and get the toolkit of an improviser.

BONUS! Attend 5 of the 6 sessions and you’ll receive a special Second City Improv eBadge.

Training Technology Test Kitchen
Join us for Chef demonstrations in the Technology Test Kitchen where you’ll experiment with innovative tools for integrating technology into training design, development, and delivery.

Bring your laptop, tablet, or smartphone to learn, explore and share knowledge within this lab environment. Hear from the experts, download the recipes, and start cooking!

New Performance Track!
Training magazine is pleased to partner with ISPI (International Society for Performance Improvement) for a special track of sessions focusing on HPT — a systematic approach to improving productivity. Look for the ISPI icon.

Level Up at Training 2017 with eBadges!
Digital credentials can transform how your hard-earned achievements are recognized, shared, and rewarded. Earn eBadges at Training 2017 and showcase them on LinkedIn and Facebook!

Become a Gamécon Master
Pokémon Go is sweeping the planet — get ready for Gamécon at Training 2017! Become an elite trainer in this strategy-based social card game of trading and bluffing. Find fellow training allies and training items to give you strength. Did we say there would be fabulous prizes? Yes! So, many fabulous prizes! Your card game wizard will be Deborah Thomas, CEO of SillyMonkey and an expert in developing powerful game-based, serious-play learning design.

Earn a Bonus Certificate!
Back by popular demand, Conference attendees can earn a Training Boot Camp Certificate or a Training Measurement Certificate.

Simply attend five of the designated sessions in addition to the Pre-Conference Certificate Program to achieve this special certificate. Look for the icons.

Conference Kickoff (Sunday, 4:15 pm)
What would your personal wild success look like for Training 2017? Make it explicit and get the most out of your time in San Diego! Attend a special “Getting Things Done” kickoff event and get techniques and principles for stress-free productivity that you can use at the conference – and beyond. All kickoff participants receive a copy of the book Getting Things Done. See page 12 for more details.

Log on to TrainingConference.com to register today!
Learning on a Whole New Level

Training 2017’s keynoters bring a new perspective to learning and training. So prepare to open your mind. These five keynoters’ unique experiences and time in the trenches help them see the world through a different lens and envision a bright future for learning, full of innovation, collaboration, and transformation.

Monday Keynote: January 30, 9:15 am – 11:15 am

Focusing on All Kinds of Minds

Temple Grandin

Professor, Author, *The Way I See It* and *The Autistic Brain*

By the age of 2, Temple Grandin displayed all the signs of autism. Countless hours of therapy and intensive teaching enabled her to speak. Mentoring by her high school science teacher and her aunt motivated her to study and pursue a career as a scientist. An expert on animal behavior, Grandin has designed humane handling systems for half the cattle-processing facilities in the U.S. An HBO movie about her life received seven Emmy awards, a Golden Globe, and a Peabody Award. Learn about Grandin’s ability to “think in pictures,” which helps her solve problems that neurotypical brains might miss. She’ll show us how the world needs all kinds of minds, including people on the autism spectrum (visual thinkers, pattern thinkers, and verbal thinkers) — an important point Learning & Development professionals need to keep in our minds.

Reimagining Education

Anant Agarwal

CEO, edX (online education destination founded by Harvard and MIT), and Professor, MIT

Anant Agarwal is one of the world’s leading voices in reimagining education on campus, online, and now in the workplace. He created and taught the first MOOC on edX, which has facilitated extensive research into how people learn online. The evolution in education continues as Agarwal describes the new world of ‘unbundled’ learning in the corporate space. He will examine how new education models allow for flexible, innovative online credentials for professionals and why they matter. Discover Agarwal’s vision for bridging the gap between academia and the business world to develop tomorrow’s talent.

Tuesday Keynote: January 31, 9:15 am – 10:45 am

Envisioning the Possibilities

Isaac Lidsky

Author, *Eyes Wide Open: Overcoming Obstacles and Recognizing Opportunities in a World That Can’t See Clearly*

At age 36, Isaac Lidsky has already experienced more than people twice his age. He was a child television star in both commercials and series [we’ll leave it to him to reveal which ones]. He graduated with degrees in math and computer science from Harvard (at 19!) and then added a law degree magna cum laude from the same university. He clerked for U.S. Supreme Court Justices Sandra Day O’Connor and Ruth Bader Ginsburg and argued a dozen cases in federal court on behalf of the U.S. Justice Department, not losing any. He’ll reveal a secret during his keynote — something that has changed his perspective and his perception of reality. “At the end of the day, we’re blessed to be in full control over the reality we choose for ourselves and the way we want to live it,” Lidsky says. “It’s all about accountability – if you’re prepared to accept that responsibility.”

Observing from the Inside Out

Piper Kerman

Author, *Orange Is the New Black: My Year in a Women’s Prison*

Piper Kerman’s memoir, *Orange Is the New Black: My Year in a Women’s Prison*, chronicles the 13 months she spent in a Federal Correctional Institution. That memoir was adapted into an award-winning Netflix series of the same name. Since her release, Kerman has worked to promote the cause of prison and criminal justice reform, including speaking at the White House on reentry and employment to help honor Champions of Change in the field. What has stuck with her the most from her experience, Kerman says, is the power of women’s communities, “the incredible ability of women to step up for each other, and to be resilient and to share their resiliency with other people.” Kerman emphasizes that same need for resiliency in the workplace, stressing the importance of learning from one’s mistakes and the power of communities.
Learning Leader Town Hall Meetings

They’re baaaack! Our Town Halls were so successful last year, we decided to do them again. Here’s your chance to pick these learning leaders’ brains during give-and-take dialogues with members of the most successful training organizations in the world. Our Town Halls offer you the exclusive opportunity to problem solve and network with the Top 10 Hall of Famers (from organizations that appeared in the Top 10 of the Training Top 125 for four consecutive years) and your peers.

So join me and these leaders to open the lines of communication, so together we can dare to make a difference!

Each Town Hall Meeting is limited to 50 participants. Pre-registration is required.

Tuesday, January 31

8:00 am – 9:00 am
Town Hall #1: Content Curation – A Deeper Dive

Candace Haynes, Managing Director, L&D, Sectors & Services, PwC; Lou Tedrick, VP, Learning & Development, Verizon Wireless; Mike Reavis, Executive Director, Audit Learning and Development, KPMG LLP

Last year’s Town Hall started the conversation on content curation, but only managed to scratch the surface. This is your chance to drill down further as both organizations and learners are faced with oceans of available content. Topics for exploration include:

- Curation governance
- Browse vs. search
- Liberating the learner
- Utilizing user-generated content

11:00 am – 12:00 pm
Town Hall #2: L&D as Performance Consultant

Graham Johnston, Talent Development Leader, Deloitte LLP; Jim Harwood, VP, University of Farmers, Farmers Insurance; Glenn Hughes, Senior Director, Learning & Development, KLA-Tencor Corporation

Can the Learning & Development function become a trusted advisor to business leaders? The answer is “Yes!” A look at L&D’s role as a performance consultant and how it can achieve a partnership with the business to:

- Identify business challenges and solutions
- Deliver on stakeholder expectations
- Drive business impact

1:45 pm – 2:45 pm
Town Hall #3: Leadership Development Challenges

Kristen Piersol-Stockton, Associate Director of Corporate Responsibility and Diversity, KPMG; Laura Sandera, Enterprise Development Manager, University of Farmers, Farmers Insurance

Leading people is no easy task. And teaching people leadership skills sometimes is even more difficult. We often hear about the dearth of women in leadership roles and how 70 percent of change efforts fail. A look at how L&D can help organizations:

- Foster gender and ethnic diversity
- Guide change
- Measure and track leadership development results

Future Forum: Reworking Learning at Work

Facilitator: Devin Fidler, Director of Workable Futures Initiative, Institute for the Future

Provocateurs: Anant Agarwal, CEO, edX; Jean Castonguay, President & CEO, CogniSens; Neal Rowland, Curriculum Manager, Plex; and more!

We witness the changing workplace before our eyes every day. In the training world, these changes impact how we provide training experiences, how people learn, which technologies to deploy and which to dump, how to know if these approaches are having the desired impact, and what new roles and skills are required to adapt to these changes. In this interactive Forum, invited provocateurs will provide some context about these shifts in the way we work and the disruptions to the way we learn. Then, our facilitator from the Institute for the Future will involve you and the provocateurs in imagining ways of engaging this emerging future now. Topics include:

- Reworking learning at work.
- Workforce disruptions and key drivers.
- Next generation of work and workers.
- Emerging technologies (wearables, VR/AR, MOOCs, mobile, simulations) for today and tomorrow.
- New approaches to measuring and evaluating the impact of training.

Monday, January 30, 1:30 pm - 3:30 pm

Log on to TrainingConference.com to register today!
3-DAY CERTIFICATE PROGRAMS  Friday, Jan. 27 – Sunday, Jan. 29  •  9:00 am – 4:00 pm

**P01 Training Design, Delivery, and Facilitation for Engagement**

In three days you will re-energize yourself, build your training toolkit, and learn how you can make an impact in your organization. Attend this certificate plus five of the designated Training Boot Camp sessions and receive a bonus “Training Boot Camp” certificate signed by Lorri Freifeld, Training magazine’s Editor-in-Chief. See page 12 for details.

**Day 1: Creative Training Techniques and Participant-Centered Models**

**Becky Pike Pluth, Chairman, The Bob Pike Group**

Learn how to create a high-impact, high-retention, high-application environment where everyone learns through their total involvement. Discover how to achieve 90% retention, cut design time by 50%, and increase transfer by 75% with easy-to-apply techniques that create results and can be immediately applied to your programs. Learn to:

- Create powerful new openings for your training.
- Use a seven-step process to transform your current courses into high-impact, learner-centered courses.
- Ban lecture and choose 36 ways to add variety.
- Apply CPR and the 90/20/10 rule to all your training.
- Create valuable learning materials your participants will love to use.
- Create powerful new ways to demonstrate your training results.

**Day 2: Applying Brain Science to Make Training Stick**

**Sharon Bowman, Author, Training from the Back of the Room**

Toss outdated training assumptions and explore the most current cognitive neuroscience that explains how humans naturally and normally learn.

- Demonstrate a variety of brain science elements using your own training topics, and dramatically increase learners’ attention, retention, and engagement.
- Create your personal trainer’s toolbox of easy-to-use, brain-based training strategies.
- Access a collection of new brain science resources to enhance your instruction, both in the classroom and online.

**BONUS!** You’ll receive a copy of Sharon’s book, Using Brain Science to Make Training Stick.

**Day 3: Designing and Conducting Training Games and Activities**

**Sivasailam Thigarahajan, Author, More Jolts! Activities to Wake Up and Engage Your Participants**

Are you excited about training games and activities but anxious about losing control, wasting time, and being attacked by participants? Thiagi will share important secrets for effective training facilitation. Learn about:

- Structured sharing activities that facilitate mutual learning.
- Interactive lectures that transform presentations into training tools.
- Textra games that bring your dull, dry handouts to life.
- Jolts that provide powerful insights and concepts.
- Seven critical dimensions of activities-based training and how to select, maintain, and balance appropriate levels of each.
- The importance of the debriefing process.
- A six-phase model for maximizing learning from experience.

**Additional fee required, see page 32.**

Training magazine presents Certificate Programs conducted by leading industry experts. These 3-day and 2-day Certificate Programs give you the essential knowledge, practiced techniques, and sound theories you need to become [and remain!] a top performer in your field. In the end, you’ll not only walk away with a certificate of completion and an eBadge, you’ll also jumpstart your career and enhance your professional know-how.

**Training 2017 Conference & Expo • #trgconf**
**BYOD:** Competency Inventory. CEUs are available for this as well as a 16-point Instructor Competency BONUS!

**Function Systems Audit,** identify strengths, areas of your organization's training effort. Learn to:

- Identify key training and development roles needed in your organization.
- Prioritize and keep your sanity as a 'department of one'.
- Apply an eight step consulting approach that focuses on performance improvement.
- Use seven key consulting roles and identify appropriate use of each.
- Utilize a nine-part plan to build alliances and work successfully with line managers and employees.
- Use five diagnostic tools to determine performance problems.
- Identify essential elements of performance enhancement plans and training proposals.
- Contract effectively with your internal clients.
- Identify powerful yet simple techniques to market your training function.
- Evaluate and develop trainers using a 16 point competency tool.
- Use four tools to supervise and coach instructors.
- Evaluate and develop course developers using a 32 point competency tool.
- Use five design tools to supervise and coach course developers.
- Apply five tactics to improve learning transfer.
- Develop an action plan to get results.

**PROJECT:** Participants will complete and interpret at least 3 key areas of the Training Function Systems Audit, identify strengths, areas for improvement and develop an action plan to implement tools and skills learned in the workshop.

**BONUS!** You’ll receive a Training Manager’s Tool Kit containing the Training Function Systems Audit as well as a 16-point Instructor Competency Inventory and a 32-point Course Designer Competency Inventory. CEUs are available for this certificate.

**BYOD:** Laptop recommended.

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**P04 eLearning Bootcamp:** Getting Up and Running – Fast!

Diane Elkins, President; Tim Slade, Creative Director, E-Learning Uncovered

If you are new to eLearning, it can hard to know where to start!

What's a storyboard? Do you need an LMS? How long does it take to create a course? How much does it cost? If these are the types of questions you have, then this is the right course for you. Learn about everything from concept to execution. You'll walk away with a good foundation about the strategy, planning, design, development, and launch of eLearning coursework. You'll learn:

- The different types of eLearning.
- The advantages and disadvantages of eLearning.
- How to build a business case for eLearning.
- What goes into a project plan; how to gather requirements; and what key design and technology decisions need to be made up front.
- What goes into a storyboard.
- The types of activities and quizzesing you can include.
- How to plan effectively for media.
- How to work with subject-matter experts and reviewers.
- How to convert classroom training to self-paced eLearning.
- What types of authoring tools are available out there.
- What it takes to build a course using a rapid development tool.
- What to do with your course once it is finished.
- How to design specifically for the virtual classroom (webinar) format.
- What you need to know about virtual classroom platforms.

**BYOD:** Laptop required.

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**P05 Learning Evaluation/Measurement: Prove Business Impact... Every Time**

Patti Phillips, CEO, ROI Institute; Jack Phillips, Co-author, Handbook of Training Evaluation and Measurement

In this certificate program you will build the basic skills needed to demonstrate the impact and ROI of your programs and projects. You will learn the five critical success factors that make evaluation work and how to apply them in your organization.

Specifically, at the end the program you will be able to:

- Categorize your results along the five-level evaluation framework.
- Align your programs with the needs of the business.
- Develop program objectives beyond learning objectives.
- Collect data using the most effective approach given your project.
- Isolate the impact of your program on results.
- Convert business measures to money.
- Tabulate the fully-loaded costs of your programs.
- Calculate the benefit-cost ratio, ROI, and payback period.
- Identify intangible benefits.
- Report results so that they resonate with stakeholders.
- Seamlessly integrate evaluation into your learning strategy.
- Forecast ROI at different time frames.

**PROJECT:** During the three days you will begin planning the evaluation of one of your programs.

**BONUS!** You will receive a copy of the book *Real World Training Evaluation* along with a detailed workbook, fold-out model of the ROI Methodology, application guide describing the 10-easy steps to ROI, case studies, and other tools and resources.

Attend this certificate plus 5 of the designated Training Measurement sessions and receive a bonus “Training Measurement” certificate signed by Lorri Freifeld, *Training* magazine’s Editor-in-Chief. See page 12 for details.

**BYOD:** Laptop required.
• Start with combining text, audio, video, photographic and illustrator actor characters, and images appropriately — and learn all the options you have with each.
• Discover how to make your learning truly engaging with interactions of all types: Smart Shapes; Text Entry Boxes; Buttons and Click Boxes; i-zard-based interactions, and games.
• Use Captivate's Responsive Design options to create learning that works perfectly across desktops, tablets and smartphones. If you're not yet designing lessons that are responsively designed, you soon will be!
• Learn the ins and outs of successful software simulations and also create a high-definition video when software simulations just won't cut it.
• Investigate all of the quizzing options Captivate offers and your options for SCORM and xAPI.
• Advance to writing scripts to make your lessons really shine and allow you to be more productive and your lessons more maintainable.


2-DAY CERTIFICATE PROGRAMS
Jan. 28 & Jan. 29

P07 Designing for Engagement Using Social Learning and Gamification

Jane Bozarth, Author, Social Media for Trainers; Andrew Hughes, President, Designing Digitally

You’re great at creating courses and designing other learning experiences. But how can you extend your reach — and the learning — beyond the traditional or virtual walls of a traditional experience? New strategies like gamification and new tools for supporting social approaches can help move your efforts from event to process, from one-off to continual. You will:
• Learn how to apply social, collaborative tools that increase engagement in learning, working and communicating at work.
• Engage in supporting learning with social-media based tasks and activities, such as openers, quick-answer, reflective work, quiz games, and photo-based work.
• Explore ways to reach beyond traditional frameworks to support social learning as it naturally occurs across the organization.
• Discover game fundamentals as they relate to instructional design and learning — and how to implement serious games to spark employee engagement and drive learning retention.

2-DAY CERTIFICATE PROGRAMS
Saturday, Jan. 28 & Sunday, Jan. 29 • 9:00 am – 4:00 pm

P09 Master Trainer: Take Your Training to the Top

Bob Pike, Founder, P3 Associates

This program — both strategic and tactical — will give you the tools and the roadmap you need to ensure you are doing the right training, at the right time, with the right people, in the right way. This is a “learn and apply” session. Bring a program you want to revamp and you’ll take what you learn in class and apply it immediately. You’ll:
• Learn 117 ways to design and deliver training and performance improvement faster, better, and easier.
• Examine five performance solutions other than training — and how to have a conversation that focuses on the results to be achieved.
• Explore five capabilities all organizations leverage to achieve results — discover just which ones your organization focuses on. You’ll also explore the 15 competencies that can help drive these capabilities.
• Explore more than 163 practical strategies for ensuring the transfer of training — and pick specific strategies to apply to your own training programs.
• Learn about the 3 people who most impact transfer of training.
• Apply C.O.R.E. strategies to your training.
• Explore 5 ways to kill adult learner motivation and 11 ways to motivate adults.
• Learn 9 ways to effectively teach across generations and cultures.


PROJECT: Bring a training program and in these two days you’ll retool it, and take it to the next level.

P08 eLearning Video Producer: Craft Dynamic Videos on a Dime

Steve Haskin, Chief Creator, Industrial Strength Learning

Online video content is everywhere and it’s becoming especially important to engage our eLearners. We all need to step up our video game. But how do we produce great video with microbudgets, little technical expertise, and short timelines? This certificate program will show you how to solve those problems. You’ll learn about:
• Making great video on a shoestring budget.
• Selecting the right video equipment and setting up a small studio.
• Video storytelling. It’s all about the story. Why taking video isn’t making video.
• Scripting and audio development.
• Shooting and editing for the small and large screen.
• Planning a video [pre-production].
• Shooting great video [production].
• Techniques that will make your video a cut above the rest [post-production, forgive the pun].
• Integrating your videos into compelling, engaging eLearning courses.

PROJECT: You will shoot and edit an eLearning video as part of this course. We’ll end the course with a video showcase where a winner will be celebrated! And the possibility of adult beverages for the award winner(s).


Training 2017 Conference Webinar Series

P10 Introduction to Web Development for eLearning: HTML5, CSS3, and Javascript

Anthony Altieri, Owner/IDi.o.T. in Chief, Omnes Solutions, LLC

The internet can seem like pure magic sometimes. Video streaming, responsive design, and parallax scrolling are all things that could have been conjured by a wizard. In this certificate program, we’ll look behind the curtain to see how those “magic” tricks work, and why rapid development tools aren’t always the “magic wand” we think they are! We’ll spend the first day looking at the three languages that make the internet work: HTML, CSS, and Javascript. We’ll explore the basics of how each of them make your content work. You’ll see the how, when, and why we use each of them in our content. Then, on day two, you’ll choose projects to work on, either in teams or as individuals, to demonstrate what you’ve learned. Through these activities, you’ll learn:

- The function of HTML, CSS, and Javascript in your web pages.
- What the basic syntax and formats are for each.
- What API’s are, and how they help your pages talk to the world.
- How to make updates to the content, or corrections to the code “on the fly.”
- Building web pages [it is both easier and harder than you think!].
- What to do when things go “boom.”

At the end of this certificate program, you’ll have a better understanding of how your content works and what those rapid development tools really do, and DON’T do, for you. But most importantly, you’ll know when you need that “magic wand,” and when it’s better to just do it the old-fashioned way, by hand. No previous programming experience is required for this program.

BYOD: Laptop required

P11 The Science of Learning: Develop Learning That Sticks

Art Kohn, Professor, Portland State University School of Business

Learn to use the power of psychology and science to reshape your training organization. With Art Kohn, a renowned neuropsychologist, you’ll explore 10 core principles that will help you understand how the brain controls learning and behavior change. On day one, through demonstrations, you’ll learn how the mind learns and retains new information. These tips will enable you to create more effective training both live and online. On day two, we will take a deeper look at these principles and discover how to leverage neurological principles to create an effective after-training program that will ensure that your training sticks and produces sustainable behavior change. Learn to:

- Create social learning communities that are based on psychological principles of observational learning.
- Use authoring tools more effectively by understanding how the brain encodes metaphor and emotion.
- Develop an incentive system that reinforces desired behaviors and that is based on established principles of conditioning.
- Improve employees’ attention within mobile learning by understanding the secrets to people’s levels of consciousness.
- Design effective “follow-up training” by tapping into mnemonic principles of memory.
- Deliver visual messages and auditory messages based on an understanding of the brain’s dual-coding mechanisms.

BYOD: Laptop recommended

P12 Mastering the Training Business: A Crash Course for Professionals Working Internally and Externally

Saul Carliner, Associate Professor, Education, Concordia University

Beyond designing effective courses and masterfully facilitating them, successful trainers can comfortably handle the business tasks that play a central role in this work. This program identifies these business tasks and develops the skills needed to handle them. You will:

- Explore the customer-service nature of training, whether the trainers work internally or externally.
- Learn about the different models available for training groups, how they affect your influence with stakeholders, and the effort needed to change from one to another.
- Choose a business model for your training group that ensures you have the resources and clout to pursue the projects needed by your sponsors.
- Learn how working with key stakeholders and realistic data about the environment in which you work, you can develop a strategic plan as to where you want to take your training group in the medium- and long-term.
- Learn to develop a persuasive business case for a major training project.
- Be able to describe the impact of particular business processes on outside perceptions of the effective operations of training groups.
- Learn to market the services of training groups internally and externally.

BYOD: Laptop required

P13 Performance Consultant: Replace Jump-to-Solution Requests with Solutions That Work

Dana Robinson, Lead Performance Consultant; Chris Adams, Senior Consultant, Handshaw Inc.

How frequently does it happen that a manager calls you with a request to deliver a training program or do some team building? This is the jump-to-solution approach that rarely results in improved performance that is sustained over time. The challenge is to influence the thinking of managers so they discuss the business and performance results they seek, not the solutions they want…and then partner with you to take actions to achieve those results. Performance Consulting is a strategic process that produces business results by maximizing performance of people and organizations. In this program you will acquire skills to put this process to work in your organization. Learn to:

- Define and align four needs: business, performance, organizational and individual capability.
- Identify the true client with whom to partner on any initiative.
- Deepen client partnerships using the Access, Credibility and Trust model.
- Analyze requests obtained from managers, determining both information that is known and that is unknown…but critical to obtain.
- Ask powerful questions so you reframe a manager’s solution request into a discussion of the results the manager wants to achieve.
- Use six criteria to determine if the opportunity you have developed from a client’s request is a tactical or strategic one.

You will leave this program with:

- A list of powerful questions to ask the next time a manager contacts you with a solution request.
- A mapping tool to assist you in organizing information about a situation, clarifying what is known and unknown.
- A template to guide you in planning and conducting reframing discussions.
- The flowchart of the nine steps included in the Performance Consulting Process.

P10

Saturday, Jan. 28 & Sunday, Jan. 29 • 9:00 am – 4:00 pm

Log on to TrainingConference.com to register today!
Training Expo: Get new ideas, solutions, and inspiration!

**Expo Hours**

**Monday, January 30**
11:00 am – 5:30 pm

**Tuesday, January 31**
11:00 am – 5:00 pm

Browse top training products and services from our helpful exhibitors and gather a wealth of information to help you and your organization make the right decisions and save time and money.

Stop by the Test Kitchen and cook up learning with the Master Chefs. And, shop and chat with authors at the Conference Bookstore.

For even more networking, meet your peers over lunchtime for informal conversations and gather at the Expo Stage to meet learning leaders and participate in fun Second City improv sessions!

**Training Technology Test Kitchen**

Bring your training technology challenges, questions and conundrums... and get solutions, insights and inspiration! The Training Technology Test Kitchen is designed as a lab for sharing innovative tools for integrating technology into training design, development and delivery. This open and collaborative makerspace environment includes stations where you will be guided by Master Chefs (including Phylise Banner, eLearning Consultant; and Frank Tomsic, McCormick Educational Technology Center, Rush University) who are available to talk about design; discuss “recipes” (quick how-to guides); use apps; brainstorm strategies for integrating technology; explore new media (hardware and software); and provide 1:1, hands-on sharing with technologies. Come join us for our chef demonstrations throughout the expo. Hear from the experts, download the recipes and start cooking! Bring Your Own Device (laptop, tablet, etc.) and apply many of the apps and recipes you’ll experience in the Test Kitchen.


For a list of exhibitors, see [www.TrainingConference.com](http://www.TrainingConference.com)

Interested in becoming an exhibitor or sponsor?
For opportunities, contact:
Dick@TrainingMag.com and Payton@TrainingMag.com

**Hands down the best practical conference I attend. I go home energized and have new ideas and tools to use as soon as I land.**

— Technical Manager, 3M

For a list of exhibitors, see [www.TrainingConference.com](http://www.TrainingConference.com)
Expo Stage

**The Second City Works**

Drawing on The Second City’s 55-year legacy of engaging audiences with smart, incisive comedy, The Second City Works now helps you make work better. Visit the Expo Stage and you’ll get the toolkit of an improviser. Through a series of six sessions with The Second City Works ensemble, you’ll get the skills you need for improved training, work, and life!

**MONDAY, JANUARY 30**

**Listening to Your ‘Audience’**
12:15 pm - 12:45 pm
To train effectively, we have to listen impeccably – to the needs of our organization, employees and leaders. At The Second City, when we’re trying to reach an audience, the first thing we do is start listening.

**Co-Creating Your Learning**
4:00 pm – 4:30 pm
Based on the uncovered needs of your audience, how can we get them “in on the act?” Second City offers ideas and methods to include your audience and “bring a brick, not a cathedral.”

**Allow Discovery, Not Invention**
4:45 pm – 5:15 pm
Is your content allowing participants to experience and discover “a-ha” moments? Second City believes true retention comes from discovery and the ability to make connections – join us to experience our 60 year-plus methods and how they can apply to your organization’s training.

**TUESDAY, JANUARY 31**

**Telling Your Learning Story**
1:15 pm – 1:45 pm
Our organization’s internal messages deserve as much craft and attention as the external. Unpack what elements make a compelling story and engage your learning audience.

**Creating Inclusive Ensembles**
3:00 pm – 3:30 pm
Your teams understand the importance of Diversity, but do they know how to practice Inclusion? Second City offers tangible skills that can evolve behaviors and mindsets towards a more inclusive environment.

**Follow the Follower: Learning for Leaders**
3:45 pm – 4:15 pm
Today’s leaders navigate a volatile, uncertain, complex and ambiguous landscape. Second City will share ideas and skills that can arm leaders with the skills needed to remain flexible, agile and others’ focused.

**Also on the Expo Stage...**

**Special Best Practice Awards for Top 125**
Monday, January 30
1:00 pm – 1:30 pm
Congratulate the winners of the special 2017 Training Top 125 “Best Practice and Outstanding Initiative” Awards as they receive their crystal trophies on the Expo Stage.

**Emerging Training Leaders Awards Program**
Tuesday, January 31
12:30 pm – 1:00 pm
Training recognizes 25 training professionals who have been in the industry for two to 10 years and have demonstrated exceptional leadership skills, business savvy, and training instincts.

Log on to TrainingConference.com to register today!
MONDAY, JANUARY 30
7:15 AM – 7:45 AM
Getting Things Done at Training 2017

Don’t miss your check-in meeting with your coach Nancy LoCascio and other participants to share progress updates on meeting your goals!

Morning Chair Yoga

We invite you to clear your mind and center yourself each morning of the Conference with a chair yoga class led by certified yoga instructor Ronda Davis. All levels are welcome — whether you are practicing for the first time or have an established routine. Make the most of your day with a practice you can take back to the office. Please wear your preferred conference attire, no yoga pants necessary!

8:00 AM – 9:00 AM
101 Building a Performance-Focused Function
Belia Nel, CEO, Improvid Performance Consulting (Pty) Ltd

Do you think of your training team as ‘order takers’ for line managers? Learn how one training and performance team made the move to a ‘Performance Response Team’ with a goal to assist their business to constantly improve performance. Do you think of your training team as ‘order takers’ for line managers? Learn how one training and performance team made the move to a ‘Performance Response Team’ with a goal to assist their business to constantly improve performance? Are you looking for strategies to get them up to speed fast. Flipping your onboarding training may be the answer. Not only will we help you apply the 6 components of a flipped model to your program, we will share the tools and samples of what we used to develop skill maps, build content collaboratively, integrate online content strategically, and optimize face-to-face time.

102 Freeing Your Creativity Through Constraint

“Don’t limit yourself!” is terrible advice, yet getting into a creative rhythm is not always easy. When the pressure is mounting, often we can find ourselves blocked in our effort to present a new and fresh idea for the project we’re working on. How can you stay in the flow and find the next great idea for your work? Learn how you can use constraints to free your creativity, rather than limit it. You will learn the importance of not saying “no” to ideas, but rather embrace them and try to use them as the new parameters for your creative work. And you’ll find ways to build off of ideas rather than shutting them down and collect various tips you can use to jumpstart your creative process.

103 Flip Your Onboarding Training

Corinne Fisher, Senior Learning Designer, NAFSA

Let’s face it, in our busy workplaces, there is less time available to commit to onboarding new employees or volunteers. At the same time, you need strategies to get them up to speed fast. Flipping your onboarding training may be the answer. Not only will we help you apply the 6 components of a flipped model to your program, we will share the tools and samples of what we used to develop skill maps, build content collaboratively, integrate online content strategically, and optimize face-to-face time.

Lunch and coffee are included each day of the Conference.

New Performance Track

Training magazine is pleased to partner with ISPI (International Society for Performance Improvement) for a special track of sessions, noted with the ISPI icon.

Earn a Bonus Certificate

Attend the Training Design, Delivery and Facilitation Certificate Program (P01 on page 6), or the Learning Evaluation/Measurement Certificate Program (P05 on page 7), in addition to five of the designated boot camp or measurement sessions, and receive a bonus Certificate signed by Training magazine Editor-in-Chief Lorri Freifeld.
104 Evaluating Informal Learning
Saul Carliner, Associate Professor, Concordia University
The Kirkpatrick approach that dominates training evaluation is practically and intellectually inconsistent with informal learning, as Kirkpatrick-based evaluations require externally identified objectives and tests, both of which informal learning lacks. So what can Training and Development professionals do? This session offers suggestions. After exploring the unique role of evaluation in informal learning, you’ll get a framework for evaluating it, identify some specific evaluation techniques you can use, and consider issues when reporting the results to stakeholders.

105 Got a Minute? 60-Second Activities that Help Learners Review, Repeat, and Remember
Sharon Bowman, Author, Training from the Back of the Room
No time for training activities because you have too much content to teach? Experience dozens of one-minute instructional strategies you can use with any topic, any age group, and any size audience. Whether you teach, train, or present content-rich courses or hands-on training, these activities will increase learners’ long-term retention of important information. Plus, they’re just downright fun! In this high-energy, hands-on program, you’ll discover a variety of short, quick, and exciting ways to involve learners, one-minute openings and closings that begin and end with learners engagement, and easy energizers that will keep learners alert while reviewing what they’ve learned.

106 How Science Fiction Can Help Make Your eLearning Better!
Joe Ganci, Owner, eLearning Joe
Star Wars takes place a long time ago in a galaxy far, far away. Star Trek takes place a few centuries from now. Other fun adventures include Galaxy Quest, Serenity, and Ghostbusters. Epic, mind-blowing ideas like those in The Matrix, Inception, Minority Report, Blade Runner propose alternate realities, parallel universes, transporter beams and time travel. They pose a lot of “what-if” questions and allow us to see the answers. Joe has loved creating eLearning for 34 years and he has loved science fiction even longer, join him and learn how to create truly engaging eLearning by applying the best ideas of sci-fi to your eLearning designs and have fun while doing it.

107 Make Training A Want To (Not A Have To)
Joe Urbanski, Leadership Development Consultant, Total Solutions Group
If you are tired or bored with ineffective training formats, attend this session and discover a proven, disciplined approach to boost employee performance, leadership, and organizational culture from the training programs you deliver. Learn to reverse-engineer the ultimate training experience to create real measurable results in personal and team development that last longer than a month. You’ll walk away immediately knowing how to engage learners with the unique and highly-researched Learn-Say-Do-Reflect Model to increase engagement, retention, and fun.

108 Serious Game Best Practices
Andrew Hughes, President, Designing Digitally
Effective serious games are living, evolving things that cannot simply be ignored after development and “put on a shelf” to collect digital dust. What makes one a success while others fail? Learn how to ensure success with proper planning, metrics, implementation strategy, and post-deployment support. Explore best practices and the pain points you’ll have to deal with should you choose the route of serious games and gamified learning experiences. You will walk away with best practices, what not to do, and how to support serious games at your organization.

109 Workplace Stories: Step-by-Step Inspiration for Engagement
Katie Stroud, President, Incremental Success
We all know that people learn more from a story than they do from “taking a course.” But how do we apply this to our learning design? The answer lies in the workplace stories that are all around us. Attend and learn inspirational new ways to use the element of story in meeting lofty business goals. Use a basic model for finding and building instructional stories, and see examples on how to apply these stories in workplace training programs. You’ll see examples of tool sets that can be used to carry story throughout your instructional design process.

110 Recharge Your Learning Function with an Audit
Melissa Smith, Managing Partner; Jean Barbazette, Founder, The Training Clinic
How does your learning department stack up when it comes to operating at its full potential? If you feel yourself running on empty, not able to keep up with monitoring performance or not fulfilling the organization’s needs in general, then it’s time for an audit! Learn to audit and benchmark your training function in ten key areas. Whether your training function is strategic or reactive (and wants to be more strategic), you’ll learn to clarify and identify how your function is operating.

111 Instructional Design – Fast
Becky Pike Pluth, CEO, The Bob Pike Group
Never seem to have enough time to devote to training design? Explore a method of design that will help you quickly align content and activities to the behaviors necessary to reach your business goals. Learn the three distinct roles Walt Disney played to bring his ideas to life...and how you as an instructional designer play those same three roles. Whether you’re a seasoned pro or just had your first project dumped in your lap, you’ll learn how to design faster, better, and easier.

112 Instructional Techniques for OJT
Michael Nolan, President, Friesen, Kaye and Associates
Delivering effective training in an on-the-job (OJT) environment requires a unique set of skills for trainers. They must identify what helps and hinders the learning process and adapt basic instructional strategies to ensure the learner can apply the knowledge and skills immediately to their jobs. Learn to apply the Systematic Learning Process to OJT, to identify strategies to handle difficult OJT situations, and to integrate the principles of adult learning into OJT.

113 Show me the Money! Moving from Impact to ROI
Patti Phillips, CEO, ROI Institute, Inc.
“Show me the money!” is the mantra of the day for executives who invest in workplace learning and performance. In this session, you’ll learn to calculate ROI, identify the improvement in business measures that result from the program, annualize the improvement, convert the improvement measures to money, and compare the annualized monetary value to the program cost. This session describes the framework, model, and guiding principles that make up the ROI Methodology and will teach you the five steps to move from business impact to ROI.

Log on to TrainingConference.com to register today!
114 Leading Cross-Cultural Virtual Teams
Susan Croft, Director, ASC Training
In this session, you’ll get practical tips and best practices to help you better lead diverse, virtual teams. Learn:
• To identify communication skills and techniques ideally suited for supporting customers/clients and other key stakeholders in a virtual environment.
• About tools to effectively plan and lead a virtual meeting and/or presentation.
• Ways to better build relationships in the virtual workplace environment.

115 The Influence of Leadership
Mike Gray, Executive Director, Southern California Intergovernmental Training and Development Center
Too often we don’t recognize or give weight to our role as leaders in the training environment. Your actions, behaviors, and words have a direct and immediate impact on those that you lead and train. This session is about you and your leadership influence as a trainer. Learn about influential leadership, how your thinking process affects your actions, and how you are seen by others in your role as a trainer and a leader. We will also address aspects of servant leadership. Attend and change the way you look at yourself and others!

116 Strategies for Interviewing SMEs and Stakeholders
Hadiya Nuriddin, Owner, Focus Learning Solutions
If you write training, you build stories out of facts – and everything you write is a story whether you’re writing a scenario where Matt needs to use his new supervisory skills or you’re explaining how a specific keystroke combination will submit data – it’s all a story. And like all nonfiction writers, our work depends on getting the information we need from people. Learn how to do just that – how to use the same interview strategies that writers and journalists use to get information out of strangers. Asking the right questions is only part of it. It’s mostly about strategically building an intimate relationship in a matter of minutes. You’ll learn and practice strategies that quickly build rapport and establish trust so that SMEs will share information with you, despite their own feelings of vulnerability and discomfort.

9:15 AM – 11:15 AM

11:00 AM – 5:30 PM
Expo Open, see page 10.
Stop by the Expo to: visit with exhibitors, see what the Master Chefs are cookin’ up in the Test Kitchen, or browse the bookstore.

12:45 PM – 1:45 PM
Networking Event: Meet, Share & Learn
Share ideas and knowledge with Training Magazine Network (TMN) members while learning how powerful TMN can be for your own professional development. Join Ray Jimenez, Architect of TMN, and discover thousands of resources, valuable new tools, and ways to promote your acquired skills and experience.

12:45 PM – 1:45 PM
Sponsored Sessions, see www.TrainingConference.com for details.

1:30 PM – 3:30 PM
Future Forum, see page 5.

2:30 PM – 3:30 PM
201 Performance Improvement for the Training Professional: Tips, Tools and Techniques
Roger Addison, Author, Performance Architecture: The Art and Science of Improving Organizations
If training is the answer then what was the problem? Join Roger for an introduction to Performance Improvement basic principles [RSVP]; where we work, what we do, and how we think. You will explore the Performance Improvement Landscape and look at the alignment and integration of Workers [people], Work [process], Workplace [enterprise] and World [society]. This session will expand your toolkit to include Performance Improvement [PI] tips, tools and techniques for the Training and PI Professional.

202 Kicking the Can: A Designer’s Introduction to xAPI
Anthony Altieri, Owner/ID.T. in Chief, Omnes Solutions, LLC
The xAPI is a great tool to use for tracking completion and usage in your courses! You’ll learn what the xAPI is, how it works, and about free online tools to build usable statements and how to issue them to a learning record store.
206 The Learning Experience Architect—The Hub of Modern Blended Learning
Jennifer Hofmann, President, InSync Training

Today’s training professional is designer, developer, facilitator, and more. Ultimately, it is our job to deliver the right content, to the right audience, at the right time— as Learning Experience Architects. In this session, you’ll discuss the needs of the modern Learning Experience Architect, and gain an introduction to a set of resources that you can incorporate into your own Personal Learning Network. You’ll discuss a range of concerns for this role including: the business of learning, managing mindsets, upskilling, making the right design choices, connections and collaboration, keeping ahead of the trends, and more. Join us!

207 Applying the Power of Positive Psychology
Devon Hughes, Partner, ITLN/Shawn Achor

Based on the principles in Shawn Achor’s The Happiness Advantage and The Orange Frog (each participant will receive a complimentary copy), you will learn how the latest research in positive psychology can be applied to your benefit, and to the benefit of your colleagues. You will explore the seven principles of positive psychology that fuel success and performance in the workplace and create your own personal plan for incorporating happiness into your life and organization.

208 Training the Google Way: Using Brain Science to Improve Learning Design
Art Kohn, President, AKLearning

Join Art in an exploration of how the brain controls learning and memory and learn how Google is applying this knowledge to create engaging eLearning. Learn to:
• Train the way Google trains.
• Understand how the brain uses metaphor and emotion in the encoding process.
• Improve attention span by understanding the secrets to levels of consciousness.
• Design effective “follow-up training” by tapping into mnemonic principles of memory.
• Improve long-term retention by understanding the connectionist model of memory.

209 An Open and Shut Immersive Learning Strategy
Dan Keckan, VP, eLearning and Instructional Design, Cincinette Productions

Has the fall of Flash limited your ability to create immersive and fun learning experiences? Learn how Henkel’s OSI brand of window sealant and foam designed an award-winning virtual window installation simulation without Flash—a mobile learning experience that trains the learner to install a window in under 10 minutes. You’ll have the opportunity to compete against one another to install a virtual window. Following the competition, we’ll detail the process and evaluate the myriad of game engines. Finally, we’ll discuss how effective immersive learning can be created using game engines like Construct 2.

210 Chain of Evidence: Prove Learning Solutions Contribute to Business Results
Dana Robinson, Lead Performance Consultant, Handshaw Inc.

Learning professionals want to show that implemented learning solutions are contributing to the business and its bottom line, perhaps even generating a positive ROI. How frustrating when measurement data is obtained and reported about the business results following a learning solution only to have leaders challenge the conclusion that the learning solution was a causal factor. In this session, you will be introduced to the Need Hierarchy, a model used to provide evidence that learning and other solutions are contributing to business impact. The Need Hierarchy comprises four needs, each of which must be identified and addressed on the front end of any learning solution. Learn to discriminate between and among the four needs in the Need Hierarchy and use it to present a chain of evidence for a learning solution you are implementing. And avoid the three most common pitfalls to presenting a chain of evidence that is accepted by management.

211 Maximizing Performance as a Department of One
Maria Chilcote, Managing Partner; Jean Barbazette, Founder, The Training Clinic

Ever feel like a rubber band that’s ready to pop? Then YOU must be a department of one! The good news is that you CAN do it. We’ll share with you some strategies and tips to help move you from feeling “over done” to “can be done!” Learn to:
• Examine the various roles and determine priorities when managing solo.
• Develop a Mission/Vision for your training function.
• Build your partnerships throughout the organization to increase your bench strength.

212 Gamifying Training to Produce Effective and Engaging Learning
Sivasailam “Thiagi” Thiagarajan, Resident Mad Scientist, The Thiagi Group

Gamification is the application of game thinking and game elements to achieve organizational and personal goals. When applied to corporate employees, gamification can increase their productivity on a variety of job-related tasks.

Learn to:
• Explain the logical connection between gamification and training.
• Identify and use standard templates for gamifying for different types of adult learning outcomes.
• Change the roles of trainers and learners to benefit from game design principles.
• Apply an agile approach for creating a gamified curriculum.

213 The Accidental Instructional Designer: Designing Better eLearning
Cammy Bean, VP, Learning Design, Kineo

Chances are, you didn’t dream of becoming a designer of eLearning when you grew up, did you? Most instructional designers in the eLearning business got here by accident. So now that you’re here and doing this work, how can you become a more intentional practitioner? You’ll take a look at four key areas to focus on in order to become a well-rounded eLearning designer, talk about ways that you can take your practice to the next level, and share some quick tips for better eLearning design.

214 Coaching Informal Learning
Michael Nolan, President, Friesen, Kaye and Associates

The 70:20:10 model of learning and development states that 70% of learning comes from on-the-job experiences; 20% comes from getting feedback, observing others and developmental relationships; while only 10% comes from formal learning events. Giving managers, supervisors and peers a coaching framework that continuously nurtures individual development will help your organization meet the 20% need. This highly interactive session will define the coaching skills and strategies you need to improve individual performance and achieve better organizational results.

Visit the Training 2017 Bookstore located in the Expo!
**TUESDAY, JANUARY 31**

**7:15 AM – 7:45 AM**

**Getting Things Done at Training 2017**

Don’t miss your check-in meeting with your coach Nancy LoCascio and other participants to share progress updates on meeting your goals!

**Morning Chair Yoga**

We invite you to clear your mind and center yourself each morning of the Conference with a chair yoga class led by certified yoga instructor Ronda Davis. All levels are welcome—and if you are practicing for the first time or have an established routine. Make the most of your day with a practice you can take back to the office. Please wear your preferred conference attire, no yoga pants necessary!

**8:00 AM – 9:00 AM**

**301 Transform Your Future: Building Tactical and Strategic Business Bridges**

*Jim Kirkpatrick, Co-author, Training on Trial*

Training is still on trial and all too often, the verdict from the business is coming back, “guilty of training costs exceeding business value.” Join Jim and learn actions you can take to not only ward off budget cuts and pink slips, but to drive your career and influence forward. Jim will inspire and encourage a journey down a path that will likely earn you the distinction of “strategic business partner.” You will:

- **Define thumb swipe.**
- **Outline the importance of navigation being placed in the best location.**
- **Rethink screen design.**
- **Defend appropriate transitions and animations.**

**5:45 PM – 8:00 PM**

**Dine Around Mixer Event**

Expand your connections with dedicated dining options at San Diego restaurants that meet your budget. Facilitated by industry veterans, you’ll choose from various dining locations and experts for a fun dinner get together. Take a chance — maybe you’ll meet that one key connection at the Dine Around Mixer! Dinner groups will meet at 5:45 pm and then head off with their small groups. Note: This is a pay-on-your-own event.

**302 Instructional Designs That Drive Results**

*Victoria Halsey, VP Applied Learning, The Ken Blanchard Companies*

Explore an innovative instructional design model that connects people, content and design to drive engagement, energize learners and keep their voice front and center. You’ll learn techniques for developing instructional designs that create a learner-centered mindset — designs that focus not on figuring out how smart learners are, but how they are smart.

**303 Simple Steps to Create Stunning eLearning Interactions with Captivate**

*Pooja Iaisingh, Product Evangelist, Adobe Systems*

The best way to beat the boredom in eLearning courses is to make them engaging and interactive. But adding learner interactivity in the courses can be time-consuming, and to some extent, challenging as well. These interactions also need to be relevant to the learning goals as well as help make the learning experience interesting. Learn simple ways to add interactivity in your eLearning courses using interactive objects, multi-state objects, drag and drops, effects, and actions in Adobe Captivate. You will also learn about the best practices to quickly convert drab and boring content to vibrant interactive eLearning.

**304 Did You See That Zombie? Learning Games That Measure Performance**

*Deb DeNure, Learning Games That Measure Performance*

Discover the steps taken to conceptualize, develop, and deliver an immersive 3-D game that both engages the learners and encourages them to practice the sales process over and over. Examine the required trade-offs, discover obstacles to implementation, and learn how the combination of fantasy and branching story techniques helped make the game drive performance skills. You’ll examine how an underlying sales model is used to evaluate the effectiveness of the learner’s game play and provide constructive feedback to improve their performance in the field; building sales capability and closing skill gaps along the way.

**305 Design for All: Creating Accessible Learning Experiences**

*Brian Dusablon, Consultant, Learning Ninjas*

Accessibility is about more than compliance. It’s about making sure everyone has equal access to what you’ve designed. In the real world, this can seem like a daunting task. We’re here to help you learn how to design for everyone. Learn from real-world situations and stories about accessibility and how we’ve used best practices to design universal or inclusive solutions. You’ll learn how to start the conversation with stakeholders, create accessibility standards, and teach others about accessible solutions.

For detailed schedule and session updates, visit www.TrainingConference.com
Tuesday Sessions

306  **Secrets of Successful Simulations**  
Ethan Edwards, Chief Instructional Strategist, Allen Interactions  
Simulations increase learner involvement and engagement, both good things in any learning environment. But it is difficult to find anything beyond superficial descriptions of what simulations are and how they might be implemented. It is as if all simulations are created equal. We’ll take what we know about human learning and cognition and reveal the specific instructional benefits of simulations. Then, based on that understanding, we’ll outline five specific design requirements to ensure that educational simulations are not only engaging but are also effective in creating lasting performance change.

307  **Engaging Managers to Coach New Learning**  
Michael Leimbach, VP Research and Development, Wilson Learning  
Managers matter: they play a critical role in coaching new skills, supporting learning, and providing a culture that values continuous improvement. But how do you engage managers to coach and support learning? Research shows that manager coaching is at an all-time low, resulting in as much as 85% of new skills never being used to drive performance. Learn about the three primary barriers to manager engagement in coaching. And learn to:  
- Apply techniques to address the three major barriers to manager coaching of new skills.  
- Analyze your current efforts to engage managers through a Manager Coaching Audit.  
- Develop a plan for successfully implementing manager coaching.

308  **Apps, Augmented Reality, and Gamification: New Solutions to Old Performance Problems**  
Vicki Kunkel, Senior Instructional /Gamification Designer, MedImmune  
Step into the world of new training tech as we explore apps, augmented reality and gamification and how they can be used to improve employee performance. You will:  
- Identify the main features of apps that most motivate employees.  
- List at least three ways augmented reality can be used to improve employee performance.  
- Set relevant and achievable overarching objectives and Key Performance Indicators when using new technologies.  
- Identify tracking and reporting methods for each technology.

309  **Agile Project Management for eLearning**  
Megan Torrance, CEO, TorranceLearning  
On time. In budget. What they need [even if that changes!]. These are moving targets and yet, you’re expected to deliver all three. The software development industry is embracing agile to address these issues and there is much we can learn from them. Agile provides a framework for adapting to change as it happens and working with the client to deliver content most needed by learners. Learn about the Agile project management methods adapted specifically for the instructional design & development projects — Lot Like Agile Methods Approach (LLAMA) — and how you can use them on the job. You’ll learn about the tools and supplies you need and how to choose a project to pilot. You’ll also see how Agile supports the estimating, planning, and managing tasks within an eLearning design and development project.

310  **The Great Free eTool Giveaway**  
Tracy Parish, Education Technology Specialist, Southlake Regional Health Centre  
Tracy will share and showcase some of the best tools from an ever expanding curated list of over 400 free, online tools. With over 25 categories of tools that will assist designers and developers in creating projects faster, easier, and dynamically there is something for everyone. Participants will leave with a list of free tools as well as some ideas for how to incorporate them into your design and development processes immediately.

311  **Measuring the Return on Investment for Soft Skills Programs**  
Jack Phillips, Chairman, ROI Institute  
For years, the effects of soft skills development have been a mystery for some executives. The hard skills of IT, maintenance, technical, and product training use straightforward tasks and procedures to drive business impact. But the connection of soft skills to business value seems vague even though they represent huge expenditures for an organization. Therefore, there is a need to show the return on investment and business value of those soft skills applications. In this session, you will learn techniques to measure and provide qualitative, quantitative, non-financial, and financial outcomes of your soft skills programs.

312  **Building Interactive eBooks for Mobile Learning**  
Sarah Gilbert, President, meLearning Solutions  
Does your organization still use paper-based guides, manuals, and job aids, but can’t keep up with the updates? Or have you gone paperless, but are neglecting to use the full potential of virtual? Learn to create your own mobile project – an interactive eBook. Discover how to format content for multiple devices, the types of media that can be included, and various free and paid tools that can be used in the process. Learn a basic workflow to develop a project with a few simple media types to an EPUB format, and make that file available to download directly to mobile devices. Bring a laptop with Google Sigil downloaded (https://github.com/Sigil-Ebook/Sigil/releases/tag/0.9.6), and a mobile device (tablet, smartphone, laptop) with an eReader application installed (Apple iBooks, Kobo, Nook), process.

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Kick-off the Conference with a 3-Day or 2-Day Certificate Program!

See pages 6-9.

313  **Blowing Your Millennial Mindset: Research Challenges Conventional Generational Wisdom**  
Julie Winkle Giulioni, Principal, DesignArounds  
Recent research suggests far greater similarities than differences when it comes to what’s important to [and the underlying beliefs held by] all generations at work. As a result, it’s time to let go of limiting millennial stereotypes and offer leaders and learning professionals alike a more comprehensive snapshot of workplace priorities, viewpoints, and strategies for engaging and developing everyone regardless of their age. Learn to:  
- Clarify and challenge personal stereotypes about generations at work.  
- Describe recent research into workplace priorities and beliefs across generations.  
- Explain high-impact areas of commonality shared across generations.  
- Leverage these similarities to develop leadership & learning practices to meet the needs of all employees.
314 How Training Top 125 Winners Implement Level 3 and 4 Evaluation

**Moderator:** Dawn Mahoney, Principal, Learning In The White Space LLC; **Panelists:** Michael Narus, Director, Channel and Portfolio, David Waterson, Sr. Manager, Portfolio Enablement, Ricoh Americas Corporation; Joshua Craver, VP, Talent Management, Western Union; Michael Dowdy, Manager, The Learning + Performance Group, Buckman International; Diane August, Chief Learning Architect, Nationwide Insurance

What gets measured gets achieved. Today, it’s not just about learner satisfaction with a training program or test scores. It’s all about behavior change and business impact. Here’s your chance to learn how Training magazine Top 125 winners have implemented Kirkpatrick Level 3 and 4 evaluation. Learn how:

- Ricoh Portfolio training’s virtual delivery model produces improved level 3 and 4 results. Explore their journey to get those results including—lessons learned, getting a return on training investment and requiring more sales manager involvement in sales rep training!
- Western Union extended its use of their Talent Development Reporting principles beyond learning programs, into areas of manager effectiveness and productivity. In addition, learn how they use learning as a core change management tool and demonstrate measurable results.
- Buckman International ensures fundamental sales processes are implemented worldwide, and how through a system of account audits, sales manager steering team meetings, and analysis of sales performance, they create a tight feedback loop between the realities in the field and their corporate strategy.
- Nationwide is measuring learning results linked to corporate strategic goals, about their groundwork for building meaningful Level 3 and Level 4 metrics, and their Learning Metrics Guiding Tenets.

9:15 AM – 10:45 AM
**Keynote Session** with Isaac Lidsky and Piper Kerman. See page 4.

11:00 AM – 5:00 PM
**Exp0 Open**, see page 10.

11:00 AM – 12:00 PM

401 Getting the C-Suite’s Attention

Klaus Wittkohn, Managing Partner, Performance Design International

Take the next steps to get the attention of executives and become passionate about your ability to influence and lead. Get a framework that will help you easily shift from being a learning professional to transitioning to a real human performance professional. Learn about the factors that influence human performance, how to conduct needs assessments slightly differently, how to embed training solutions into the corporate environment, and what to offer to ensure what was learned in courses transfers to the job and ultimately improves performance.

402 How to Produce Learning Transfer and Sustainable Corporate Change

Art Kohn, CEO, AKLearning

As trainers, our success is measured by whether we can get people to transfer learning and behave differently. You’ll examine scientific research demonstrating how to produce sustainable learning transfer and behavior change and specific technologies and incentive programs that are tailored to “readiness for change.” You’ll also review myths that often interfere with effective behavior change. And, you’ll get strategies that will help you monitor changes, including how the judicious use of social media can define new standards of action.

403 How to Engage Modern Learners: When to “Push” and When to “Pull”

Jennifer Hofmann, President, InSync Training

The modern workplace requires you to develop strategies that engage your learners, keeping your audience and the anticipated learning environment in mind. The design of your learning will be influenced by where and when learning is anticipated to occur, and success will be dependent on the technology selection, implementation strategy, and design approach. While formal “push” training is often best for when people are learning something new, and for when things change, a strong argument can be made that “pull” learning lends itself to moments of need. In this session, we’ll explore best practices from experts, including the “5 Moments of Learning Need,” “Principles of Modern Workplace Learning,” and comparing the “Push” training culture to the “Pull Learning Culture.”


Glenn Bull, CEO, Skilltics

Adaptive learning is a methodology that intelligently adapts the learning experience to each individual learner, based on the learner’s actions, decisions, abilities, and even other external factors. The result is more engaging, effective, and efficient training and reduced cost through a decrease in time for training for the organization. More important, the dynamic branching nature highlights the critical differences between learners, achieving deep data and enabling truly informed business decision making. In this session, you will discover true adaptive learning and how to leverage this methodology to optimize your training engagement, effectiveness, and deep learning measurement within your organization.

405 Training Culture Instead of Surveying It

Ed Muzio, CEO, Group Harmonics Inc

An organization’s culture is nothing more than a set of behaviors – precedents that have worked in the past and get applied to the present. And since behaviors can be influenced and improved by training, who better to tackle the complex issue of organizational culture than you? Too often the first step taken is an all-hands survey. Let’s take a clear, empirical look at what it is about culture than can be trained – and what high performing culture actually looks like when it’s working. You’ll learn about modern neuroscience concepts in support of the behaviors we need, and how we can achieve them. Join us for a look at the corporate culture – and there won’t be a survey in sight.
406 Becoming a Master Trainer: Tips, Tactics, and Techniques for Getting Results from Your Training!
Bob Pike, Chairman, P3 Associates
A master trainer empowers, inspires, and prepares people by delivering the right training to the right people, the right way, and at the right time — with excellence. Explore the knowledge and skills needed to become a master trainer including: why every master trainer is really a performance consultant; why training is a master trainer’s sixth, not first, answer; getting to the C.O.R.E of training-closers, openers, revisitors, and energizers — and about the 90-20-8 Rule, and why it’s so important. A specially designed handout will serve as an invaluable reference long after the session is over.

407 Affordances in eLearning
Steve Haskin, Chief Creator, Industrial Strength Learning
You’re designing training and don’t know what mode to use or why. Live? Online? Synchronous? Asynchronous? Video? Slides? Motion graphics? Audio? Those are just some of the affordances we have in training. An affordance analysis can tell what training mode is most appropriate. The concept of affordances has been around for a long time. Many of us in training haven’t paid much attention to what they can really tell us about the training we create. In this session, you’ll learn how to do a simple affordance analysis, and then how to apply it to your training. At the end of this session, you’ll know why affordances are important in training and how to determine training modes.

408 Hello Stay Interviews, Goodbye Talent Loss: A Manager’s Playbook
Bev Kaye, Chairwoman, Career Systems International
With more pressure and more change in their daily routine than ever before, today’s manager must somehow find time to also engage and retain the vital talent on their current teams. This session provides a solid, time sensitive suggestion. Instead of waiting until the exit interview to learn why individuals are leaving, create a pattern of stay interviews instead. Learn to:

• Distinguish the warning signs that suggest that an individual may be considering a change.
• Learn the research that suggests that pay is not the key factor in retention.
• Practice using several of the questions that comprise the stay interview.
• Explore the multiple possible opportunities to fit the stay interview into daily work.

409 Creating a Mobile Learning Library with Modern Learning Technologies
Steve Lee, Strategic Relationship Manager, Allen Interactions
Whether you are doing a full-blown mobile learning course, mobile microlearning, job aids, or mobile performance support tools, you can add flexibility, convenience and just-in-time access to courses, job aids, and informal learning resources by using this modern learning development approach with HTML5 and Google Docs. Steve will demonstrate the best practices of creating reusable HTML5 learning objects for mobile learning that rely on externalized content created collaboratively using tools like Google Docs. He will share: adaptive designs, dynamic simulations, presentations, quiz engines, performance support tools and more, all built with technologies that allow for changes in minutes and automated localization. You’ll learn how to use a spreadsheet you can update and maintain your courseware without relying on third party rapid authoring tools that will just slow you down and limit your designs.

410 The New Science of Influence
David Maxfield, Author, Crucial Conversations
Hardly a day passes that we don’t try to influence others to change — writing an email, making a phone call, holding a meeting. In today’s world, what are behavioral scientists teaching about influence? What works? What doesn’t? If you’re done with haphazard approaches to increasing your meaningful impact on employees as well as increasing their positive impact on others, it’s time to embrace the new science of influence. Come learn an empirical-based, proven influencer model that can change entrenched negative behaviors across teams and organizations.

411 How Training Top 125 Winners Implement Level 3 and 4 Evaluation
Moderator: Dawn Mahoney, Principal, Learning In The White Space LLC, Panelists: Lya Icaza, Director, Learning and Development, USAA; Damodar Padhi, Global Head of Learning, Tata Consultancy Services; Rochelle Wehmhoff, Learning Business Partner, Allianz Life; Jamie Hinety, Director, Learning Solutions, Valvoline
What gets measured gets achieved. Today, it’s not just about learner satisfaction with a training program or test scores. It’s all about behavior change and business impact. Here’s your chance to learn how Training magazine Top 125 winners have implemented Kirkpatrick Level 3 and 4 evaluation. Learn how:

• USAA’s dedicated team focuses on analyzing and measuring business impact as a result of training — and how through insightful recommendations, their leaders make informed learning investment decisions and anticipate future needs.
• TCS builds on and customizes Kirkpatrick’s Evaluation Model to measure the impact of their digital learning strategy, designed for delivering speed and scale of leadership development, to ensure a digital-ready workforce and a global leadership pool.
• Allianz has incorporated the Kirkpatrick Model into their programs including an integrated all-video solution, a simulation, and an instructor-led program — and about their pre- and post-metrics and their links to business goals.
• Valvoline correlates employee-level business metrics including sales, service levels, and more with granular training data — and how they calculate a reasonable return on investment even when the desired data isn’t available.

412 Something Old, Something New: Instructional Design Deserves a Fresh Look
Allison Rossett, Professor Emerita of Educational Technology, San Diego State University
Some bloggers are down on instructional design. And some Twitter streams too. Too slow, too wordy. Not techie enough. Not appreciated by customers or clients. What you don’t find is a shared definition. If you ask 100 workplace learning professionals for a definition, you won’t get one. You’ll get many. Shouldn’t we try to establish a shared, contemporary perspective on it before we consign it to the scrapheap of history? Let’s revisit instructional design. What is it? What is it really? What does it do for those of us who are committed to performance and results? When doing it well, what are we doing? What difference does it make? What of technology? How can we leverage technology and blended delivery in service to our colleagues and their performance?
413  **Best Practices for Updating Your LMS**
David Wentworth, Principal Analyst, Brandon Hall Group
If you’re thinking it might be time to re-evaluate your learning management system (LMS), you’re certainly not alone. With the rate of change in business today and an evolving learning technology landscape, a whopping 44% of organizations have plans to replace their existing LMS solution according to a recent Brandon Hall survey. David will share practices for replacing your LMS to ensure a smooth and successful transition. Learn:
- How to navigate each phase of the LMS selection process, from building the business case and evaluating vendors through implementation.
- A technology migration framework, highlighting both the risks and rewards in the migration process.
- Strategies for incorporating the latest learning technologies, including social, mobile and collaboration tools.

414  **The Seven Deadly Sins of Screencasting**
Mark Lassoff, Founder, LearnToProgram Media, Inc
Screencasts can be a powerful tool for eLearning developers. Well-produced screencasts can be great for software simulation, process demonstration, or providing background and context within an eLearning course. However, poorly produced screencasts can be, at best, boring — and, at worst, injurious to your learning goals. In this session you’ll learn the seven deadly sins of screencasts — what you must avoid if you want your screencasts to be compelling and effective — and 10 tips to make your screencasts more engaging.

415  **L&D Best Practices: 5 Approaches to Be More Strategic**
David Yesford, Senior VP, Wilson Learning
Ensuring that organizations have the skills to execute strategy is a top priority for executives. This responsibility rests squarely with the internal L&D function to create and implement talent development solutions for their organizations. Learn about research conducted by Training magazine and Wilson Learning Worldwide which examined what it means for L&D to be more strategic and:
- Understand the data so you can benchmark your organization.
- Examine the five best practices to be more strategic in an L&D organization.
- Use an audit that will foster conversation during and after the session.

**TH2 Town Hall Option**
Also see page 5 for Learning Leaders Town Hall during this time.

**Expo**
Looking for something else? Stop by the Expo to: visit with exhibitors, see what the Master Chefs are cookin’ up in the Test Kitchen, or browse the bookstore.

1:45 PM – 2:45 PM

501  **Mission Possible: Applying a Systematic Performance and Training Approach to Organizational Culture Change**
Eileen Maeso, Instructional Systems Specialist, Performance Technology Center; CDR Jennifer Sinclair, Director, Performance Technology Center, United States Coast Guard
Mission Possible: You are an investigative analyst on a journey to solve your mission. Use the information presented in a case study to apply your training skills to perform a strategic assessment and implement change. Given current and optimal state, determine gaps, keep stakeholder buy-in, and determine business impact to implement significant change. Learn practical tips and proven methods. Will you accept this mission?

502  **The 7 Greatest Mistakes Trainers Make and How to Avoid Them**
Bob Pike, Chairman, P3 Associates
We’ll explore the worst mistakes trainers make when designing and delivering training and show you how to avoid them. We’ll cover learning transfer strategies; chunking content; the amount of content being presented; asking and answering questions; being off schedule; evaluation; keeping participants energized; opening and closing the training program; and handout development.

503  **Building the Bridge – Helping Your Learners Find the Training They Need**
You have learning resources scattered across your LMS, intranet and beyond, but your learners don’t know how to find them. When they are discovered, users are often overwhelmed, leaving the resources underutilized and your associates frustrated and still unable to meet their performance improvement needs. There isn’t existing middleware between the numerous platforms and the learning content that you want to highlight which bridges the gap. In this case study session, you will learn how Nielsen addressed the issue by building a dynamic portal.

504  **Next Level Assessment Design Using Articulate Storyline**
Kevin Thorn, Chief NuggetsHead, NuggetsHead Studioz
We put a lot of time and effort into designing the best online instruction we can. But we’re under tight deadlines and the end of course quiz tends to be an afterthought and assembled with out-of-the-box templates, with little to no design effort. Learn how with a little forethought into designing end of course quizzes or assessments, we can completely change the overall user experience. We’ll look at ways to design custom quizzes and assessments, save new designs as templates for future projects, customize feedback for questions and choices, and more. You will get a free Storyline (v2) custom assessment template as a takeaway source file.

505  **The Deceiving ROI: It’s Time We Discovered the Truth**
Ron Stone, President, Center for Performance and ROI, Inc.
ROI is a powerful tool to demonstrate the accountability of learning solutions. But ROI calculations and impact studies can seriously overstate and misrepresent the business contribution of a learning solution. It’s time to learn the truth about analyzing and communicating results from learning interventions. Learn:
- To demonstrate how seven key evaluation variables contribute to any ROI calculation and how each can be misapplied to inflate the ROI.
- How to analyze the quality of any ROI calculation to discover and communicate the truth about the ROI.
- How to apply the ROI Quality Analysis Job Aid to discover flaws in three case examples of actual ROI calculations.
506 The MicroLearning Revolution: A Bold New Model for Developing Talent
Stephen Meyer, CEO; Brian McCallum, VP Marketing, Rapid Learning Institute

The appeal of microLearning is clear: short, narrowly defined bursts of learning. Tech-enabled. On-demand. Millennial- and mobile-friendly. But microLearning, like ILT, is most effective when organizations excel at learning adoption. Unfortunately, many organizations pay too much attention to selecting learning content, and too little to making sure that content actually gets deployed effectively on the job. The good news is that microLearning is easier to make stick than legacy learning methods. Learn why it is best deployed as a blended learning solution and explore an adoption process called “Flipping the Funnel”–a paradigm shift in organizational learning.

507 Project Management 3.0: Influencing Project Stakeholders
Lou Russell, Queen, Russell Martin & Associates

To successfully complete your project, you must borrow the brains and approval of many people in your organization including business experts, executives, customers, technical resources, compliance staff and legal. Learn how to influence these people who are critical to the success of your project even when your project is not critical to them.

508 Mapping a Continuous Learning Model that Drives Business Impact
Kelly Rider, Director, Curriculum and Instructional Design; Laura Whitaker, Senior Learning Strategist, SAP

Want an amazing continuous learning culture – incorporating formal learning, informal learning, on-the-job experiences and performance support – but aren’t sure how to start [or advance] your efforts? We’ll explore Bersin’s Continuous Learning Model [Education, Experience, Exposure, Environment] and some tried-and-true examples of non-formal systems, measurement and learning at SAP. You’ll gain new language and techniques to transform reactive/order-taking conversations with business owners (“You’d like a class? Okay!”) into empowered, L&D-led discussions (“Let’s integrate learning throughout your team to advance that business issue”), with lively role play to follow.

509 Change Management’s Role in Training at Coca-Cola
Andrew Currie, Director, Global Business & Technology Services for Change and Communications; Tina Bjork, Capability Deployment & Training Strategy Lead; Rao Garapaty, Change Management Lead, The Coca-Cola Company

A robust Change Management program is a prerequisite for effective training, providing employees with the preparation, support and skills they need to adopt change. In this session, you’ll explore practical solutions Coca-Cola has been practicing and refining. Learn about:

- Stakeholder Management: what happens if executive active sponsorship is lacking?
- Role Mapping: what happens when roles and their hand-offs are not well defined for the changes?
- Change Impacts: what happens when change impacts are not articulated appropriately?
- Communication and Readiness: what happens when training criticality is not understood by users or their managers?

510 Building Strategic Linkages to Map and Measure Learning Strategy
Ajay Pangarkar, Workforce Revolutionary, CentralKnowledge Inc.

Business leaders have made learning a priority. But they expect learning initiatives to connect with organizational objectives, ensuring improved performance though a cause-and-effect effort. Discover how to do this through a performance management framework. Using a case study you’ll see how the learning and growth component of an “balanced scorecard” ensures that learning aligns with the company’s existing metrics and strategic objectives.

511 Think Social Learning is Just Social Media? Think Virtual Training!
Kassy LaBorie, Director, Virtual Training Services; Tom Stone, Director, Technology Based Learning, Dale Carnegie Training

Social media tools are just one way you can enable greater social learning in your organization. When done right, virtual classroom training can be an outstanding social learning experience. To some degree this is likely already happening in your best live online classes, but if you haven’t focused on it strategically, you aren’t gaining the maximum benefits. In this session, you will be given several examples of social learning elements that can be found in highly-engaging synchronous virtual classroom programs. Learn to:

- Define social learning and identify how its benefits can arise during live online training programs.
- Leverage virtual classroom tools and activities that provide robust social learning experiences.
- Enable greater social learning in your organization using the training tool investments you have already made.

512 4 Non-Negotiable Things Your PowerPoint Slides Need to Increase Learning
Bruce Gabrielle, President, Speaking PowerPoint

Most PowerPoint slides violate basic principles of cognitive science. We’ll explore four critical, research-based principles every PowerPoint slide must follow in order to increase learning. You’ll learn to:

- Recognize when you have too much information on a slide and know how to fix it.
- Write text so it’s easy to present and easy to understand.
- Select when to use pictures to increase understanding, and which pictures to use.

513 How to Negotiate and Influence More Effectively
Jeff Cochran, Master Facilitator, Shapiro Negotiations Institute

Learn an approach that improves your negotiation and influencing abilities – critical skills for employees in any function. This session focuses on preparing more effectively, asking questions that get to the other side’s interests, and proposing solutions in a more persuasive manner. Learn to become more confident in any situation and translate that confidence into results. Most importantly, learn tips and tricks that you can pass on to your team immediately!

An annually we send at least 5 people from our team and never regret the decision. Anyone who attends will get huge ROE (Return on Expectations).

- National Training Manager, Sorenson Communications
**WEDNESDAY, FEBRUARY 1**

**7:45 AM – 8:15 AM**

**Getting Things Done at Training 2017**

Don’t miss your check-in meeting with your coach Nancy LoCascio and other participants to share progress updates on meeting your goals!

**Morning Chair Yoga**

We invite you to clear your mind and center yourself each morning of the Conference with a chair yoga class led by certified yoga instructor Ronda Davis. All levels are welcome — whether you are practicing for the first time or have an established routine. Make the most of your day with a practice you can take back to the office. Please wear your preferred conference attire, no yoga pants necessary!

**8:30 AM – 9:30 AM**

**601 Fundamentals of Performance Improvement**

Rose Noxon, Senior Training and Education Solution Architect, CACI

Training is a powerful intervention in process improvement initiatives. Training is one of many interventions that organizations use to close a performance gap. In this knowledge-based session, Rose will use tools found in Fundamentals of Performance Improvement: Optimizing Results Through People, Process, and Organizations – an essential resource for training and HR professionals — to discuss the performance improvement process and look at templates to help enrich the training analysis process.

**602 Using your Mobile Device to Create Amazing Content**

Nick Floro, Learning Architect, Sealworks Interactive Studios

Are you looking for some new ways to create amazing content using your mobile device? If yes, this session will provide you with inspiration and practical information. We’ll demonstrate and discuss:

- How to improve audio- and video-based recordings with your mobile device.
- Several add-on mics and accessories to improve your quality.
- Apps and resources to record, edit, create graphics and animation that can be used immediately in your next project.

**603 Secrets of Master Virtual Trainers: 5 Ways to Rock the Virtual Classroom**

Cindy Huggett, Principal Consultant, Cindy Huggett Consulting, LLC

There are five things that master virtual trainers do to deliver effective virtual classes. Learn how by preparing relentlessly; engaging an unseen audience; multitasking effectively; making the most of your voice; and handling unexpected challenges; you can be a rock star in the virtual classroom. Whether you are brand new to live online delivery or have been facilitating virtual classes for years, and regardless of which virtual training software platform you use, you will be sure to leave this session with new ideas, new tips, and new techniques for improving your virtual delivery skills.

**604 Micro-Learning Design for On-the-Go-Learners**

Ray Jimenez, Author, Story-Based eLearning Design

Move beyond the antiquated, costly and slow method of designing and delivering learning with Micro-Learning. You’ll get a 5-step process for creating Micro-Learning lessons, an implementation checklist, five free source codes, and links to demos and examples.

**605 Blended Learning Continuum Understanding Roles, Curriculum and Leveraging MOOCs**

Timothy Brannan, Professor, Central Michigan University

Much has been written about Massive Open Online Courses (MOOCs) and how they will impact Higher Education, however very little has been explored about how these curricula can be leveraged in a blended learning environment and the corporate training room. Learn how by using a “Blended Learning Continuum” — from face-to-face to virtual course delivery — you can effectively infuse technology tools, including MOOCs, into your classroom.
606  How to Create a Slack Collaborative Learning Environment with xAPI Compatibility
Myra Travin, Learning Specialist, MetaImpressions
Slack, a collaborative tool that allows people to communicate in real time, builds communities—and extends learning from single courses into micro-communications and context-related expert sourcing—is particularly positioned to be successful as a learning tool. See how these multi-access environments can be combined with analytics tools available both inside Slack and in other tools such as Google Analytics. Learn how with the added compatibility of xAPI and LRMS cloud-based data, this design is the answer to the request for more immediate, adaptive, and context-based learning environments.

607  The Human Element: Making Video More Engaging and Effective
Matt Pierce, Customer Support Manager, TechSmith
Video has grown in popularity, and its ease of availability has made it a more accessible tool. However, like many tools, just because it’s easily available doesn’t mean that we have a good grasp on how to make it work for us. It’s easy enough to record a video, but how do we get beyond “just making a video?” How do we make it so it’s not another thing to do for our learners and make it more engaging, effective, and impactful? Whether you’re doing a high-end video production, creating a video with your phone, or a screen video, this session will look at enabling the human element.

608  The Future of Training is Here; Come See It
Neal Rowland, Curriculum Manager, Plex
Imagine true real-time training—learning at the moment it is most needed. Better yet, come see it! See how Plex has been pushing the envelope of wearables and augmented reality to deliver personalized, specific training to the person at the precise moment they need it—when they are performing the work and applying their learning (i.e. manufacturing sites require safety glasses and helmets, so we fitted them with the power of learning and knowledge). See what that looks like and what it could mean for you and your organization. The possibilities will blow your mind. Be astonished, but more importantly open your mind to the new and dynamic ways to deliver training that you may not have ever realized was possible. Knowing what is possible is only the start.

609  10 Wicked Cool Classroom Training Tricks!
Mark Snow, VP Performance Technology, HRD Press
Sometimes we find even our best sessions falling flat. Our learners are tapping their fingers, rolling their eyes, yawning, and generally itching to do just about anything except listening to our content. Learn 10 proven tricks that can be used anywhere in a session where you start to see a lull. You’ll grab their attention, get them on the edge of their seats, and instantly re-engage their minds to an optimal state. Yes, it CAN be done!

610  7 Amazing Ways to Make Video Work For You On Any Budget
Steven Stevlic, LMS Manager, Ace Hardware
What do you do when your online learning system has low usage and a poor reputation, yet your business depends on it to drive productivity? Learn how Ace Hardware reinvented its learning management system by integrating more video and making it more engaging, ultimately doubling user adoption and driving a measurable increase in store revenue—all without the disruption of a major systems overhaul. Learn:
• 7 ways to add video learning to your LMS to drive better results on any budget.
• How to avoid common complaints surrounding video training such as mobile device incompatibility.
• A practical approach to make your LMS more engaging and deliver a more Netflix and Amazon like learner experience.

611  Techniques and Tools for Streamlining the eLearning Review Process
Danielle Watkins, Principal, Zenith Performance Solutions
When designers, developers, and SMEs collaborate to create eLearning, a painful part of the process can be the back-and-forth between the team members during the alpha/beta review. After much trial and error, we have defined techniques and tools for streamlining the SME review. In this session, we will share techniques for communication during the review process, tools that can streamline the feedback you receive, and share examples of tools you can immediately implement with your team.

612  What Every Leader Should Know About Strategic Planning
Michael Wilkinson, CEO, Leadership Strategies, Inc.
For learning practitioners to gain the ear of senior executives, we must be able to speak and understand strategy. Learn a road map for building strategy that demonstrates the critical difference between mission versus vision, goals versus objectives, values versus guiding principles, and critical success factors versus strategies. You will also explore the 10 pitfalls to avoid in strategy. You will leave knowing how to confidently discuss strategy and its components with business unit leaders as well as how to apply a strategic planning framework to solving both business and L&D issues.

613  Using the Visualization Process to Create Dynamic & Effective eLearning
Richard Goring, Director, BrightCarbon
This session explores a process to help you get away from Death by PowerPoint and click-through eLearning, so that your content can become more visual and bring your points to life. Learn to:
• Get rid of bullet points and delight your audiences with compelling visual slides.
• Explain complex concepts with diagrams that help people understand.
• Ensure that you focus on the right message and objective for each component of your course.
• Tell stories that come to life with visual sequences and incorporate animation to fully engage learners.

614  Boost Training Transfer Using Predictive Learning Analytics
Ken Phillips, CEO, Phillips Associates
Scrap learning, the gap between learning that is delivered and what is actually applied back on the job, is a critical business issue for organizations—and for you! It not only wastes scarce organizational resources, it threatens your professional credibility. Learn a proven method to reduce scrap learning by targeting those learners least likely to apply the training they have received—Predictive Learning Analytics (PLA). Learn to:
• Explain the 3 phases and 9 steps comprising the PLA methodology.
• Build a predictive learning analytics algorithm that identifies those learners who least likely to apply what they learned.

For detailed schedule and session updates, visit www.TrainingConference.com
Wednesday Sessions

615 Bite-Size Learning in a Traditional Training World
Treion Muller, Chief eLearning Architect; Matt Murdoch, Global Director of Online Learning, FranklinCovey
When given the choice, learners will choose mobile abstracts over books, YouTube DIY over lecture, online single-point lessons over instructor-led training (ILT), and JIT mobile reinforcement over daylong training. Treion and Matt will share bite-size principles reinforced by brain science, irrefutable research, and current reality to show what the future of learning looks like. You will learn how to apply digital MicroLearning principles to your existing ILT courses and other forms of traditional training. And together we'll troubleshoot your traditional training challenges and come up with bite-size solutions.

616 Developing Leaders Without Real-World Experience Using Brain Science
Margie Meacham, President, Learningtogo
There are not enough people to fill the gaps left by the baby boomers as they exit the workforce. Have you even started looking at this potential crisis in your own organization? It takes time to develop the skills needed by leaders today, so how will you “grow” your leadership team in the short few years you have left? Traditional methods may not be enough. Learn about evidence-based best practices culled from real-world experience and validated by the latest research in the science of learning. You’ll explore the top five cognitive skills needed by tomorrow’s leaders and learn to evaluate your current leadership pipeline in terms of leaders who must be ready in 5, 10 and 20 years.

9:45 AM – 10:45 AM

701 4 Secrets of Training for Maximum Business Impact
Sardek Love, Founder, Infinity Consulting and Training Solutions, Inc.
Learn four super-simple secrets for designing, developing, and delivering training that achieves maximum business impact. You will learn to:
• Conduct a rapid needs assessment in as little as 10 minutes.
• Create high levels of participant engagement and retention of learning using highly targeted and very relevant experiential activities.
• Ask three specific questions to measure the return on investment of training.

702 Next Generation Gamification, Simulation and Virtual Reality Learning
Anders Gronstedt, President, Gronstedt Group
How do you leverage the explosion of screens and devices to change behavior among learners of all generations? Join us for a session packed with demos and case studies of how leading organizations are harnessing gamification, simulation, virtual reality, and digital video to build organizational capabilities:
• Sales skills taught in a spy-themed game with live-action video.
• Cyber security awareness taught with an engaging game.
• Leadership skills taught with 3-D immersive simulations.
• Coaching skills taught in short mobile, vertical video-based reinforcement modules.

705 There’s an App for That: Using Apps to Deliver Self-Service Training
Sam Howard, Instructional Designer, Domo
As apps become a primary method for delivering customer experiences to users, the training industry needs to do more to adapt apps as a training delivery model. We’ll discuss lessons learned while planning, designing, and implementing training apps. You will:
• Gain insight into the advantages of app-based training modules.
• Understand the extent to which UX principles and methods can be implemented in the development process.
• Determine how to ensure your app trainings are marketable to your users.

706 Put Virtual Learners in the Driver’s Seat: Increase Learner Retention
Sheri Jeavons, President, Power Presentations
Adults learn by actually doing what they’re being taught. As a virtual trainer, it’s your job to get them “doing.” But how do you do this within the confines of your virtual platform? If you’re conducting virtual sessions on a regular basis, you’re likely already implementing some virtual tools: Using chat, feedback tools, a few polls and occasionally opening the phone lines. What’s next? How can you creatively implement interaction to increase learner retention? Learn about fun activities, tools, techniques and real-life examples you can immediately implement to take your live online training beyond the basics, and ultimately increase learner retention.

707 Creating Hyper Stories for The “Must-Learn,” “Must-Get,” “Must-do-Now” Learners
Ray Jimenez, Author, Story-Based eLearning Design
Learn about an approach that helps designers and leaders find the high value and useful content and match them with work-related stories that are full of emotional experiences. As a result, learners pay attention. They learn and apply the ideas quickly. Learn to:
• Apply steps in dissecting big content and find what is most useful.
• Identify, write and formulate hyper stories to match the value of the content.
• Apply the Hyper Story lessons to compliance, technical, people skills and other types of learning.
• Learn from live demos and examples and obtain templates for design application.
Wednesday Sessions

708 Using Clues to Get from Objectives to Interactions
Matt Kurtin, Lead Programmer & Learning Technology Consultant; Lisa Toenniges, CEO, Innovative Learning Group
Getting from learning and performance support objectives to an excellent functioning course is not a trivial exercise. In fact, it requires quite a bit of expertise: instructional design, interface design, information design, interaction design, programming, graphics, etc. See examples of different types of mobile learning solutions. And learn to make the connections between the learning and performance objectives to the interactions to be developed and the tools to be used to develop them. You’ll have an opportunity to practice making these types of connections yourself using scenarios related to mobile websites, apps, and different authoring tools.

709 5 Steps to Empower Mentors and Supercharge Learners
Jennifer Labin, Owner, T.E.R.P. Associates LLC
Mentoring relationships create lasting impact and drive results. However, while these organic relationships can create and enable leaders, the supporting programs often fall short of expectations. Most often, there are missed steps and a lack of direction because practitioners do not have a cohesive model to follow. We’ll dive into the power of mentoring programs and how they address the most critical talent issues in organizations. We’ll explore the industry’s only standard model for developing mentoring programs, and follow the steps to creating an effective program. You will complete take-and-use worksheets so you can start applying the model right away.

710 Coaching for Their Dual Role: 5 Ways to Help SMEs Facilitate Learning
Greg Owen-Boger, VP, Turpin Communication
SMEs bring depth of experience, enterprise-wide perspective, and credibility to the learning process. But asking SMEs to perform this dual role also brings risk. While they want to do well in the classroom, it is an environment outside their expertise. In this session, we’ll explore the unique needs of SMEs and examine ways to design learning to help them be successful. We’ll also introduce new language and explore nonthreatening coaching techniques to help them deliver content effectively.

711 Captivating Training Tidbits: Trackable Chunks of Content
Jared Palmer, Training Director, Child & Family Support Services
Learn to create a trackable chunk of content using Adobe Captivate, quickly and competently. You’ll see how to enhance your message with images, illustrations, and video content, without needing graphic design expertise. And, how to craft the content, illustrate the information, and track the deployed training using Captivate and your favorite LMS.

712 Project Management for Video Learning
Sam Rogers, Principal Consultant, Snap Synapse LLC
In this session, we’ll answer questions such as who to solicit/accept feedback from, how to sidestep IT roadblocks, where to store those massive source files, what content should never be made into a video in the first place, and how to know when your project has gone off track. We’ll also examine the proven strategies and methodologies that will allow you to produce more cost-effective videos faster, increase learning quality, and stay sane in the middle of crazy.

713 Brand You, Brand Your Department: Creating Value
Shannon Tipton, Owner, Learning Rebels, LLC
Do you struggle to build buzz and credibility around your work? It’s time to build some brand awareness! If you build it, they will come is no longer a solid marketing plan, and L&D credibility isn’t built solely on word of mouth. It is time to think like marketers! Marketing departments understand how to talk to potential customers, and what makes them tick. They understand how to drive value to their product. It’s time to learn how to best communicate with our “customers.” In this session, you’ll get four solid marketing-based ideas to create that all important buzz, putting your learning courses on the must attend list!

714 Use Your StoryLine 2 Illustrated Characters to Create Useful and Easy Animations
Michael Laudone, Senior Instructional Designer, Federal Reserve Bank of Chicago
Learn to create animations that are meaningful to the story you are telling by repurposing the illustrated characters in StoryLine2 and editing them in PowerPoint. Learn to:
• Export illustrated characters from Storyline2.
• Import the characters into PowerPoint.
• Edit the characters’ features, expressions, poses, hair, and clothing.
• Import the characters back into Storyline or other development tool.

715 Responsive Technology: Giving You the Edge in the Changing Landscape of eLearning
Adam Cannon, eLearning Evangelist, eLearning Brothers
Today’s learners want to be able to access materials from a mobile phone, tablet, or laptop computer, and they don’t want to download yet another app to do it. Traditionally, eLearning has lagged behind in the implementation of new technology. It’s time to catch up! You’ll learn the reasons for Responsive Technology and get specific examples showing the accessibility of Responsive Technology to developers and Subject Matter Experts. Catch the vision of how this approach can apply to your own design and development process, and leave with the tools to make it happen.

11:00 AM – 12:00 PM

801 Strategies for Integrating Learning with Cloud Technology
Laurie Burruss, Education Innovation Advisor, Lynda.com
Discover how to create aggregated learning playlists and evaluate and propose implementation and integration strategies for cloud applications. You’ll learn about tools that foster personalized curriculums, projects that support self-learning, and hybrid or flipped classrooms, as well as online courses. You’ll see demonstrations of: Evernote, a personalized student digital notebook; Learni.st, a site-to-store annotated URLs and learning documents; several online libraries; Wikispaces, org, a free learning management system; and MOOCs [massive open online courses]. You will leave with a strategy – the 5-Finger Rule for Picking Your Online Tools – to make the most of integrating mobile learning with cloud capabilities.

Log on to TrainingConference.com to register today!
Pre-Register for your Clinic choices! Be sure to pre-register for a hands-on clinic which is included with your 3-Day Conference registration.
Hands-on Clinics
Grab some lunch and learn by doing in a 3-hour hands-on, interactive session that is included with your 3-Day Conference registration. Space is limited, pre-registration is recommended.

12:15 PM – 3:15 PM
C01 Ready to Play: How to Design, Develop and Engage with Games
Dave Goodman, Director, SoftAssist, Inc
This is a game intensive event. You’ll start by playing a business game two weeks prior to the conference. During the conference, you’ll deconstruct the game and describe how a game is designed from the initial point of engagement through to deployment and active participation. The concepts, constraints, technologies and the possibilities of gaming will be illustrated and practiced. You’ll experience the use of collaborative and social media to capture, convey and communicate shared knowledge of the game and walk away with a game plan to implement in your organization.
BYOD: Bring a laptop.

C02 Quick, Sure-Fire, Easy-to-Use Tools for Creating a Corporate Certification
Judith Hale, Author, Performance-Based Certification: How to Design a Valid, Cost-Effective, Defensible Program
Learn what it takes to certify employees, customers, and aftermarket partners such as dealers, distributors, and on-site customer support staff. You’ll explore six things needed to create defensible, cost-effective certifications, micro-credentials, and digital badges to reduce the cost of service and sales; strengthen brand image; and be more competitive. During this hands-on clinic you will practice using a series of certification development tools specifically designed for corporations.
BYOD: Bring a laptop.

C03 Developing Excellent Facilitation Skills
Michael Wilkinson, Author, The Seven Separators of Facilitation Excellence
Get the skills you need to be an excellent facilitator from a master — Wilkinson is a Certified Master Facilitator and Board member of the International Institute for Facilitation. Practice applying each of the facilitation techniques — the Seven Separators — to facilitate a group in a step-by-step framework. Learn to:
• Establish and maintain a high energy level.
• Ask starting questions that draw a vivid image.
• Employ a full toolkit of follow-up question types.
• Respect the “power of the pen.”
• Carry the group through the process.
• Prevent, detect and resolve dysfunction.
• Isolate and address sponsor’s key needs.

C04 Leveraging Analytics to Bridge Gaps Between Training and Results
Trish Uhl, CEO, Owl’s Ledge
It’s time to get tenacious about training transfer. Explore how one water utility company leverages learning analytics and training transfer to bridge the gap between training events and improving human performance, using metrics, measures, and milestones to proactively direct outcomes and drive toward future bottom-line results. You’ll:
• Understand step-by-step how to connect training events to people performance, and people performance to organizational outcomes and bottom-line results.
• Leverage training data and learning analytics to create laser focused, targeted interventions to get and stay on track in achieving goals and demonstrating measurable value.
C05 Have an App Ready to Publish By the End of This Session
Neal Rowland, Curriculum Manager, Plex

You have amazing training content. Ever want to turn it into an app? Afraid of coding? No worries. Learn how to build the app with absolutely no coding required. Neal will walk you through the simple steps needed to produce an app using Windows App Studio and a few other optional programs.

BYOD: Bring a laptop.

C06 YouTube for Training: Make and Distribute Videos the Easy Way
Sam Rogers, Principal Consultant, Snap Synapse LLC

In this hands-on clinic, you will:
• Configure a YouTube channel from scratch.
• Upload videos from computer and mobile.
• Create and edit YouTube Live streaming content.
• Secure videos or maximize discoverability.
• Determine the most important video analytics for your organization.
• Discuss a simple production methodology and put it into practice.

BYOD: Bring a laptop running Google Chrome browser, mobile device running YouTube app, Google/YouTube/Gmail account, and headphones with a built-in microphone.

C07 Releasing Your Inner eLearning Hero with Storyline
Alicia Blitz; John Brown, Senior eLearning Designers/Developers, MUFG UnionBank, N.A.

Learn to build unique and engaging interactions using advanced actions in Storyline. We’ll share source files to be used in the activities and the finished sample project. Learn:
• How to use Variables, States, and Triggers to create advanced interactions.
• Ways to make the slider interaction in Storyline 2 your new best friend.
• How controlling multiple layers on the same screen can create an inventive interaction.
• How to use triggers and variables to simulate a saved state when revisiting a screen (and why you would want to do that).
• To create a menu screen that enhances navigation and keeps track of the learner’s progress no matter where they are in a course.
• To use JavaScript to execute advanced actions like: forced completion to an LMS, email generation, and date/time displays using a few simple steps.

C08 Marketing Your L&D Brand
Heather Drennan, L&D Senior Analyst, State Farm

During this hands-on session, you will develop an 18-month marketing proposal aimed at improving the visibility of L&D as an essential component of your corporate culture. You will create an L&D Marketing Plan Template and Marketing Messages at a Glance to document the key factors of a comprehensive marketing plan, including learning philosophy, strategic alignment, what needs to be marketed and how, and ways to measure your marketing approach. You’ll:
• Learn to align the L&D Brand to the company vision, mission and/or strategy.
• Determine what L&D should/needs to communicate.
• Complete an 18 month marketing worksheet.

PROJECT: You are encouraged to bring a copy of your company’s vision, mission and/or current key strategic drivers.

C09 High-Impact, Low-Cost Experiential Activities That Engage Any Audience
Sardek Love, Founder, Infinity Consulting and Training Solutions, Inc.

An astonishing 75% of all training is never applied back on the job because participants are disengaged. Let’s stop this epic waste of time, money, and resources by putting an end to boring training! You’ll experience and practice super-simple, time-tested training techniques that will maximize participant engagement and eliminate dull, tiresome training. You’ll receive a Playbook containing the instructions for facilitating the activities as well as access to a portal with videos demonstrating the activities.

C10 Podcasting 101, 201, and 301 Best Tips and Tricks
Rob Walch, VP Podcaster Relations, Libsyn

Get the latest techniques for recording, editing and hosting your podcasts. Explore the hidden secrets behind what works and what doesn’t work in iTunes. Discover methods for promoting your work in social media – and learn which marketing techniques are bogus! You’ll learn to create an audio recording, setup podcast hosting and your RSS feed, and know where and how to submit your RSS feed to get your podcast out to the masses.

BYOD: Bring a laptop with the latest version of iTunes and pre-loaded with your favorite audio recording/editing software. If you have not used recording/editing software for a Mac, please make sure you have GarageBand installed; for a PC, install Audacity.

C11 ROI by Design
Laura Paramoure, CEO, eParamus

Learn how to capitalize on current best practices to create the chain of evidence starting with design. You will walk away with a clear understanding of how to design programs that can be measured, how to measure learning, and how to align learning programs with organizational goals/metrics. Learn to:
• Identify how to standardize learning design to enable the measurement of learning outcomes and to show how programs impact the learner, the job, and the organization.
• Convey examples of a measurement methodology being utilized in organizations to create evidence of learning impact and establish accountability for learning results.
• Recognize the data generated by the learning measurement stages and used for data-driven decisions in organizations.

C12 Micro-Learning in Micro-Time: Developing Impactful Just-in-Time Learning
Shannon Tipton, Owner, Learning Rebels, LLC

Get the tools you need to rapidly build your own micro-learning element and leave with a design that is effective, usable, and sustainable. At the end of three hours, you will have:
• A micro-learning strategy applying the, “what, how, when, and why” of micro-learning.
• Your own micro-learning design that takes you from inception to implementation.
• New tools to use that you can customize to your needs (i.e video, self-directed lesson building, live stream recording, social groups etc).

BONUS: You will receive a Micro-Learning Development Workbook, a Content Map Template, and Media Checklists. You will leave with a project plan outline.

BYOD: Laptop or mobile device with smartphone is recommended.

Busy schedule? Learn online!
Visit TrainingLiveandOnline.com for upcoming Certificate programs.
C13 **Create Better Instruction in Any Setting Using the Science of Learning**

Patti Shank, Founder, Learning Peaks, LLC; Karen Hyder, Online Event Producer, Kaleidoscope Training and Consulting

Learning content is often difficult to learn and apply. Too much content leading to overloaded memory (and less learning), poorly organized content making it harder to understand and more difficult to use...and the list goes on. The (very) good news is research provides instructional, writing, and information design principles that show us how to make it easier to learn from instructional content. Patti and Karen will show you how to break down these principles into tactics you can use to make your instructional content easier to learn, use, and apply — regardless of your delivery method. In this very hands-on session, you will learn to use TRALM (the tasks and realities of adult learning model); select tactics to help people link to prior knowledge; and identify why the most common myth about remembering is...WRONG.

**BYOD:** Bring a laptop with a word processing program, and a portion of content you want to work on. Leave with better content!

C14 **Photoshop for Online Instructors: Create Visually Stunning Courses**

Mark Lassoff, Founder, LearnToProgram Media, Inc

Do you want to make striking, clear course visuals, but you struggle with graphic design and software? Attend this clinic and learn to create attractive, effective visuals to complement your courses. You’ll become familiar with Photoshop as a tool for digital design; and you’ll learn some basic rules and techniques that will improve your design greatly — even if you don’t have an “artistic eye.” Learn to:

- Create compelling slides for inclusion in eLearning courses.
- Create Lower Thirds that can be used for screencasts or video.
- Understand how type works and always pick complementary typefaces.

**BYOD:** Bring a laptop with Photoshop installed (30 Day free trial version is fine).

C15 **An Exercise in Motivation with Gamification Design**

Monica Cornetti, CEO, Jonathan Peters, Chief Motivation Officer, Sententia Gamification

Keeping employees engaged isn’t easy — especially in today’s easily distracted and multitasking workforce. And that’s where a solid gamification strategy comes in. Rather than approaching gamification by applying cookie cutter, meaningless game mechanics to a program, learn how use a proven process to create cohesive, challenging, collaborative gamification experiences. In this “can’t miss” session, you’ll learn how simple gamification design concepts, when applied properly, can inspire your employees to take action in ways that matter to your business. You’ll get to try your hand at Proto Persona creator — designed to help you stay focused when creating employee onboarding, learning, and engagement programs.

**BYOD:** Bring a laptop with a word processing program, and a portion of content you want to work on. Leave with better content!

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Conference ....................... Sept. 25 (4 pm) – 27
Hilton New Orleans Riverside • New Orleans, LA

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Hyper-Realistic Training: A Movie Studio Tour
8:30 am – 12:30 pm
Experience how Strategic Operations, Inc. (STOPs) provides Hyper-Realistic training environments for military, law enforcement, first responders, and other organizations responsible for Homeland Security, using state-of-the-art movie industry special effects, role players, training scenarios, sets, and props. Note: The special effects utilized during these simulations are very realistic and some may find them disturbing.

Bus loads at 8:30 am and returns by 12:30 pm. Fee: $65

Naval Education and Training Command Tour
8:00 am – 12:30 pm
Join the tour of the Naval Education and Training Command—the Navy’s premier training organization and see firsthand how one of the largest commands in the Navy uses classroom, hands-on labs, simulation and computer-based training to prepare sailors. Don’t miss your chance to try out a world-class simulator! Note: Tour participants will meet for a briefing on Wednesday, February 1, 3:20 pm – 3:35 pm.

Bus loads at 8:00 am and returns by 12:30 pm. Fee: $65

San Diego Zoo Academy & Private Tour
8:00 am – 11:30 am
Start your day with a continental breakfast at the zoo, followed by a presentation from San Diego’s Chief Global Human Resources Officer. Learn about their programs in customer service, leadership development, and get a glimpse of their online training portal. Afterwards, you’ll take a narrated bus tour of the zoo grounds and visit an exhibit area not accessible by the general public.

BONUS: At the end of the tour, you can return to the Convention Center or you can stay to explore the zoo at no additional entry fee!

Bus loads at 8:00 am and returns by 11:30 am. Fee: $100

Payment
We accept payment by check or money order payable to Training Conferences [U.S. funds and a U.S. bank], wire transfer and the following credit cards: American Express, Discover, MasterCard and Visa. For purchase orders, please fax it with your registration form to: 847.277.7414 and an invoice will be sent to you. Registrations must be paid in full prior to the start of Training 2017. Badges will not be issued without payment. A W-9 is available at www.TrainingConference.com in Registration FAQs.

Organizational Discounts
Discounts are available on the 3-Day Conference for: Government/Military; Academic Institutions; Charitable Non-Profits; and Groups of 3 or more. One discount per attendee; discount offers may not be combined. Discount codes must be entered prior to payment. New registrations only. Contact Staff@TrainingMagEvents.com.

Special Services Needs
If you have a special services need (food allergy, accessibility need), please indicate it in the space provided on the online registration form or contact Customer Service at least 10 business days prior to the conference to add it to your registration.

Attendee Customer Service
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Monday–Friday
9 am – 6 pm Eastern
Fax: 847.277.7414
Email: registration@goeshow.com
(with “Training Conference” in the subject line)

General Questions?
Visit www.TrainingConference.com for the most up-to-date information and schedules.

Cancellation Policy
Should you need to cancel your Training 2017 Conference registration, you must do so in writing to Customer Service — either by email or by fax — by January 13, 2017. Cancellations received by January 13, 2017 are subject to a $100 processing fee. After January 13, 2017, we are happy to accept substitutions or issue a letter of credit for a future conference or online certificate program, but no refunds will be issued. Expo-only fees and Tours fees are non-refundable.

For exhibit/sponsor opportunities, contact Dick@TrainingMag.com or Payton@TrainingMag.com
Training 2017 Conference & Expo will take place at:

San Diego Convention Center

111 West Harbor Drive
San Diego, CA 92101

The San Diego Convention Center sits right on the sparkling San Diego Bay and across the street from exciting downtown. Take time to explore the dining and urban excitement of the historic Gaslamp Quarter. From suave steakhouses and eclectic ethnic fare, dinner clubs to sultry jazz bars, more than 100 restaurants are situated within blocks of each other. Stroll along the waterfront. Enjoy unique boutiques or deal-laden shopping outlets. It’s all within a few steps of the Convention Center and nearby hotels.

PARKING AT THE CONVENTION CENTER

The San Diego Convention Center is three miles from San Diego International Airport. For San Diego Convention Center parking information and directions, visit www.sandiego.org, and select the ‘Hotel/Travel’ tab.

HOTEL RESERVATIONS

Hotel rooms fill quickly, so book your room soon! Special room rates shown are good through December 28, 2016 or until the room block fills, whichever comes first.

Contact Connections Housing, our official housing bureau, via one of the methods below to receive our special show rates. Connections Housing is the only official hotel agency for the Training Conference.

Online: Visit www.TrainingConference.com and select the ‘Hotel/Travel’ option.
Phone: 800-262-9974 or 404-842-0000 (International)
Fax: 678-730-5645

Reservations are accepted on a first-come, first-served basis, and discounted rooms are only available while blocks last, so be sure to book soon!

Government Per Diem rooms are available on a limited basis. Visit www.TrainingConference.com and select the ‘Hotel/Travel’ tab for details.


*Beware of hotel fraud: Connections Housing is the only approved, official housing vendor for the Training Conference. Unauthorized housing companies may be contacting you advertising cheaper rates and may imply or claim an affiliation with the Training Conference. Reservations made through an agency other than Connections Housing will be at your own risk. If you are contacted by another housing service trying to sell hotel rooms, please notify Training Conference Housing Management at TrainingConference@ConnectionsHousing.com before providing any company or personal, credit card or banking information.

HOTEL OPTIONS

**Rates shown below do not include tax. Additional guest charges may apply.

MANCHESTER GRAND HYATT SAN DIEGO (Headquarters Hotel)
1 Market Place
$279.00** single/double
0.5 Mile(s) from the Convention Center

Courtyard San Diego Gaslamp Convention Center
453 6th Avenue
$249.00** single/double
0.3 Mile(s) from the Convention Center

Embassy Suites San Diego Bay – Downtown
601 Pacific Highway
$279.00** single/double
0.7 Mile(s) from the Convention Center

Omni San Diego
675 L Street
$276** single/double
0.1 Mile(s) from the Convention Center

Renaissance San Diego Downtown
421 West B Street
$259.00** single/double
0.4 Mile(s) from the Convention Center

The US Grant
326 Broadway
$269.00** single/double
0.9 Mile(s) from the Convention Center

The Westin San Diego Gaslamp Quarter
910 Broadway Circle
$259.00** single/double
0.6 Mile(s) from the Convention Center

Wyndham San Diego Bayside
1355 North Harbor Drive
$199.00** single/double
1.1 Mile(s) from the Convention Center

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Why not extend your stay before or after the conference? San Diego is home to world-class attractions, so there’s something for everybody! Downtown attractions include PETCO Park, home to the San Diego Padres, and the USS Midway Aircraft Carrier Museum, situated along sparkling San Diego Bay. Or, spend the day at the lush 1,200-acre Balboa Park, one of the nation’s largest cultural complexes and home to the largest concentration of museums west of the Mississippi. For more information, visit www.sandiego.org.

TRANSPORTATION

There is no shuttle service available between the hotels and the San Diego Convention Center. Many of the Training 2017 hotels are in walking distance of the convention center. The San Diego Trolley has two stops directly in front of the Center at Harbor Drive/First Avenue and Harbor Drive/Fifth Avenue. For additional information, visit www.TrainingConference.com and select the ‘Hotel/Travel’ option.

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On the Conference when you register with
Discount Code: TWEB
Offer expires: December 15, 2016
Early-Bird discount may not be combined with other discount offers. New orders only.

IMPORTANT. Please read the registration instructions on page 30 before completing this form.

1. Registrant Information.

Name
Job Title
Organization/Company
Address
City/State/Province Zip/Postal Code
Email (required)

2. Registration Fees.

☐ 3-Day Conference & Expo (Mon, Jan. 30 – Wed, Feb. 1) ................................................................................ $1,595

Optional Pre-Conference Certificate Programs

☐ P01 Training Design, Delivery and Facilitation (3 Days: Fri-Sun) ......................................................... $1,195 $995

Optional Tours for 3-Day Conference Attendees: Thursday, February 2

☐ CT1 Hyper-Realistic Training: A Movie Studio Tour (8:30 am – 12:30 pm) ....................................... $65

☐ CT2 Naval Education and Training Command Tour (8:00 am – 12:30 pm) ......................................... $65

☐ CT3 San Diego Zoo Academy & Private Tour (8:00 am – 11:30 am) ......................................................... $100

☐ Expo Only Registration (Mon, Jan. 30 – Tues, Jan. 31)................................................................................. $25

SUBTOTAL: $ ____________

DISCOUNT CODE: ________________________________

TOTAL AMOUNT DUE (in U.S. Dollars) $ ____________

3. FREE to 3-Day Conference attendees. Please pre-register to attend:

Learning Leaders Town Halls: Tuesday, Jan. 31 (Town Halls are limited to 50 participants each.)
☐ TH1 8:00 am (Curation) ☐ TH2 11:00 am (Performance) ☐ TH3 1:45 pm (Leadership)

San Diego Harbor Yacht Celebration Cruise:
Tuesday, January 31 (5:30 pm to 8:30 pm) ☐ Yes ☐ No

Register online for Sessions, Clinics and Future Forum in the Attendee Service Center.

4. Please answer. SELECT ONE answer per question.

My job title is:
☐ President/CEO ☐ CIO/COO/VP/ Director
☐ Manager/Supervisor ☐ Training Specialist
☐ Coordinator/Assistant Instructor/Design/Developer
☐ External Consultant ☐ Other (specify):

My department:
☐ General/Corporate/ Administrative Mgt
☐ Training/ Development
☐ HR/Personnel
☐ Finance/ Operations/DP
☐ Sales/Marketing/ Product Development
☐ Customer Service
☐ Education
☐ MIS/Systems Management/ Technical
☐ Instructional Designer/Developer
☐ Other (specify):

Total # of employees in all locations:
☐ 50,000+ ☐ 25,000-49,999
☐ 10,000-24,999 ☐ 5,000-9,999
☐ 1,000-4,999 ☐ 500-999
☐ 250-499 ☐ 100-249
☐ Less than 100

My organization’s primary business activity:
☐ Manufacturing
☐ Hospitality
☐ Food, Lodging
☐ Retail
☐ Wholesale/Distribution
☐ Finance/Banking
☐ Real Estate/Insurance
☐ Business Services
☐ Communications
☐ Transportation/Utilities
☐ Health/Medical Services
☐ Educational Services/ Academic Institutions
☐ Government and Military
☐ Consulting
☐ Public Administration
☐ Other (specify):


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Please mail check and registration form together.

☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover
☐ Check # ____________ Payable to Training Conferences

Card Number __________________________ Exp. Date __________________________

Print Cardholder’s Name __________________________ Sec. Code __________________________

Cardholder’s Signature __________________________ Date __________________________

By signing this form, you agree to have your credit card charged and to the cancellation policy on page 30.