Training magazine’s 41st Annual

training 2018 conference & expo

Georgia World Congress Center
Atlanta, GA

“Training is a game changer. And so are you. Register today and let’s go for the training gold!”

“I’ve been in the T&D field for 25+ years. This conference never disappoints. If you are new to the field or experienced, this conference will take your performance improvement initiatives to the next level.”

– Training Director, Athene

“I would recommend attending a Training magazine conference to every trainer. The networking and learning opportunities were limitless.”

– Director of Education, Great Clips

Early-Bird Discount...see page 32

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Centennial Olympic Park, Atlanta
An event designed for learning professionals & executives

A Win-Win Event

What better city to hold our Training 2018 Game Changer Conference & Expo than one that has hosted the Olympics, has five professional sports teams, and recently built two new arenas? I’m talking about Hot-lanta, of course!

The official definition of “game changer” is an event, idea, or procedure that effects a significant shift in the current manner of doing or thinking about something. Training certainly is a game changer. And I think the term also applies to the Training 2018 Conference & Expo. But I also believe that definition can — and should — be stretched to include people. You and your fellow Learning and Development colleagues can be game changers.

How is Training 2018 a game changer? For starters:

- **Two new co-located events**: The Duke CE Leadership Experience: What’s Next in Leadership — created in partnership with Duke Corporate Education for senior-level Learning and Development professionals — and Innovations in Training, where participants will get up close and personal with hands-on training centers at Delta and UPS, among other locations.

- **Five thought-provoking keynoters** (including a special performance by dance troupe Pilobolus, plus expert storytellers, a Jeopardy! champ, and a college-basketball-star-turned-ESPN-analyst) introduced by Andy Eninger, who has taught improv courses for The Second City Training Center since 2001.

- **A new high-level leadership track**, Leadership for What’s Next, developed by Duke Corporate Education.

- **The Technology Test Kitchen**, where you can see demos of the latest training technologies.

- **Eleven certificate programs**, hundreds of breakout sessions, and multiple hands-on clinics.

- **A Sunday night kickoff event** at the Omni that will test your trivia knowledge, teambuilding capabilities, and ability to think on your feet (literally!).

So don’t sit on the sidelines. Get your proverbial training uniform dirty. This is your chance to be a game changer — both at the conference and back in the office. I hope you take it!

Lorri Freifeld
Editor-in-Chief, Training magazine

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**Schedule at a Glance**

**FRIDAY, FEBRUARY 9**
9:00 am – 4:00 pm .... 3-Day Certificate Programs*

**SATURDAY, FEBRUARY 10**
9:00 am – 4:00 pm .... 3-Day & 2-Day Certificate Programs*

**SUNDAY, FEBRUARY 11**
9:00 am – 4:00 pm .... 3-Day & 2-Day Certificate Programs*
5:00 pm – 7:00 pm .... Conference Opening Reception & Not-So-Trivial Pursuit

**MONDAY, FEBRUARY 12**
8:00 am – 4:00 pm .... Duke CE Leadership Experience* [off-site]

**MONDAY, FEBRUARY 12: CONFERENCE**
8:00 am – 9:00 am .... Breakout Sessions (100 series)
9:15 am – 11:15 am .... Keynotes
11:00 am – 5:30 pm .... EXPO HOURS
11:30 am – 2:00 pm .... Lunch in Expo
12:15 pm – 12:45 pm .... Second City Expo Stage
12:45 pm – 1:45 pm .... Sponsored Sessions
1:00 pm – 1:30 pm .... Special Top 125 Best Practice Awards
2:30 pm – 3:30 pm .... Breakout Sessions (200 series)
4:00 pm – 4:30 pm .... Second City Expo Stage
4:30 pm – 5:30 pm .... Expo Reception
4:45 pm – 5:15 pm .... Second City Expo Stage
5:15 pm – .... Dine Around Mixer Event

**TUESDAY, FEBRUARY 13**
8:00 am – 9:00 am .... Breakout Sessions (300 series)
9:15 am – 10:45 am .... Keynotes
11:00 am – 12:00 pm .... Breakout Sessions (400 series)
11:00 am – 5:00 pm .... EXPO HOURS
11:30 am – 2:00 pm .... Lunch in Expo
12:30 pm – 1:00 pm .... Emerging Training Leaders Awards
1:15 pm – 1:45 pm .... Second City Expo Stage
1:45 pm – 2:45 pm .... Breakout Sessions (500 series)
3:00 pm – 3:30 pm .... Second City Expo Stage
3:00 pm – 4:00 pm .... Sponsored Sessions
3:45 pm – 4:15 pm .... Second City Expo Stage
4:00 pm – 5:00 pm .... Expo Refreshment Break
5:15 pm – 6:15 pm .... Lightning Shares

**WEDNESDAY, FEBRUARY 14**
8:30 am – 9:30 am .... Breakout Sessions (600 series)
9:45 am – 10:45 am .... Breakout Sessions (700 series)
11:00 am – 12:00 pm .... Breakout Sessions (800 series)
12:15 pm – 3:15 pm .... Hands-on Clinics (with Box Lunch)
4:00 pm – 9:00 pm .... Innovations in Training* [off-site]

**THURSDAY, FEBRUARY 15**
7:00 am – 5:00 pm .... Innovations in Training* [off-site]

*Pre-registration required. Additional fee for these events.
Game Changers

Monday, February 12, 9:15 am – 11:15 am

Moving Pieces

**Itamar Kubovy**, executive producer of the acclaimed dance company Pilobolus, has created performances with such diverse collaborators as the MIT Distributed Robotics Lab, the band OK Go, masters of illusion Penn & Teller, and Britney Spears. Discover how this unorthodox dance company is helping organizations apply their process of group design thinking to solve business challenges. As Kubovy notes, “The most important part of our training is *untraining*, figuring out what assumptions and habits people bring to the professional table that shut down communication and impactful collaboration. *Unlearning* is the key to a competitive advantage in the workforce.”

Missing Links

**Mimi Onuoha** is a new media artist and researcher whose work – which spans digital and physical media – uses data analysis, programming, writing, and sculptures to explore emerging forms of storytelling. She has been in residence at Eyebeam Art & Technology Center, the Data & Society Research Institute, Columbia University’s Tow Center, and the Royal College of Art. At the heart of Onuoha’s work is a series of questions: What if the structure of information reveals more than the information itself? What if the most important moments in a story are the ones we aren’t aware of? Onuoha will show through a series of projects the ways in which people are represented, abstracted, classified, and forgotten – something that unfortunately happens all the time in the workplace.

Driveway Moments

**Alex Blumberg** is the CEO and co-founder of Gimlet Media, an award-winning media company focused on narrative journalism and storytelling behind hit shows such as *StartUp*, *Reply All*, *Homecoming*, and more. Before founding Gimlet, Blumberg was a life-long radio producer at *This American Life* and co-founder and host of NPR’s *Planet Money*. Blumberg also served as executive producer on the television version of *This American Life*, which aired on the Showtime network and won four Emmy awards. Learn a unique approach to interviewing and story composition and discover how to create a “driveway moment” – that experience when the story is so good, it makes the audience pause what they are doing just to listen through to the end. Storytelling is in our DNA – now’s the time to put it to use in training.

Tuesday, February 13, 9:15 am – 10:45 am

**Living in Jeopardy!**

An American author, TV writer (*Bones* and *CSI: Crime Scene Investigation*), and travel writer, this former comedian also has won more than $350,000 on various quiz shows (*Jeopardy!, Greed*, *Who is Bob Harris?* [Sorry, we couldn’t resist.]) Harris is the author of *Prisoner of Trebekistan: A Decade in Jeopardy!* – a guide to how he studied and trained for the show. Harris became one of the show’s winningest contestants, and his book has become a longstanding bible for serious contestants. His book, “*The International Bank of Bob: Connecting Our Worlds One $25 Kiva Loan at a Time,*” details how he put his good fortune to use. The poster child for both the joy of learning and helping people around the world, Harris will share his views on making learning sticky, the importance of practice, and living creatively.

**Learning to Accept Change**

Former standout point guard **Jay Williams**, considered one of the most prolific college basketball players in history, became an ESPN full-time game and studio analyst in 2008. In 2016, he published *Life Is Not an Accident: A Memoir of Reinvention*. The memoir details Williams’ rise to NBA stardom, the terrible accident that ended his career and plunged him into a life-altering depression, and how he ultimately found his way out of the darkness. Williams’ book celebrates the critical importance of learning to accept change. He draws a parallel between his single-minded focus on basketball pre-accident and our collective identification with career and success. By sheer force of example, Williams will provide a roadmap for new possibilities and beginnings.

“You gotta be in it to win it!” the lotto ad declares. Our Training 2018 keynoters embody this philosophy. They put their heart and soul into both the game — whether it’s *Jeopardy!*, basketball, performance art, or storytelling — and the training needed to win it.

“Training magazine’s Conference was so much more than just a networking experience, it has been a (positive) game-changer in how I, and my colleagues, will conduct and develop all future eLearning for our mission partners!”

– Training Specialist–Learning Coordinator, United States Air Force Services Activity
3-DAY CERTIFICATE PROGRAMS  Friday, Feb. 9 – Sunday, Feb. 11  ●  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.

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:  The Seven Separators of Great Facilitation
Michael Wilkinson, Author, The Secrets of Facilitation
Every facilitator needs to know about establishing ground rules, using the appropriate tools and maintaining a safe environment. But are there a set of skills that seem to distinguish the best facilitators from the rest of the pack? Yes! In day two, you’ll explore a methodology for facilitation and learn to:
• Establish and maintain a high energy level.
• Ask starting questions that draw a vivid image.
• Have 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.

Day 3:  Designing and Conducting Training Games and Activities
Sivasailam Thiagarajan, 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.

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. Lunch is included each day.
Additional fee required, see page 32.

P02  Managing the Training Function
Jean Barbazette, Founder; Maria Chilcote, Melissa Smith, Managing Partners, The Training Clinic
In this certificate, you’ll focus on practical, useful and effective methods to manage the entire scope 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 too.
• 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 three key areas of the Training Function Systems Audit, identify strength, and 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:  WiFi-enabled laptop recommended.
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 of your 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.

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

**Diane Elkins, President, E-Learning Uncovered**

If you are new to eLearning, it can be 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 courseware. 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 quizzes 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:** WiFi-enabled laptop required.

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**P05 Designing and Developing eLearning with Adobe Captivate**

**Joe Ganci, President, eLearningJoe; Pooja Jaisingh, Chief Learning Geek, LearninGeeks.com**

With Captivate’s powerful features, you can create and deliver the best instructional designs to your learners, but only if you know how to use those features! Now is your chance to learn the latest version of Captivate. You’ll be amazed at what you’ll be able to accomplish after only three days! Learn how to publish your lessons so they look and work perfectly on both desktop and mobile devices using Captivate’s new fluid boxes. You will build a real eLearning lesson that you’ll be able to take back with you and customize to your needs. How cool is that? Brand new to Captivate? No worries, you won’t get lost in this class. Have some experience with Captivate? Don’t worry, you won’t get bored. Exercises are tiered so you can work at your level and you can work your way up those levels too! You’ll:

- 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, wizard-based interactions, and add cool gamification options where appropriate.
- Use Captivate’s cool Fluid 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 suffice.
- Investigate all of the quizzes, pretest, and knowledge check options Captivate offers and your options for SCORM and xAPI.
- Advance to writing easy scripts to make your lessons really shine and allow you to work faster and more easily and make your lessons more maintainable.
- Determine along the way the little secrets that are not well known by so many Captivate developers that make the difference between novices and speed demons!
- Bring your Windows or Macintosh laptop with the latest version of Adobe Captivate installed (trial version is fine as long as it won’t expire before the end of class), and a mouse.

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"The 3-day certificate program was exactly what I needed to bring our training program up to industry standards for engagement and activity."

- Instructional Design Specialist, US Air Force Services
P06  Master Trainer: Take Your Training to the Next Level  
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 three people who most impact transfer of training.  
- Apply C.O.R.E. strategies to your training.  
- Explore five ways to kill adult learner motivation and 11 ways to motivate adults.  
- Learn nine ways to effectively teach across generations and cultures.  
PROJECT: Bring a training program and in these three days you’ll retool it, and take it to the next level.

P07  Instructional Design Fundamentals  
Julie Dirksen, Author, Design for How People Learn  
Regardless of your background, if you can use an overview of key instructional design skills and practices, then this program is for you. You’ll learn how to:  
- Conduct user analysis, and how to incorporate that into your design.  
- Write bulletproof learning objectives.  
- Analyze content to determine the best learning approaches.  
- Use our knowledge of human memory and cognition to create effective, engaging learning.  
- Design for knowledge, skills, procedures, and motivation.  
- Fit eLearning into a blended learning solution.  
- Design eLearning solutions using scenario-based learning and creative interactivity.  
- Prototype and storyboard eLearning solutions.  
- Do effective evaluation of eLearning solutions.  
- Incorporate game principles and user experience practices into your eLearning development.  
You’ll get to practice designing solutions and will leave with designs and ideas you can apply back on the job.  
BYOD: WiFi-enabled laptop (with PowerPoint) encouraged, but not required.

P08  Performance Consulting: A Strategic Process to Improve, Measure, and Sustain Organizational Results  
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.

“The skills I gained and knowledge obtained at the Training Conference & Expo were remarkable. If you want to get up to the moment information on anything training related, this is the place to be.”  
- Director HR & Training, AmeriPride
P09 Play to Learn: Designing Effective Learning Games  
Karl Kapp, Author, The Gamification of Learning and Instruction: Game-Based Methods and Strategies for Training and Education

In this certificate, you’ll focus on the step-by-step process for creating a learning game. You’ll experience learning games, analyze learning games, and build a learning game prototype. Learn to:

- Identify the elements of a game.
- Distinguish between a game and a learning game.
- Match core dynamics with appropriate learning outcomes.
- Identify the right game mechanics for the right learning outcome.
- Evaluate learning games given an evaluation checklist to determine the effective of the game from a learning perspective.
- Recognize and define 15 common game elements and 10 common game dynamics in the development of learning games.
- Create a working learning game prototype.
- Playtest your game and make improvements based on learner feedback.

PROJECT: Participants will be divided into teams and will create a paper prototype board game complete with game pieces, spinners, and other materials necessary to create a learning game. Once the game is completed, it will be played by another team during the workshop and the feedback from the other team will be used to modified the game.

BONUS! You’ll receive a learning game design rubric that can be used to evaluate the effectiveness of a learning game for your organization.

BYOD: A WiFi-enabled laptop, tablet, or smartphone device needed to play some of the games.

P10 Creating Microlearning with Impact

Rapid business change and shifts in technology are creating favorable environments for microlearning. Knowing how to plan, create, and implement performance support tools and microlearning content should be the goal of the modern learning professional. It’s time to take learning to the next level.

Day One: Hands-On Rapid Microlearning Strategy and Content Development

Shannon Tipton, Chief Learning Rebel, Learning Rebels

With Shannon, you will receive critical strategy planning information and work with tools to help you develop impactful microlearning content. You will learn what microlearning is, when it is appropriate, and how to apply it in your organization. You will:

- Learn to apply a microlearning strategy within your organization, specifically applying the 3D model of microlearning: “Discover, Develop, and Deliver”
- Through the 3D model, you will identify where to close the knowledge/skill gap.
- Through the 3D model you will determine which micro-modality is best for the worker need.
- Rapidly prototype a basic project concept, setting the foundation to build your own microlearning element from inception to implementation.
- Leave with tools, checklists, and templates for creating microlearning content and objects related to video, audio, and other virtual media.

Day Two: Microlearning Applications and Cases

Ray Jimenez, Chief Learning Architect, Vignettes Learning

With Ray, you will take a deeper dive into microlearning and its applications. You will explore how other organizations are using microlearning to become more agile and address the ever-shifting needs of the workforce. You will learn:

- To investigate the workflow using As-Is/Where-Is Analysis.
- To collect metrics and data when needed.
- How to create micro-content that is rich-context and ready-to-use.
- How to convert micro-instant lessons.
- To build simple rules for micro FAQs, tips, guides, systems embed micro-content.
- About applications to use in troubleshooting and problem solving.
- About expertise sharing and development in manufacturing, sales, service, support, product launch support, and software.
- About architecture using a sampling of the River of News micro-distribution showing how different platforms operate with microlearning.

BONUS! Participants will receive a copy of Ray’s book Micro-Learning for Disruptive Results.

BYOD: A WiFi-enabled laptop with MS Office installed is required.

P11 Training the Google Way: Learning and Behavior Change for 1.2 Billion

Art Kohn, Fulbright Professor of Neuroscience

In this energetic workshop, Google consultant and neuroscientist Art Kohn shares the innovative principles he and Google are using to guide the development of their training materials. This program will include dramatic demonstrations illustrating how the mind learns new information and how this learning can create desired behavior change. In turn, Art will show how these principles are being utilized in training more than 1 billion people around the world. In this session, you will learn to:

- Use authoring tools more effectively by understanding how the brain encodes metaphor and emotion.
- Mimic Google incentive systems that reinforce desired behaviors.
- Create social learning communities that are based on psychological principles of observational learning.
- Use existing (and often free) technologies to improve employees’ attention within mobile learning.
- Use Google’s “follow-up training” methods to dramatically increase retention and transfer.
- Deliver either visual messages or auditory messages based on an understanding of the brain’s dual-coding mechanisms.

Register at TrainingConference.com
What’s Next in Leadership

Don’t miss this agenda-setting dialogue with learning executives!

Monday, February 12, 8:00 am – 4:00 pm
Hosted Off-Site at EY Atlanta Headquarters

In times of disruptive change, leaders have always emerged to bridge the gap between an untenable present and an uncertain future. As our planet careens forward into a world that is increasingly data-rich but certainty-poor, the need for competent and capable leadership is becoming increasingly acute.

Organizations worldwide spend more than $50 billion a year on leadership training, yet only 15% of them believe they have a strong leadership bench and 89% of executives have rated the need to strengthen, re-engineer, and improve leadership as an important business priority.

As organizations strive to become more resilient, responsive and adaptable, leadership needs to be more organic than mechanistic, and more systemic than structured. Developing this new kind of leadership requires a completely different approach. Join this exclusive gathering of learning executives, where we will:

- **Explore** what it takes to lead a global learning organization within a leading professional services firm whose purpose is “building a better working world.”
  
  **Brenda Sugrue, Global Chief Learning Officer, EY; Leadership Experience Host**

- **Ignite** a fire of collective insights about the future of leadership and learning from those already there. Discover what is required to build a future-proof workplace, and how high-performance organizations are reshaping leadership, learning and development.
  
  **Linda Sharkey, Former Chief Talent Officer, HP; Nigel Paine, Former Head of People Development, BBC; Kevin Oakes, CEO, i4cp; Bruce MacGregor, Partner, IDEO**

- **Examine** leading-edge research that investigates what we can learn from the worlds of biology and complexity to create robust, resilient and adaptable leadership systems within organizations.
  
  **Martin Reeves, Senior Partner, Boston Consulting Group**

- **Experience** how the unorthodox dance company Pilobolus practices radical collaborative creativity to generate artistic breakthroughs and imagine how these same practices can be exercised within your organization to achieve a step-change in innovation, creativity and leadership.
  
  **Itamar Kubovy, Executive Producer, Pilobolus; and Pilobolus Team**

- **Discover** the informal “wirearchy” that hides behind the formal hierarchy, and see powerful yet pragmatic examples of how Organization Network Analysis can be used to catalyze change and activate agility within organizations.
  
  **Steve Garcia, Managing Partner, Contemporary Leadership Advisors**

- **Visit** the World of Coke to learn how Coca-Cola’s general managers traveled around the world in 40 days on a leadership development journey to crystalize their global understanding of the Coca-Cola system, and their collective commitment to polish the Coca-Cola brand every day.

“In order to ensure that leadership is ready for what’s next, we must engage in meaningful dialogue around what’s next for leadership development. The Duke CE Leadership Experience, co-located with Training 2018, is specifically designed for this purpose: To explore cutting-edge research and practice in building leadership systems that enable organizations to be more resilient, responsive and adaptable. If you care about the future of leadership, do not miss this experience.”

— Tony O’Driscoll, Global Head, Duke CE Labs

Space is limited; additional fee required; see page 32. Plus, don’t miss a special Duke CE leadership track on February 13 and 14 when you also register for Training 2018.

Presented by

Training 2018 Conference & Expo • #trgconf
Innovations in Training

A post-conference experience at sites throughout Atlanta: Feb. 14 (pm) – 15

A curated expedition into the future of learning at work

What is the nature of learning in the digital enterprise — and what role will YOU play in it? Join us for an immersive learning event — imagining, experiencing and creating a new future of learning for your organization. With Atlanta as your learning lab, see how training is being innovated today at site visits to state-of-the-art simulation and training centers. Don’t miss this exclusive, intimate learning experience — limited to 50 people. Additional fee, see page 32.

Wednesday, February 14  4:00 pm – 9:00 pm

Kickoff: The Nature of Wine & Learning

Tony O’Driscoll, Global Head, Duke CE Labs; Steven Dahlberg, Creative Engagement Director, Training magazine; Steve Haskin, Sommelier

We’ll kickoff with our partner from Duke Corporate Education, introducing the emerging trends and themes that training innovators need to pay attention to. Then, participate in a multisensory wine tasting experience where you will practice looking at, smelling and tasting wines as the experts do. Explore the connections between the brain, perception, awareness, senses and learning — themes we’ll be weaving throughout ALL the experiences at Innovations in Training! We’ll conclude with a pop-up dinner.

Building a Mindset for Innovation

Jim Budd, Chair, School of Industrial Design, Georgia Tech

The concept of “design thinking” is rapidly permeating the business world as a tool to help foster innovation. Discover how it is reshaping education and design. See richly illustrated examples ranging from concepts for new educational toys for children, and an interactive museum guide designed to foster intergenerational dialogue, to the latest explorations in wearable technology.

FROM PAST PARTICIPANT:

“I’ve felt like a kid in a candy store. This has been absolutely fantastic—all these tools and ways to use simulations and virtual environments.”

- Rick McNamara, Senior Manager of Instructional Design, Siemens

Thursday, February 15  7:00 am – 5:00 pm

Take the Last Truck to Clarkville: How UPS Innovates Training  [at UPS]

Jon Bowers, Tristan Christensen, UPS Integrad Site Managers; Laura Collings, Training Manager, UPS

Experience UPS Integrad, a next-generation training facility, which applies the “teach me, show me, let me” approach. Learn what UPS discovered through its research about how to better train younger workers and reduce turnover. Discover how collaboration with MIT, Virginia Tech, and the Institute for the Future led to changes in their driving and service training. And practice these skills yourself as you experience how UPS blends simulations and traditional classroom instruction with Clarkville – an outside course designed to mimic a small town.

Home Depot Innovates with mLearning

Thomas Spahr, VP, L&D; Brandon Carson, Director of Learning, The Home Depot

Learn how to drive an effective learning strategy by leveraging technology and experiential design. Explore Home Depot’s mobile “in-aisle” learning app and the challenges and opportunities they faced in this pilot program. You’ll get strategic and tactical tips for building a scalable mobile learning strategy and learn how to gather data to determine mobile ROI.

Innovating Learning the Delta Way  [at Delta]

Scott Nutter, Flight Operations General Manager, Delta Air Lines

Visit Delta’s state-of-the-art training center, meet the team that delivers this innovative training, and experience three simulation sites – Flight Operations, In-flight Services, and Operations Customer/Control Center. Learn how Delta approaches simulation as a continuum (from the desktop computer to full flight simulators), where drones fit in this mix... and how Delta decides where to invest for innovating its “what next” in training.

Plus, guided debriefing to help you transfer and apply the concepts and technology you experience.

Log on to TrainingConference.com to register today!
Browse top training products and services from our helpful exhibitors, stop by the Technology Test Kitchen, shop at the Conference Bookstore, and participate in fun Second City improv sessions!

For a list of exhibitors, see www.TrainingConference.com

Interested in becoming an exhibitor or sponsor?
Contact Dick@TrainingMag.com and Payton@TrainingMag.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, February 12

SC01 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.

SC02 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.”

SC03 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, February 13

SC04 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.

SC05 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.

SC06 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, February 12
1:00 pm – 1:30 pm

Emerging Training Leaders Awards Program
Tuesday, February 13
12:30 pm – 1:00 pm
Monday, February 12

TTK01  **App Smashing**  12:00 – 12:30 pm
When an app is missing what you need, it’s time to smash it with another app to create the ultimate learning object. We will demonstrate strategies for app smashing and provide recipes for combining some of our favorite free apps into exciting and engaging learning objects. Share yours, too!

TTK02  **Digital Storytelling Tools**  1:30 – 2:00 pm
Explore digital storytelling apps that make content development fun and engaging for you and your learners. Tools include easy-to-use audio and video applications, which enable you to share your expertise and context with your learners, and provide a means through which you can assess learning.

TTK03  **It’s All Fun and Games**  2:30 – 3:00 pm
Examine different approaches to designing the mechanics of game-based learning that you can implement easily in your workplace. Then, use a simple app to build out a game that we can play together and strategize approaches to using this application (and others).

TTK04  **Learning or Just Watching?**  4:00 – 4:30 pm
What if you could stop and ask your learners questions as they watch training videos. Well, imagine no further! This demo will showcase tools and approaches that allow you to better engage your learners while they’re watching training videos, and assess if learning is actually taking place.

Tuesday, February 13

TTK05  **Open Badges for Everyone**  12:30 – 1:00 pm
Looking for ways for your learners to be proud of the certificates you give them? Want them to know exactly what paths they can take to get certified in different specialties you offer? This demo will showcase approaches to creating free and open badges to promote learner motivation.

TTK06  **Yes, You Can! Augmented & VR**  1:45 – 2:15 pm
The high cost of producing and distributing augmented and virtual reality is no longer a barrier to including these approaches in your training. This demo will explore the concepts behind augmented reality and showcase simpler technologies that you can use to drive and produce these environments.

TTK07  **Making Office 365 Work**  2:30 – 3:00 pm
Exciting, integrated, user-friendly, customizable, and secure. Office 365 combines the tools you need to create a collaborative, dynamic classroom environment, connect in learning communities, and communicate with colleagues using Teams for Education — an online hub that brings together conversations, content, digital classroom tools, Office apps, and third-party apps.

TTK08  **Engaged, Relevant Learning**  3:45 – 4:15 pm
How do we use technology without it becoming a distraction or seeming like we are using the same tired ideas? Collaborate with us as we share successful strategies and technologies to keep your classroom engaged, interactive and relevant.

Executive Chef: Phylise Banner, Curator, InSync Blended Learning Hub; Chefs: Frank Tomsic, Director, Learning Design/Dev, OnCourse Learning; Ann Musgrove, Asst Professor, Instructional Technology, Florida Atlantic University; Enzo Silva, Lead Learning Strategist, SAP; Daniel Grey, Corporate Trainer, PrimeLending; Ryan Moore, L&D Media Specialist, John Bradley. Operational Development Specialist, Ericsson Inc.; Donna Konkel, Instructional Technologist, Saratoga Springs City School District

The Training Technology Test Kitchen on the Expo Floor is designed for sharing innovative tools, new media, and approaches to integrating technology into learning. Master Chefs are available to talk about design, discuss “recipes” (quick how-to guides), and provide hands-on sharing. Hear from the experts, download the recipes, and start cooking!
Monday Sessions

Monday, February 12
8:00 am – 9:00 am

101  Tech Showcase: Tools & Technologies to Simplify Your Work
Curator: Dawn Mahoney, Consultant, Learning In The White Space LLC; Panelists: Ryan Eudy, CEO, Tom Lynch, CTO, ej4; Richard Goring, Director, BrightCarbon; David Jacobson, Founder, TrivWorks
Explore how to use learning technologies to save time, increase engagement, and solve your knotty training problems. Mahoney, via interactive Q&A, will help you realize the potential these tools offer:
• LMS Implementation: The burden of any training administrator is to weed through all of the content and organize it in a format that makes sense to learners — discover how to simplify this process through the use of groups and competencies as a way to create learning paths without all the sweat and tears.
• Presentation Design: Create more compelling visual PowerPoint presentations. Imagine how thankful your audiences would be! How successful you could be.
• A Virtual Water Cooler: Built for bite-sized engagement, ideal for busy teams on the go, developed with the remote worker in mind — finally an easy way for the distributed workforce to feel unified.

102  An Overview of Training and Development
Saul Carliner, Associate Professor, Concordia University; Margaret Driscoll, Learning Consultant, Global Process Services, IBM
Are you relatively new to training and development? Or are you seeking some clarity about it even though you’ve been working in it a while? Whatever your experience, Carliner and Driscoll will enlighten you about the field. You’ll learn about the work of training and development professionals, the types of organizations that employ us, the various roles we play, career options, emerging trends to follow, and how to keep your skills and knowledge current.

103  The Science of Attention, Willpower, and Decision-Making for Better eLearning
Julie Dirksen, Author, Design for How People Learn
Many myths persist about supposedly ever-shortening attention spans, but what does the science say? Dirksen gives you a tour of insights into how attention is managed and allocated from the fields of neuroscience, behavioral economics, and consumer psychology. You’ll learn about the interaction of attention, willpower, and decision-making, and how they influence eLearning design. You’ll explore how to engage attention and manage distraction, and leave with a deeper understanding that will help you create more engaging and effective learning.

104  Sustainable Learning Transfer: What the Research Says
Art Kohn, CEO, AKLearning
As trainers, our success is measured by whether we can get people to transfer learning and behave differently. Kohn walks you through scientific research about producing sustainable learning transfer and behavior change, and explains specific technologies and incentive programs that are tailored for “readiness for change.” You’ll review myths that often interfere with effective behavior change, and get strategies that will help you monitor changes, including how the judicious use of social media can define new standards of action.

105  Tips for Converting Classroom Courses to eLearning
Diane Elkins, Founder, Artisan E-Learning
Converting classroom training to eLearning often seems so straightforward — but conversion projects sometimes turn out to have some unexpected difficulties. Elkins shows you how to successfully analyze, manage, and lead any eLearning conversion project. You’ll learn a five-step model that helps you ask the right questions, define the project, understand the challenges, and spot and plan for risks as the project progresses.

All Sessions on pages 12-29 are included in a 3-Day Conference registration.
106 Using Mindfulness for Better Instruction and Performance

Julie Winkle Giulioni, Author, DesignArounds

Mindfulness and meditation aren’t the same thing, although they’re often talked about that way. Giulioni explains the difference between the two, focusing on how mindfulness can be a powerful way to enhance performance and drive intention. You’ll hear a business case for mindfulness, identify behaviors that enhance it, and learn about simple practices that contribute toward a more mindful culture. You’ll even find out how to use mindfulness principles for more effective instructional strategies.

107 The Bottomline on ROI

Patti Phillips, Author, The Bottomline on ROI

Regardless of the organization, leaders are asking to see bottomline results of the investments they make in people. And the ultimate definition of value is the return on investment (ROI). This one metric demonstrates how the benefits of any type program compare to the costs. You will calculate an ROI given a program’s benefits and costs, then learn how to isolate program effects on improvement in business measures, convert measures to money, and tabulate a program’s fully-load costs. Get ready to engage, and bring a calculator!

108 Managing the Largest Generation in the Workforce

Hannah Ubl, Research Director, BridgeWorks

Love them or hate them, millennials now make up the majority of the workforce — yet managers are still puzzling over how to best recruit, retain, and engage them. Ubl helps to demystify the millennial management challenge, explaining how to get all generations to communicate and collaborate. You’ll learn management practices that bring out the best in your millennial employees, unlearn harmful stereotypes, and get ideas for how to groom high-potential millennials for leadership.

109 Demystifying Strategy: 5 Elements for Advancing L&D

David Yesford, Senior Vice President, Wilson Learning

There’s often a gap between what executives and organizations need from learning and development, and L&D’s readiness to meet those needs. Yesford discusses how L&D can be more strategic, and why old approaches to development are no longer sufficient. You’ll learn five critical elements of being more strategic, data you can benchmark your organization to, and what you can do to start being more strategic.

110 Change Leadership Development to Change Culture

Jack Zenger, CEO, Zenger Folkman

Highly effective leaders can create long-lasting change at their organizations — but not without the right development. Zenger tells you about sustainment tools you can use to keep your development efforts alive, focused, and effective. You’ll learn about powerful learning methodologies that can change behavior in an organization, and find out about sustainment activities that help embed skills and new behaviors over the long term.

111 Turning Busy Leaders into Trainers

Diane Belcher, Director, Continuous Learning, Harvard Business Publishing

Only a small fraction of organizations say they have a robust leader-led development culture. But business leaders find teachable moments in the everyday, actively raising the performance of the organization. Belcher will show you the many ways that a leader can be a teacher, and how they benefit from it. You’ll learn strategies to inspire leaders to make development a priority, and find out how you can help nurture a leader-as-teacher culture at your organization.

112 Games, Interactivity and Gamification for Learning

Karl Kapp, Professor, Instructional Technology, Bloomberg University

Gamification gets a lot of ink, but do you know what the research says? Kapp walks you through the latest research into why game-based thinking and mechanics make for vigorous learning tools. He’ll dissect critical elements of games and describe how to apply them to design and development. You’ll learn to create engaging learning using game-based thinking, find out how to move beyond theoretical considerations, and be introduced to three methods for designing interactive game-based learning.

113 Mousify your Training: Strategies for Practically Perfect Learning

Lenn Millbower, The Mouse Man, OffbeatTraining LLC

Walt Disney knew that education and entertainment are not only not mutually exclusive, they’re symbiotic. Millbower explains how to make learning that’s entertaining, so that participants pay attention, learn, and change their behavior. You’ll learn how to apply entertainment strategies to learning challenges, including emotive-based techniques, effective sequencing, striking visuals, engaging props, and much more. You’ll identify tactics for your own programs to make them memorable and transformative.

114 Influencing Without Authority

Jeff Cochran, Master Facilitator, Shapiro Negotiations Institute

Sometimes you, or your learners, need to sway people’s opinions and actions without any direct authority over them. Cochran introduces you to an influencing model that goes all the way back to Aristotle and includes the elements of credibility, emotion, and logic. You’ll be able to teach your learners a systematic approach and specific tactics for any important influencing situation, including how to use logic persuasively and engage the other side emotionally.

115 The Coolest Adobe Captivate Tips on the Planet

Joe Ganci, Owner, eLearning Joe

Adobe Captivate is a powerful tool with some useful features, but you’ve got to know where to look. Ganci gives you a guided tour of Captivate’s layers, including the functions that will save you time and make your learning more engaging and personalized. You’ll find out how to maintain your lessons, now and in the future, and learn how to combine variables, Advanced Actions, and effects to make learning that impresses all your Captivate-using friends!

A Session Planner is available in the Attendee Service Center at www.TrainingConference.com

See page 30 for Networking Events.
Monday Sessions

116 7 Mistakes Trainers Make and How to Avoid Them
Bob Pike, Chairman, P3 Associates
There are plenty of training mistakes to make, but why not avoid the worst ones? Pike discusses the worst mistakes trainers make when designing and delivering learning, and shows you how to not make them. You’ll learn about learning transfer strategies and how to chunk content, how to ask and answer questions, how to handle being off schedule, and much more. You’ll also find out how to open, close, and keep participants energized in the meantime.

9:15 am – 11:15 am
Keynote Session

11:30 am – 2:00 pm
Lunch in the Expo

12:45 pm – 1:45 pm
Sponsored Sessions
Sessions will be available online a month prior to the conference.

2:30 pm – 3:30 pm
201 Tech Showcase: Tools & Technologies to Simplify Your Work
Curator: Dawn Mahoney, Consultant, Learning In The White Space LLC; Panelists: Allen Partridge, Sr. Manager, eLearning Evangelism Group, Adobe; Emily Ullberg, Project/Account Manager, Umu; Carl Eidson, Vice President, Wilson Learning
Explore how to use learning technologies to save time, increase engagement, and solve your knotty training problems. Mahoney, via interactive Q&A, will help you realize the potential these tools offer:
- A Next-Gen LMS: Learn how to deliver personalized learning experiences across multiple devices and align all online and offline enterprise-wide learning initiatives to skill, upskill and reskill your employees.
- Going Mobile? Learn how to make bite-sized content available when and where you need it.
- Make It Transfer: Discover the power of a learning transfer technology system that effectively and efficiently maximizes manager involvement.

202 Shifting Participants’ Attitudes
Sivasailam Thiagarajan, Author, More Joits! Activities to Wake Up and Engage Your Participants
As a trainer, you might stay clear of trying to modify your participants’ attitudes, because it’s above your pay grade. But training always involves an attitudinal component, and Thiagarajan explains how to use evidence-based principles of persuasion and motivation to shift it in your favor. You’ll learn to specify affective (and effective!) objectives with tangible behavior indicators, design training to achieve those objectives, and motivate your participants to help achieve them too.

203 Tilt and Turn to Learn with Adobe Captivate Games!
James Kingsley, Sr. Technology Architect, eLearning Brothers Custom; Pooja Jaisingh, Chief Learning Geek, LearninGeeks Services
What if you could get your learners out of their seats and spinning in circles? Kingsley and Jaisingh will tell you about a game that does just that, and how you can make your own. You’ll learn how to create a game-based course with Adobe Captivate, including how new conditions and code that change how the display reacts to a device’s orientation and angle. And you’ll see use cases that suggest ways to use your new skills.

204 Instant Needs Assessments!
Jean Barbazette, Founder; Maria Chilcote, Melissa Smith, Managing Partners, The Training Clinic
Is it really a training issue? What should I include in my content? A needs assessment can answer these and many other questions. Barbazette, Chilcote, and Smith use case studies and discussions to explore needs assessment tools. You’ll learn to use performance, target population, and task analysis to make sure your interventions are the right ones. You’ll also learn to identify barriers affecting performance, make training needs more specific, and gain agreement on outcomes.

205 Creating an Immersive Leadership Readiness Program
Tim VanderLaan, Manager, Spectrum Health University, Spectrum Health
Is your high-potential leadership program up to snuff? VanderLaan explains how Spectrum Health recreated its leadership readiness program to add rotational experiences, immersive simulations, individual personalization, and much more. You’ll learn how to find the right program participants, engage the team in program development, and create a program that provides the experience and challenges of being a people leader, without formally having the title.

206 Demonstrating That Learning Contributes to Business Results
Dana Robinson, Lead Performance Consultant, Handshaw Inc.
Learning makes a difference when it affects performance or ROI (or both). But what if leaders don’t believe you? Robinson explains a model for providing evidence that the training you create contributes to the bottom line. You’ll learn about the needs that must be prioritized and addressed on the front end, and how to use those needs for a chain of evidence that your learning solution is working. You’ll also find out how to avoid the three most common pitfalls of proving your case to management.

207 Jazz Up Your Technical and Compliance Training
Ray Jimenez, Chief Learning Architect, Vignettes Learning
Boring. Tediuous. Painful. A lot of compliance training is the typical, technical, data-dump type, and learners tend to hate it. But Jimenez shows you to shift your design from the technical to the learner’s perspective. You’ll find out how to assess your learning’s point of view, add context-driven content to compliance materials, and engage learners with cases, scenarios, and applications. You’ll also learn how to translate techno-geek and legalese into content that non-technical people can understand.

For a detailed schedule and session updates, visit www.TrainingConference.com
Turning Words and Data Into Professional, Powerful Infographics

Mike Parkinson, Owner, Billion Dollar Graphics

Infographics convey a lot of information quickly. Parkinson shows you how to quickly turn information, words and data into clear, compelling infographics, and how to pick the right graphic for the job. You’ll learn how to develop infographics fast, including a concepting process for developing powerful infographics. You’ll also get key rendering principles and tactics for use in PowerPoint and other free online tools.

Evaluating Informal Learning

Saul Carliner, Associate Professor, Concordia University

The Kirkpatrick approach has dominated training evaluation for decades, but it’s practically and intellectually inconsistent with informal learning, because informal learning lacks the externally identified objectives and tests that the Kirkpatrick model requires. In this session, you’ll explore the unique role of evaluating informal learning. You’ll learn evaluation techniques for informal learning, and a framework for determining its effectiveness.

Engaging Learners with Video: Passive and Active Engagement Strategies

Matthew Pierce, Customer Support Manager, TechSmith

Video doesn’t magically succeed on its own — learners have to engage with it. Pierce explains video engagement strategies that encourage the learner to start and keep watching (passive), or that encourage the learner to take action (active). You’ll review both passive and active strategies and see how each impacts learning outcomes. You’ll leave with many ideas for making video more engaging and interactive at your organization.

Unleash Your Leadership Potential through Coaching

Terry Traut, CEO, Entelechy, Inc.

Developmental coaching builds job-related skills and engages valuable employees, yet it’s underused in many organizations. Traut explains what developmental coaching is and how to implement a coaching initiative in your organization. You’ll find out the differences between coaching and other types of performance management. You’ll also learn a simple but powerful coaching model that will help you engage and develop employees and coaches, and you’ll assess your own coaching strengths and areas for development.

Use Mobile to Take the Classroom to the Field

Guy Sellwood, VP Americas, Prosell Learning

Assessing competence in the field used to require continual — and costly — supervision. But Sellwood explains how to use mobile devices and learning resources to gather data in the field instead, and create more active learners. You’ll find out how to use mobile to enable photo and video records and real-time learner reflections. You’ll learn how to engage coaches, mentors, and managers in the technology, and propel learners through multiple cycles of “learn, check, apply, verify” for improved retention and increased confidence.

Developing Thinking Middle Managers

Ann Herrmann-Nehdi, CEO, Herrmann International

Middle managers get pressure to manage up, down and across the organization, but how can you deliver the skills they need without adding to their troubles? Herrmann-Nehdi demonstrates easy-to-apply tools and strategies for helping your middle managers manage their own thinking more effectively and adapt, even in high-pressure situations. You’ll learn how to help them build their critical thinking skills and agility, so they can better lead and meet the needs of the business. And you’ll find out how to create developmental roadmaps for immediate and long-term business impact.

Lead Out of Disruption: Lessons from the Miracle on the Hudson

Dick Richardson, Partner and Lead Facilitator, Experience to Lead

Is it possible to prepare for the unknown? Richardson, a survivor of the Miracle on the Hudson, explains that it is and how to do it, including preparing for and managing crises and leading out of them. You’ll learn about the aspects of crisis or disruption, and leave with a framework for being prepared to lead with emotional intelligence regardless of the circumstances.

How to Engage Learners so They Apply Learning

Vicki Halsey, VP of Applied Learning, The Ken Blanchard Companies

Do your courses result in the behavior change you want? If not, the problem may be in your learning designs. Halsey describes an innovative instructional design method that connects people, content and design to engaged and energized learners. You’ll learn techniques for developing designs that create a learner-centered mindset, and leave with tips and practices to apply in your organization.

Building Better Career Development

Diana Halfer, Senior Director; Julia Hooper, Director, Ann & Robert H. Lurie Children’s Hospital of Chicago

The modern learner needs a modern career development framework. Halfer and Hooper show you how their organization created infrastructure for overwhelmed, distracted, impatient learners who want more flexibility and control over their own development. You’ll learn about the people, processes, systems, and tools that are essential for a more updated career portal, and how to obtain and sustain executive support for your own career development efforts. And, you’ll learn four approaches for career management.

More Sessions and Valuable Content on the Expo Floor

As an alternative to breakout sessions in this timeslot, stop by the Expo to browse top training products and services from our helpful exhibitors, visit with Master Chefs in the Technology Test Kitchen about integrating new media, shop at the Conference Bookstore, and participate in fun Second City improv sessions!

Poster Hall 1:00 pm – 4:30 pm

Poster Hall 5:30 pm – 7:30 pm

Job shadow a group, take a course, or view a new product demonstration!

4:30 pm – 5:30 pm

Expo Reception

Receive an eBadge that you can showcase in LinkedIn and Facebook.

TrainingConference.com
Tuesday Sessions

NEW! Leadership for What’s Next Track

Curated by Duke Corporate Education, this track will feature sessions focused on accelerating learning and development to get leaders ready for what’s next. Learn from industry thought leaders and practitioners on how leadership and learning are evolving to new levels.

Tuesday, February 13
8:00 am – 9:00 am

301 Learning’s Value in the Era of Disruption
Tony O’Driscoll, Global Head, Duke CE Labs; Nedra Bradsher, Managing Director, Duke Corporate Education
In a world of continuous disruption, understanding how organizations are transforming their learning strategies and implementing their interventions has never been more critical. Be among the first to learn the key insights gleaned from a global study that contrasts business and talent leaders’ perspectives on learning’s strategic value and identifies optimal alignment patterns required to deliver the competencies and capabilities required to deliver on a particular strategic course of action. If you want to be ahead of the curve in delivering business value in the Era of Disruption, you do not want to miss this session.

302 Tech Showcase: Tools & Technologies to Simplify Your Work
Curator: Dawn Mahoney, Consultant, Learning In The White Space LLC; Panelists: Representatives from BizLibrary, Representatives from Train By Cell; Dan Verwolf, Sr. Sales Engineer, Lenovo Software
Explore how to use learning technologies to save time, increase engagement, and solve your knotty training problems. Mahoney, via interactive Q&A, will help you realize the potential these tools offer:
- The Recall Issue: 70% of employee training is forgotten within 24 hours — learn about a technology that changes this forgetting pattern by systematically reinforcing employee learning.
- Mobile Engagement: Learn how mobile touches, reminders and “burst learning” via SMS improve your organization’s learning and responsiveness.

303 Learning that Lingers: Designing & Delivering for Transfer
Dawn Holzer; Linda Smith, Co-Founders, CaseCards
Transfer of learning is the holy grail of training and development, and practitioners often focus on designing engaging learning, finding just the right icebreaker, and delivering a program with pizzazz. But Holzer and Smith explain research into the conditions that lead to participants actually going back and applying new skills and behaviors on the job. You’ll find out what makes learning linger beyond a training session, and discover practical techniques for creating learning that is more likely to facilitate skill and knowledge transfer.

304 Building a Business Case for Learning
Ajay Pangarkar, Workforce Revolutionary, CentralKnowledge
Do you know how business leaders make financial decisions and assess ROI? If you want to understand how to gain leadership support for your learning initiatives, Pangarkar shows you how to build a business case and communicate it in terms that leaders understand and respect. You’ll learn to mine performance data for focused learning opportunities and develop training that aligns with those opportunities, performance metrics, and strategic outcomes.

305 Building a Relevant, Future-Ready Workforce with Digital Learning
Gail Forkosh, Head of L&D, Avanade
The future will demand new ways of working, serving customers, and collaborating — and that means new ways of learning too. Forkosh will show you how to foster an innovative digital learning culture by investing in and socializing learning and development programs. You’ll find out how to increase organizational agility by supporting skill rotations and by forecasting and building in-demand skills. And you’ll find out how to integrate informal digital learning with workplace culture as you develop an outcome-oriented and metrics-driven L&D program.

306 5 Presentation Silver Bullets
Mike Parkinson, Owner, Billion Dollar Graphics
Presenting is a crucial part of being a training professional. It’s also a hard part. Parkinson gives you five ways to make your presentation effective — ways that are common to every powerful and effective presentation, television show, movie, and advertisement. You’ll find out where and how you can use the five ways either individually or cumulatively, and learn the secrets that pros use for powerful presentations.

307 Avoiding the Top Training Evaluation Pitfalls
Wendy Kirkpatrick, President, Kirkpatrick Partners
Myths and misapplications abound in the world of training evaluation. Kirkpatrick explains the top training evaluation pitfalls seen around the world, and practical solutions that economize limited training resources. You’ll come away with a fresh perspective on the Kirkpatrick model, and learn how to apply it to any program. And you’ll learn to design training with the end result in mind, while you create and streamline evaluation tools and methodologies that maximize usable data.

308 The Power of Dialogue: Creating a Crucial Conversations Culture
Joseph Grenny, Co-Founder, VitalSmarts
Decades of research have shown Grenny that top performers are masters of dialogue. They speak up, surface the best ideas, and make it safe for others to do the same, which helps them make and execute high-quality decisions. These skills work not only in Fortune 500 companies, but also with criminals, homeless people, and drug addicts. You’ll identify the skills that lead to a culture of dialogue, and learn how to train for these skills in your organization.
309 Using xAPI to Collect Better Usage Data

Anthony Altieri, Owner, Omnes Solutions

Are students really learning what you want them to? Are they watching the videos or completing the activities? xAPI is your key to finding out these answers and more, and Altieri helps you understand how it can be used to collect data on your students’ interactions. You’ll learn how to evaluate your content to see where xAPI could help you gather better usage data, and find out where you might use it outside of your online content.

310 Motivating Employees to Share Knowledge

JD Dillon, Principal Learning Strategist, Axonify

Shared knowledge is the foundation of a strong learning ecosystem, but its value goes unrealized in most organizations. Dillon shows you how to transform tribal tacit knowledge into shared community insight. You’ll learn about the links between real-world social behaviors and workplace knowledge sharing, and triggers that motivate employees to contribute and use shared knowledge. You’ll discover the necessary steps for building and sustaining an organizational curation strategy. You’ll leave with guidelines for identifying and selecting the right technology for meaningful, scalable knowledge sharing in the workplace.

311 Future-Proof Your Organization Through an Outward Mindset

Jim Ferrell, Managing Partner, The Arbinger Institute

Mindset underlies, moves, and sustains behavior change, but are leaders aware of it? Ferrell explains the mindset model and how it can improve desired results. You’ll learn frameworks to deepen your own self-awareness and how to help others shift to an outward mindset. You’ll also see how to work in a way that sparks innovation, and how to implement an accountability model that drives performance management conversations.

312 Moving to Learn: Collaborate and Create Like Pilobolus

Itamar Kubovy, Executive Producer, Pilobolus; and Pilobolus Team

Research shows when learners experience learning instead of just hearing about it, retention dramatically improves. Pilobolus shows you an unforgettable approach to radically transforming your participants’ learning experience. You’ll learn movement-based approaches and processes that allow better communication and open-minded attitudes. You’ll hear about an approach to leadership, listening, and exchange — and experience it physically through participatory movement. Open to movers of all abilities; comfortable clothes recommended. Space is limited.

313 Creating Better Estimates for eLearning

Danielle Watkins, ID, ZPS

Have you ever been stumped by the question, “How fast can you create an eLearning course?” Probably, because the answer depends on many factors: The tool being used, the level of interactivity, and other variables. In this session, you’ll learn how to create more accurate estimates and bids for eLearning projects. Watkins will demonstrate a five-step process for creating a tool to help you with your eLearning estimates.

314 Better than Bullet Points: Creating Engaging eLearning with PowerPoint

Jane Bozarth, Author, Better Than Bullet Points: Creating Engaging eLearning with PowerPoint

Effective, engaging eLearning programs can be created with nothing more than PowerPoint, solid instructional design principles, and some creativity. Bozarth shows you a three-step process for creating better eLearning that follows these principles. You’ll work through a sample scenario to learn ways to replace bullet-based content with a meaningful treatment that makes better use of art and animations.

315 Rubrics 101: Improving Participant Performance

Jean Marrapodi, Senior Learning Architect; Michael Getz, President, Illumina Interactive

Effective rubrics are powerful tools for learning that are sadly underused in corporate training. But you can use them to improve your trainees’ understanding — and performance. Marrapodi shows you how to build good rubrics and use them for assessment. You’ll learn how to create rubrics for level 3 evaluations, career development, and self-improvement, and how to teach your learners to create their own rubrics.

316 Instructional Design – Fast

Becky Pike Pluth, CEO, The Bob Pike Group

Are you having trouble finding the time to devote to training design? Pluth shows you a design method that helps you quickly align content and activities to the behaviors necessary to reach your business goals. You’ll learn about the three 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.

317 More Sessions and Valuable Content on the Expo Floor

As an alternative to breakout sessions in this timelapse, stop by the Expo to browse top training products and services from our helpful exhibitors, visit with Master Chefs in the Technology Test Kitchen about integrating new media, shop at the Conference Bookstore, and participate in fun Second City improv sessions!

9:15 am – 10:45 am

Keynote Session

11:00 am – 12:00 pm
402 Secrets of Creating Successful Learning Games
Andrew Hughes, President, Designing Digitally, Inc.
What makes a game a learning success or failure? Hughes explains the steps of creating a successful, effective game that helps participants learn. You’ll find out how to get started, what to do, what not to do, and best practices for building effective games that promote learning at your organization. You’ll also learn how to support the adoption of games, including best practices.

403 Real-World Evaluation for Training Professionals
Jim Kirkpatrick, Senior Consultant, Kirkpatrick Partners
Training professionals often struggle to show the value of their training. Many use the four levels of evaluation in the Kirkpatrick model, but wonder if they’re using them correctly. You’ll learn the most modern, updated way to apply the four levels to your work so you can create valuable training and explain it in terms that organizational leaders understand. You’ll obtain practical tactics and come away with take-home tools to get you started at your organization.

404 Advanced Virtual Classroom: Supercharge Your Online Training!
Kassy LaBorie, Principal Consultant, Kassy LaBorie Consulting, LLC
Is it possible to engage virtual classroom learners in ways that take them beyond being informed, to being transformed? LaBorie thinks so, and she explains tips, tricks, and practices that will help you lead engaging online learning sessions. You’ll learn new facilitation methods and use a platform features checklist to optimize the investment in your virtual classroom technology. And, you’ll leave with ready-to-use strategies that can be immediately applied to your own virtual training.

405 The New Language of Instructional Design
Phylise Banner, Curator, Blended Learning Hub, InSync Training
Learning Environment Modeling (LEM) is a common language and an innovative visual tool for designing learning environments like courses, workshops, and training programs. Banner shows you how to use LEM’s visualization techniques that represent key information about the way learning environments are designed. You’ll find out how to correlate specific design elements to learning results, and how to facilitate more effective communication throughout the design process.

406 11 Types of Videos to Refresh and Enhance Learning
Matthew Pierce, Customer Support Manager, TechSmith
Video is an established training medium, but that’s exactly what makes it easy to get in a rut, making the same kinds of videos over and over. Pierce describes 11 different types of videos that you can use in your organization to keep your learning interesting and fresh. You’ll learn which situations these types are effective in, and how to create them cost-effectively.

407 Lead, Influence, and Persuade with Stories
Doug Stevenson, CEO, Story Theater International
Facts, data, and research are crucial to leadership, but so is inspiration — and stories inspire more than spreadsheets. Stevenson explains how to use stories to inspire confidence and establish rapport. You’ll learn what happens in the brain of a listener who’s hearing a story, and how to find relevant stories for conversations and presentations. You’ll also explore presentation techniques that will increase your confidence, establish rapport with your audience, and reduce fear and anxiety.

408 Reinventing Mentorship to Solve Business Challenges
Ann Tardy, President, LifeMoxie Mentoring & Leadership
Mentoring can be the strategic solution for all kinds of business challenges. This session will show you how mentoring can solve many of them: engagement, development, leadership, inclusion, and the list goes on. You’ll learn how to design and deploy strategic mentoring programs, measure their success, recruit appropriate participants, match participants, and much more. You’ll leave with a seven-step model for your own innovative mentoring, and best practices for launching and growing effective, sustainable, scalable mentoring programs.

409 Motivational Psychology: A New Understanding for Training
Joe Urbanski, COO, Total Solutions Group
The frustrating, but liberating secret of motivating employees is this: You can’t do it! They have to. But Urbanski explains how you can use motivational psychology to design and deliver a uniquely engaging training experience that encourages employees to motivate themselves. You’ll learn about personal development and what drives you and others when you’re at your best. You’ll also learn how to raise your organizational motivation level in six months, increasing training interaction and retention.

410 Igniting Women’s Impact in the Workplace
Tacy Byham, Senior Vice President, Development Dimensions International (DDI)
Doing things “like a girl” used to be a playground insult. But given the pervasive gender gap in leadership positions, it’s still a problem in the workplace. You’ll learn about the role you and other training professionals play in addressing gender equality and in developing women leaders. Byham describes barriers that hold women back from leadership, and helps you to develop coaching skills for women leaders. You’ll not only connect gender equality initiatives to financial performance, you’ll activate your own personal development.

411 How DISC Can Help Make it Easier for People to Learn
Tony Alessandra, CVO, Assessments 24x7 LLC
Learning to read an audience and effectively communicate with them is a skill every trainer and facilitator can use. Alessandra shows you how to practice behavioral adaptability — that is, how to adapt your teaching style to match the attendee’s style. You’ll learn to spot behavioral signals that help you read people and their learning style, discover their strengths, struggles, likes, and dislikes, and practice changing your presentation strategy to match the audience’s needs.
412 The Latest in Learning Trends
Allen Partridge, Sr. Product Evangelist, Adobe
You spend your days trying to engage your learners, but new ideas can refresh your thinking. Partridge tells you about best practices being applied at organizations all over the world, and how you can apply them at your own organization. You’ll hear the latest about virtual universities, learner immersion, mobile learning, gamification, video, point of need learning, social learning, and reporting techniques that show the value of your learning programs.

413 Designing Microlearning That Fits
JD Dillon, Principal Learning Strategist, Axonify
People are clamoring for microlearning, but the industry hasn’t really defined it. Is it short content that requires repetition? What’s the right technology? Dillon helps you avoid turning microlearning into another short-lived, but failed, trend. You’ll learn the definition of microlearning and how to use technology to implement it. You’ll find out how microlearning can drive bottom-line results while it solves familiar learning and performance challenges, and how to apply microlearning at your organization.

414 Writing Better eLearning Scripts
Cammy Bean, Senior Solutions Consultant, Kineo
Boring content, bad objectives, stiff tone — why not write for human beings for a change? Bean shares her top tips for writing better eLearning programs, letting you look at examples and do some on-the-fly rewrites. You’ll find out how you can liven up your eLearning so that it really connects with people, and learn how to get people to pay attention, tell the best stories, and get content that really matters from your SMEs.

415 10 Wicked Cool Tricks to Revitalize Your Classroom Training
Mark Snow, Vice President, Training Program Development, Assessments 24x7
Want to liven up training sessions with quick and easy attention-getters? Snow will show you how to grab their attention and engage their minds. You’ll come away with 10 tricks that you can use whenever you suspect a session is starting to drag. You’ll find out how to open learners’ minds to new ways of seeing a problem, refocus your learners, and most importantly, build your confidence as a wicked cool facilitator.

416 10 Animation Techniques to Increase Understanding and Memory
Ellen Finkelstein, President, Ellen Finkelstein, Inc.
Discover how to turn your concepts into animations that explain and illuminate. You’ll learn 10 animation techniques to help your audience understand and remember. Finkelstein will include two of the newest exciting features of PowerPoint, though most techniques will work in any version. You’ll also learn which type of animation you should never use, because it will annoy your audience and may even cause headaches!

417 More Sessions and Valuable Content on the Expo Floor
As an alternative to breakout sessions in this timeslot, stop by the Expo to browse top training products and services from our helpful exhibitors, visit with Master Chefs in the Technology Test Kitchen about integrating new media, shop at the Conference Bookstore, and participate in fun Second City improv sessions!

11:30 am – 2:00 pm
Lunch in the Expo

1:45 pm – 2:45 pm
501 Future Forum: The Future of Leadership and Learning
Itamar Kubovy, Executive Producer, Pilobolus; Nigel Paine, Author, Building Leadership Development Programs; Karie Willyerd, Head of Global Customer Education and Learning, SAP; Tony O’Driscoll, Global Head, Duke CE Labs
As organizations strive to become more resilient, responsive and adaptable, leadership vacillates between hierarchical command and control and networked connectivity and collaboration. Leadership has evolved to be more organic than mechanistic and more systemic than structured. Developing this new kind of leadership requires a completely different approach. The best way to predict the future is to create it. During this interactive forum, invited provocateurs will engage participants in collaborative explorations of possible futures for leadership and learning. If you want to shape the future of leadership and development, rather than simply react to it, this session is for you.

502 Competency and Competency Modeling Done Right
Judith Hale, CEO, Hale Associates
Competencies that stakeholders actually use when hiring and promoting can add value to the enterprise. But you can make costly and politically damaging mistakes in the process of creating them. Hale walks you through a checklist that guides you through defining needs, developing competencies, and identifying metrics of worth and utility. You’ll see examples of competencies done right and wrong, and leave with a model you can adapt for your organization.

503 Measuring the Value of Social Learning
Stephen Bruington, Learning Infrastructure Designer, Anthem, Inc.
Social learning gets a lot of play in modern L&D, but quantitative measurements for its value have been elusive. Bruington explains social learning and how Anthem measures it, and its meaning in the context of corporate learning. You’ll learn about Anthem’s theory that the more engaged employees are in social learning, the better they’ll perform, and explore how engaged or disengaged learners are. You’ll see how to measure social learning at your own organization and correlate engagement data with performance metrics.

504 Brain-Based Learning in the Virtual Classroom
Cynthia Clay, President, NetSpeed Learning Solutions
What if the training you delivered in the virtual classroom was so vibrant and compelling that people clamored to attend your sessions? Clay links the neuroscience of learning to the ability to connect with, engage, and stimulate the thinking of participants. You’ll learn about understanding the brain’s needs can help you capture and keep your participants’ attention online — how to increase novelty with games, contrast with different facilitation techniques, and much more. You’ll leave with six brain-based guidelines for creating your own brain-engaging learning.
Tuesday Sessions

505 Lead UnScripted: Manage in the Moment
Jennifer Spear, Creative Strategist, Clean Slate Strategies
You know to expect the unexpected, but can you learn to like it or even thrive in it? Spear teaches you a method that lets you create opportunity as you face uncertainty and ambiguity, and improve your facilitation, leadership, and design skills. You’ll learn principles of improvised comedy and problem solving that will help you think on your feet, communicate effectively, and face the unexpected with confidence, courage, and ease.

506 Promote Organizational Creativity and Innovation with Learning
Dave Knowlton, Professor, Southern Illinois University Edwardsville
Creativity is essential for some organizations, yet some leaders aren’t well prepared to support it. To close that gap, Knowlton explains how training programs can prepare employees for a culture of creativity. You’ll learn how to convincingly argue for using training to instill the creative mindset at your organization. You’ll also find out how to help creativity and innovation flourish, and how your instructional strategies and assessment align with them.

507 Creating Learning Hubs for Modern Blended Learning
Jennifer Hofmann, President, InSync Training
Today’s learners understand that all learning is blended, and they want it personalized to their situation. You can support this new paradigm with learning hubs, which are a home for every resource you have, associated with a topic in your organization. Hofmann will show you how to arrange resources, lessons, and activities into an almost infinite number of courses or campaigns in these hubs. Using resources you already have, you’ll learn to create an environment for perpetual learning, where learners return repeatedly to get the learning they need.

508 Effective eLearning Evaluation
Steven Yacovelli, Owner & Principal, TopDog Learning Group, LLC
How effective is your evaluation? Does it really tell you whether your eLearning is accomplishing its purpose? Yacovelli explains how to create a diagnostic process that highlights your learning’s strengths and weaknesses. Whether you rely on in-house content, vendor content, or both, you’ll learn seven strategies for quickly and thoroughly evaluating eLearning instructional design. You’ll discover standards and criteria for graphic design quality, tone, language, technical integrity, timing, and cost per learner.

509 Delivering Genuine Performance Improvement: A 3-Step Model
Trish Uhl, CEO, Owl’s Ledge; Alwyn Klein, Manager of Leadership and Performance Solutions, WaWa Inc.; Bob Pike, Chairman, P3 Associates
The transactional, order-taker approach to delivering training doesn’t always deliver business value. That’s why a systematic process for determining how to assess and solve performance problems is the subject of this session. You’ll learn a three-step process for identifying and assessing performance problems, four guiding principles for a performance framework model, and ways to use data analytics for valuable insights and adjustments.

510 Managing Resistant Learners
Laura Arellano, Learning and Leadership Development Manager, Ancestry.com
No trainer likes to deal with difficult participants. But when you know what to do with them, they can become focused, contributing learners. Arellano shows you techniques for shifting resistant participants’ thinking. You’ll learn how to assess the roots of resistance and use accelerated learning and whole brain thinking principles. You’ll leave with practical techniques that can be applied immediately, allowing you to keep participants’ focus on your content and learning objectives, instead of their smartphones.

511 Using Stories and Visuals for Better Training Presentations
Richard Goring, Director, BrightCarbon
Even as new technologies like virtual reality come into the field, regular classroom training isn’t going anywhere. Goring shows you how to create training presentations that capture the audience’s attention and keep it. You’ll learn how to create persuasive stories, visual sequences that support that story, and use tools like games, testing, and more. You’ll hear about common mistakes to avoid and how to make your presentations truly relevant — and memorable.

512 Using Gamification to Create Change
Monica Cornetti, CEO, The Sententia Gamification Consortium
With gamification, learning and development professionals are increasing learner interaction and understanding. But gamification is more than making games. Cornetti teaches you how to capture measurement, behavior analysis, and engagement in ways that can provide a real-time understanding of learners’ performance. You’ll learn how to create fun, collaborative gaming experiences, where players care more about interacting and understanding than the rules of the game.

513 Transforming an Organization with L&D: The Johnson & Johnson Story
Marjorie Derven, Managing Consultant, Resources Global Professionals; Sherry Maklary, Executive Director, Johnson & Johnson
When Johnson & Johnson adopted a shared services model in its finance and accounting function, the L&D function had to address a need for new skills and different ways of learning. Derven and Maklary describe how the L&D function transformed, from benchmarking to needs analysis to implementation. You’ll learn about recent neuroscience findings about learning that they used to promote skills acceleration, and leave with a plan for identifying relevant approaches for your own organization.

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www.TrainingLiveandOnline.com
Wednesday, February 14
8:30 am – 9:30 am
601 Design Thinking for Organizations and Leadership
Bruce MacGregor, Partner, IDEO; Tony O’Driscoll, Global Head, Duke CE Labs
Design thinking has found its way into many organizations today as a discipline and practice to drive innovation and growth. But what if you took those principles and aimed them directly at the design of organizations and leadership systems to enable businesses to become more responsive, resilient, and adaptable? Join IDEO and Duke CE to learn how organizations are pushing the envelope in applying the principles of design to transform the organization and develop leaders. If you are looking for true breakthrough innovation to solve your wicked human capital problems, this session is for you!

602 10 Tips for Designing Training for Mobile
Phil Cowcill, Senior eLearning Specialist, Department of National Defence
More and more employees are taking your training on tablets, phones, and other devices. That fact has implications for training design, whether for web apps or mobile apps. Cowcill explains the differences between designing for a laptop and designing for many different devices. You’ll learn 10 tips for how to improve the user’s experience on a mobile device with navigation, screen design, transitions, animations, and other tools.

603 Anatomy of a Simulation: Change Behaviors Using Video and eLearning
Dan Keckan, VP eLearning & Instructional Design, Cinecraft Productions
Video-based simulations are an excellent way to change sales, coaching, customer service, and other behaviors. But branched or non-branched scenarios can be difficult, and so can adding video, designing nodes that genuinely reflect a process, and crafting realistic dialogue. You’ll learn skills in these areas, and how to differentiate between first-person and third-person points of view. And, you’ll find out how to design linear decision points that reflect behaviors, and tools to use when you’re storyboarding and flowcharting simulations.

604 Powering Up Your Level 2 Evaluation: Measure Application, Not Recall
Ken Phillips, CEO, Phillips Associates
A 2015 ATD research study says 83 percent of organizations evaluate some learning programs at Level 2 of the Kirkpatrick/Phillips evaluation model, yet only 57 percent see that data as valuable. Phillips explains how the perceived value of the data reflects the quality of test items, and how such problems can be solved. You’ll learn to avoid the mistakes many L&D professionals make when creating Level 2 questions, and understand the difference between questions that measure application and ones that measure recall.

Wednesday Sessions
Wednesday Sessions

607 Using Big Data to Spot Superstars, Slackers, and Knowledge Gaps
John Findlay, Co-Founder, Launchfire
Businesses don’t operate on pass/fail, so why do we measure our training programs on that basis? Findlay explains how big data can help you more precisely measure the effectiveness of your training. You’ll learn strategies for using data to improve your future training initiatives and connect training to business results. You’ll also hear about best practices for setting your program up to collect statistically relevant data — from how to write content that doesn’t skew results to strategies for increasing your sample size.

608 Project Management for Instructional Design Success
Bruce Ralston, Corporate IT Training Manager; Kristi Candler, Sr. IT Training Specialist; Kersa Potts, Sr. IT Training Specialist, Federal Reserve Bank of Atlanta
As a learning professional, you manage projects all the time. What if project management methods could help you create better instruction more efficiently? Ralston, Candler, and Potts explain how they integrated project management methodologies with ADDIE and Agile for a repeatable process. You’ll learn about basic project management methods and how to incorporate them with your design process. You’ll also learn new tools and methods for managing the challenges of both.

609 From Accidental to Intentional: Designing Better eLearning
Cammy Bean, Senior Solutions Consultant, Kineo
Even if you didn’t dream of being an instructional designer one day, you’re doing it now. So why not become a more intentional practitioner? Bean shows you four key areas to focus on to become a well-rounded eLearning designer. You’ll learn how to identify your sweet spot as an instructional designer, learn tips and strategies for better eLearning design, and take your practice to the next level — on purpose.

610 Developing Misunderstood Millennials
Mark Snow, Vice President, Training Program Development, Assessments 24x7
Millennials. They’re unmotivated, spoiled, and disloyal. Or are you wrong? To fully engage your millennial employees, you probably need to change your ways. Snow shows you how to make these tech-savvy, networked, highly motivated employees want to prove themselves at your organization. You’ll find out how to make minimal adjustments to your development offerings to create stickier learning programs, get higher levels of enjoyment and transfer, and increase the retention of your future leaders.

611 xAPI: Geek Free and Easier to Use
Megan Torrance, Chief Energy Officer, TorranceLearning
Until recently, using xAPI meant custom programming, close work with your LRS provider, and custom reporting tools. It just wasn’t scalable for enterprise-wide use. Today, xAPI is ready for much broader application. Torrance outlines the current state of xAPI adoption and what you’ll need to get started using it. You’ll find out how to convince your organization to adopt xAPI, identify projects that are good candidates for it, and outline a strategy for adoption and working with vendors and partners.

612 How to Make Mind-Blowing PowerPoint
Richard Goring, Director, BrightCarbon
PowerPoint gets a bad rap because it’s so often used poorly. But it’s actually a powerful tool that you can use to create compelling visuals and interactive content that make your point clearly and well. Goring shows you how to tell a story with PowerPoint that helps your participants truly learn. During the session, you’ll critique slides and help them make more effective. You’ll learn how to make your presentation navigable so you can respond to your audience, how to use custom highlighting and animations, and more.

613 Facilitating with Impact!
Sardek Love, President, Infinity Consulting and Training Solutions, Inc.
Have you ever asked questions of participants and heard nothing but crickets? Or delivered crammed, boring technical training that you wouldn’t want to sit through yourself? Love shows you the facilitation skills you need to generate more participant engagement and peer-to-peer learning. You’ll learn the 4 Ps of facilitation, get a checklist of 24 delivery techniques, and find out how to ask questions that make your sessions fun and interactive.

614 25 Ways to Give Your Training Video Pizzaz!
Steve Haskin, Chief Creator, Industrial Strength Learning
As more trainers use video in their training, it gets harder to make your video stand out from the rest. Haskin walks you through the mysteries of using video to grab your audience’s attention, capture their imaginations, and get your content to stick with them. You’ll learn methods for thinking creatively about and improving your video, and when to use the effects you’ve learned.

615 Design Interactive Virtual Training for Mobile Devices
Cindy Huggett, Principal Consultant, Cindy Huggett Consulting, LLC
Learners are joining virtual classrooms by mobile devices more and more. So how should you design to accommodate those mobile learners? Huggett explains techniques for designing engaging virtual training programs that all your participants can benefit from, no matter what device they’re using. You’ll explore the specific limitations and challenges that mobile learners face and how to prepare them in advance so that they know what to expect.

616 Designing Measurable Learning
Laura Paramoure, CEO, eParamus
How do we connect instructional design with behavior change and desired outcomes? Paramoure shows you how effective learning components combine to create a unit of measure for learning, and how components can be measured for evidence of learning impact. You’ll learn to design your own components and use actual corporate data to interpret the impact and outcomes. You’ll leave with case studies and insights into how to implement these methods at your organization.

Kick-off the Conference with a 3-Day or 2-Day Certificate Program!
See pages 4-7.
9:45 am – 10:45 am

701 Demystifying Finance to Make Better Business Decisions
Joe Perfetti, Learning Director, Wharton Executive Education; Mike Canning, Managing Director, Duke Corporate Education

Every day in your business, people are making decisions that affect the bottom line. Many of these financial decisions are made by people who perceive finance as scary, hard, or someone else’s job. Explore how a large pharmaceutical company applied a novel instructional approach to demystify finance by building a common financial language across the organization in a way that was flexible, scalable, and cost effective. If you have been looking for a way to empower leaders to make better business decisions, this session is not one to miss.

702 Combining Story and Game – A New Take on Applied Learning
Jack McGrath, Creative Director, Digital Interactiv

Stories and games are two time-honored training methods. What if you combine the two? Now you’ve got a new take on applied learning, and McGrath shows you how to use the story-arc model to create multi-path, story-driven learning games and simulations. You’ll learn how to convert training situations into scenes, identify scene breaks for multi-path simulations, and use character, time, scene, and other dramatic elements to create more realism and engagement.

703 How to Make Managers Your Partners in Workforce Development
Jamie Millard, Executive Partner, Lexington Leadership; Frank Satterthwaite, Professor of Organizational Leadership, Johnson & Wales University

You’ve probably gotten pushback when you’ve tried to get busy managers to take on more responsibility for developing people. Millard and Satterthwaite show you tips and strategies for how to help your busy managers embrace a different mindset, where leading and doing are mutually reinforcing. You’ll also learn strategies to teach to managers that help them be more efficient, so they can find time for employee development.

704 Using Mindfulness in eLearning
Kim Stanley, Product Content Owner, Epicor Software Corporation

Mindfulness in the workplace is nothing new, but what about in your training? Stanley shows you how you could add principles of mindfulness into videos, documentation, and even augmented reality. You’ll learn breathing, imagery, and focus techniques that can increase retention results in your instructional design and facilitation, and how repetition, vibration, and guiding a learner’s breathing patterns can improve learners’ memory, focus, and retention rates.

705 Up Is Not the Only Way: Mobility Matters!
Lynn Cowart, VP Quality Delivery, Career Systems International

Employees want to know how they fit in the organization and where they could go. Cowart explains how you can help managers provide multiple ways for talent to grow and develop, making the organization competitive for talent and preventing employees from feeling trapped by limited options. You’ll learn about six mobility options that apply to your career and others’, and find out what research says about talent mobility.

706 Adult Learning Theory in 60 Minutes or Less
Nanette Miner, Managing Consultant, The Training Doctor

Every learning expert dreams of moving learners beyond “knowing” to having truly learned. Miner explains adult learners’ major motivators, and provides tips and techniques for integrating adult learning best practices with the content you design or deliver. You’ll learn about the differences in how adults and children learn, the adult learning preferences you should keep in mind as you design, the four learning outcomes you must achieve in the workplace, and more.

707 Helping Your Subject Matter Experts to Facilitate Learning
Greg Owen-Boger, VP/Facilitator, Turpin Communication

Subject matter experts [SMEs] bring a wealth of knowledge and credibility to training content. But SMEs are usually not experts in facilitation or delivery. Owen-Boger shows you how to design learning events that play to their strengths. You’ll identify ways to improve your SMEs’ likelihood of success and to coach them to improve their delivery. You’ll also learn how to set expectations with SMEs, and design job aids and activities that are easy for them to execute.

708 10 Ways to Ruin Your eLearning
Ethan Edwards, Chief Instructional Strategist, Allen Interactions

Common practices are a good guide in other fields, but in eLearning they can be poison. Authoring system limitations, unrealistic assumptions, and untested audience characteristics often result in expensive and time-consuming eLearning that fails to engage the learner or create meaningful performance change. Edwards will explore ten common flawed design strategies and suggests simple alternatives. You’ll learn to avoid these flawed strategies and create meaningful, memorable instruction.

709 Igniting Your Creativity for More Innovative Learning Design
Jennifer Varos, VP Operations, Radcom

Are you in a rut? Is the template you use boring and out-of-date? Have you been doing this so long you’ve run out of new ideas? Varos helps you stop creating the same old courses and rediscover your passion for course design. You’ll tap into your innate creativity to discover new ways of thinking about content development, and learn techniques and tools for unleashing your creativity, embracing uncertainty, improving your problem solving, and more.

710 Using Your Mobile Device to Create Amazing Content
Nick Floro, Learning Architect, Sealworks Interactive Studios

Wouldn’t it be great if you could create quality training content on your phone or tablet? You can. Floro shows you how to improve the video and audio recordings you capture on your mobile device, apps and tools to improve your content, and accessories and microphones you can use to make higher-quality content. You’ll learn how to edit and create everything from graphics to animation that can be used immediately in your next project — all from your mobile device.
24 Wednesday Sessions

711 Put Some Disney Show in Your Classroom-Based Learning
Pete Blank, Training and OD Manager, Personnel Board of Jefferson County
The Disney concept of Show is the careful planning of the sights, sounds, smells, and experiences their guests will have at their properties. But Show isn’t just for guests; it’s for crew members too. Why not invest the same kind of effort in your own learning participants? Blank will show you how to apply this concept to your training function, integrate its components with your learning environment, and even use it as a marketing tool for your offerings.

712 Five Technologies That Are Disrupting Learning
Brandon Carson, Director of Learning, The Home Depot
The rapid pace of technological change has altered how business is conducted, and the modern learning organization must transform how it designs, delivers, measures, and evaluates learning. You’ll learn about five technologies that are disrupting the learning business, and examine whether these disruptive technologies should be part of your training strategy. Carson also presents practical ways to understand and integrate these technologies into existing learning strategies.

713 Mapping Learning for Employee Engagement
Michael Nolan, President, Friesen, Kaye and Associates
It’s often said that only 10 percent of learning comes from formal learning events. As a manager, do you know where it happens at your organization? Nolan shows you how to create a map of where and when learning occurs, whether it’s on the job, via social learning, or through other experiences. You’ll learn how to use the map for employee attraction, on-boarding, retention, and continuous learning.

714 Promoting Understanding in the Virtual Systems Classroom
Jeannie Szombathy, Program Manager; Cathie Logan, Senior IT Training Specialist; Latanya Washington, Senior IT Training Specialist, AIG
Confucius understood that live training and hands-on practice is more effective, but today companies are moving into virtual training to reduce expenses. Still, there are ways to create engaging virtual training that engages learners, and Szombathy, Logan, and Washington demonstrate easy-to-implement engagement opportunities you can use to promote doing and understanding during remote instruction. You’ll learn to maximize learner engagement and provide learners with an understanding of system navigation. And you’ll discuss potential pitfalls and solutions.

715 Prove Your Value with Training Evaluation
Marsha Weisleder, Performance Improvement Coach, Langevin Learning Services
The training you do is valuable — but can you prove it? Weisleder explains the key skills for building a compelling case for training. You’ll learn easy methods for calculating the return on investment, return on expectations, cost benefit ratios, and more. You’ll also learn how to measure and show the extent to which employees are using their new skills on the job, using both traditional and innovative instruments.

716 Methodology Madness: Choosing Between ADDIE, SAM, Agile, and More
Lou Russell, Director of Learning Services, Russell Martin & Associates
The well-loved ADDIE model is suddenly a pariah, while SAM and Agile are the cool kids. And what about Design Thinking, Duarte, and techniques like Empathy and Visualization? Russell walks you through the pros and cons of all these different approaches, and helps you know which is right for different situations at your organization. You’ll compare and contrast ADDIE, SAM, and Agile, and others, establish criteria for your own hybrid approach, and experiment with these methods.

11:00 am – 12:00 pm

801 Leadership Development on Purpose: Lesson’s Learned
Michael Chavez, CEO, Duke Corporate Education; Tony O’Driscoll, Global Head, Duke CE Labs
Discover the emerging weak-signals pointing towards a step-change in the field of leadership development. Learn how advances in technology are driving an increased need for more humanity as organizations learn to lead on purpose. Recognize the increasingly critical role that project-based work is playing in driving strategic initiatives today. Explore how the greatest source of leadership leverage today comes from the center of the organization not the top. If you want to get caught up on the past and ready for the future of leadership development, look no further than this culminating session of the Leadership for What’s Next Track.

802 Understanding Employee Motivation as a Skill
Susan Fowler, Senior Consulting Partner, The Ken Blanchard Companies
For years, leaders and training professionals have struggled to do something they really can’t do — motivate people. But Fowler makes the case that motivation should actually be taught — it’s a skill that can be learned, nurtured, and sustained. You’ll learn about an evidence-based typology of motivation and find out how to use it to help leaders move past outdated understandings of motivation. You’ll gain insight on the leader’s role in motivation, and learn to teach leaders how they can facilitate optimal motivation at your organization.

803 Conveying L&D Impact and Value
Deb Arnold, Principal, Deb Arnold, Ink
Many of us in learning and development know how to create great learning. But when stakeholders don’t know the value of what we create, we’re not always skilled at explaining it to them. Arnold will show you tools and templates to help you describe that value. You’ll learn the four fundamentals of learning and development, and find out how to win increased credibility, clout, and perhaps even budget.
804 Engagement, Culture, Productivity: A New Approach to Onboarding
Matt Plass, CLO, Interactive Services, Pernod Ricard USA

New hire training and onboarding can be valuable tools for retention, productivity, and culture-building, but they’re not always treated that way. Plass will explain how his organization created a personalized process that allowed users to track their progress, access social media, compete with colleagues, and network with managers and colleagues. You’ll see how you can maximize new hire enthusiasm, anticipate attrition points, and create agile and adaptable employees with clear pathways to success.

805 NOT All of the Above: Writing Better Test Questions
Scott Tesh, Jane Lybecker, Instructional Designer/Project Manager; Jonathan Kersten, Program Manager, Dell EMC

Have you ever taken a test that needed some work, or had learners complain about how a test was written? A poorly written test can detract from the best learning content. Tesh, Lybecker, and Kersten explain test writing practices and how to integrate them with your courseware and curriculum. You’ll find out how to write and revise specific test items, and how to champion those test-writing practices and make sure they’re followed.

806 Creating an Escape Room for Learning
Kelly Young, Program Manager; Hardy MacKenzie, Learning Manager, Humana

Breakout and Escape rooms allow participants to test their problem solving skills under pressure. Young and MacKenzie explain the concept of breakout rooms, the key components to building one, and how they can be applied to the corporate setting. You’ll experience a live, hands-on breakout session so you can see how to use them in classroom and virtual situations, and find out what it takes to build and design your own.

807 Make an Impact with Learning Games
Andrew Joly, Director of Strategic Design, LEO; Gene Stone, AVP, Learning Products

Research has shown that using games for learning can increase retention and improve performance and problem solving. Joly and Stone explain how to start when you’re interested in adopting games at your organization. You’ll learn benefits, best practices, and hazards to avoid. You’ll also learn about different types of gamification and explore where and why they might work for you. And of course, you’ll get to play a game!

808 Business Simulation Design Principles
Jeremy Hall, Founder, Hall Marketing

When building simulations for learning, it’s easy to over focus on the subject and what the simulation is replicating. But as Hall explains, what’s important is the simulation’s design utility and the experience it provides. He’ll talk about design principles and research related to effective simulations, and you’ll discuss those principles in context of an actual simulation. You’ll leave able to help your organization evaluate whether a simulation is the most effective, efficient, and engaging way to deliver valid experiential learning, and whether simulations you create satisfy the participants’ and organization’s needs.

809 Designing Cafeteria Learning
Jillian Douglas, CLO, Idea Learning Group

In traditional learning, learners learn, but don’t make choices about what to learn. Douglas explains the concept of cafeteria-style learning, in which instructional designers use content in interchangeable activities to create an environment where learners can build their own customized experience. You’ll see cafeteria learning from a participant’s perspective, then reverse-engineer the content to see how a choice-based, brain-friendly learning session is created. You’ll also hear more about how the brain learns best, and why moving around is better for learning than sitting in your seat.

810 Creating NextGen Experiential Blended Learning
Ayana Azim, Sr. Learning & Development Specialist, University of Farmers – Farmers Insurance

Blended learning, microlearning, online delivery, classroom delivery — what’s the best way? There isn’t one, but there is a way to leverage curated content so learners do the work. It’s called microlearning content centers, and Azim explains how they work and how you can expand your definition of blended learning. You’ll find out how you can create your own microlearning content centers and how to avoid common execution pitfalls.

811 Designing Virtual Training Courses with ROI In Mind
Freya Huffman, Manager, Virtual Training; James Dudley, Virtual Trainer; Gina Moreno, Virtual Trainer, Aflac

Companies want to save travel and other expenses with virtual training. But what if virtual is a waste of money — or you can’t show it’s not? Huffman, Dudley, and Moreno show you how to create virtual training with real impacts on sales, performance, behavior change and more. Bring a course you’d like to make virtual, and you’ll walk through designing and developing it with ROI in mind. You’ll learn how to assess the course’s impact and ROI afterward.

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

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Your 3-Day Conference & Expo registration includes the opening reception and trivia event on Sunday [5:00 pm]; all the keynotes and sessions offered Monday to Wednesday; two days of admission to the Expo Hall; and a choice of one post-conference online clinic.

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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

C101 How to Bring Your eLearning Interactions to Life
Ethan Edwards, Chief Instructional Strategist, Allen Interactions

eLearning is only as good as its interactions with the learner. Even when the content is right, ineffective, uninteresting questions can deaden eLearning and compromise its effectiveness. Edwards shows you how to avoid routine thinking and circumvent the limitations of time and tools to create better interactions in your eLearning programs. He explains how to challenge learners instead of boring them. You’ll find out how to identify the critical flaws in your questioning formats, and how to create effective interactions instead by encouraging participants to apply the program’s learning rather than simply recall it. You’ll leave the session with five design techniques that will improve your teaching and questioning strategies.

C102 Using Analytics in Workplace Learning
Trish Uhl, CEO, Owl’s Ledge

Businesses everywhere are analyzing big data to learn how to improve customer experience and organizational performance. Learning and development isn’t exempt from data analytics, and it shouldn’t be. Applying data science and advanced analytics to workplace learning data can improve training effectiveness and its contribution to the organization’s success—and all you have to do is build your analytical capability. Uhl shows you how to connect training events to people performance, and people performance to organizational outcomes and bottom-line results. You’ll assess your current baseline with data analytics, and create a plan to move forward and evaluate your progress. You’ll also learn to leverage training data and workplace learning analytics to create targeted interventions that achieve goals and demonstrate measurable business value.

BYOD: A WiFi-enabled laptop is required.

C103 Training for Resilience: What Really Works
Lisa Sansom, Organizational Development Consultant, LVS Consulting

Employees need resilience to practice self-care, be productive members of the workplace, and adapt better to fast-moving changes and ever-increasing workloads. It involves training our cognitive capacities to operate in new and different ways. But it is often seen as an add-on, rather than as a critical skill. Drawing on research from the field of positive psychology, Sansom will share what resilience is, how to teach it, and how to implement it in any work environment. You’ll learn to recognize the need for resilience in your organization, model resilient thinking, and adapt training activities and structures to your employees. Bring something to write with and be ready to practice real-time resilience.

C104 Designing Virtual Learning for Adobe Connect
Sanette Miner, Managing Consultant, The Training Doctor, LLC

Virtual instructor-led training (vILT) could save your company considerable money by slashing per-trainee costs and increasing the number of trainees who can join each session. Not only that, it can make your learners active and engaged rather than passive recipients of content. But where in the world do you start? Miner explains best practices for designing learning for shorter learning periods in Adobe Connect. You’ll learn about tools you never knew existed and gain hands-on experience as you design or redesign an activity for the Adobe platform. And you’ll know how to establish best practices like intermission assignments, participant materials, facilitator readiness, and more. You’ll return to your organization ready and confident to design for vILT.

BYOD: Bring a WiFi-enabled laptop or other device that has the Adobe platform.

C105 High-Impact, Low Cost Training Activities that WOW
Sardek Love, President, Infinity Consulting and Training Solutions

How can it be true that 75 percent of all workplace training is never applied on the job? It’s not just that many participants are distracted, disengaged, or disinterested. It’s that the questions and activities during many training programs don’t get them excited—or even interested. Love shows you a new set of simple, effective training techniques and question types that have been successfully used around the world to get participants active, engaged, and attentive. You’ll learn how to increase the experiential learning in your current content. You’ll also get instructions for facilitating each activity, and access to a web portal that has videos of the activities taught in the session.

C106 Microlearning in MicroTime
Shannon Tipton, Owner, Learning Rebels, LLC

When a full-fledged course isn’t the answer, it’s microlearning to the rescue. Sometimes a performance problem calls for bite-sized pieces of learning at just the right time and place for employee performance support. But while many people know about the theory of microlearning, Tipton will show you how to put it into action. Tipton explains the 3 Ds of microlearning and shows you how to go from inception to implementation. Working in groups, you’ll choose from a variety of tools to develop a micro-learning object for a pain point, create the object, and connect the strategy to end-user needs. You’ll also learn how to create a project plan for your own microlearning strategy at your organization.

BYOD: A WiFi-enabled laptop or tablet highly recommended.

C107 Understanding and Improving Culture To Enhance Training
Joe Urbanski, COO, Total Solutions Group

Culture is the soul and identity of an organization. It defines the organization’s purpose, direction, and values. But without a dynamic culture that empowers employees, the training function can’t unlock the organization’s full capability and performance. Urbanski explains how to connect cultural vision with intention and results. You’ll examine your organization’s culture — what it is, what it needs to be, and what it’s built on. You’ll learn how to use culture as the lens for viewing organizational transformation, strategic planning, learning and development, and more. You’ll also learn to write manifestos, collaborative visions, and other culture documents, so that you have concrete methods for evaluating and reinforcing the culture your organization needs.

C108 Agile Project Management for eLearning
Megan Torrance, Chief Energy Officer, TorranceLearning

Ready to find out how to use LLAMA? Agile tools and techniques of project management have been spreading throughout organizations, and these methods have been adapted for instructional design and development. This Lot Like Agile Methods Approach (LLAMA) is what you need to know to apply Agile to your workplace learning. You’ll find out about the tools and supplies you need, and how to choose a project to pilot with Agile methods. Torrance will show you how to build the business case for LLAMA with stakeholders at your organization. Whether the projects you’re managing have a heavier software component or just traditional
eLearning, you’ll learn how to kick off projects, define scope, develop iteratively, and estimate and plan projects for on-time, on-budget delivery.

**C109  The Happiness Advantage**  
*Devin Hughes, Partner, International Thought Leader Network*

We’ve long believed that success drives happiness, but it turns out it’s the other way around. When we are positive, our brains are more engaged, creative, motivated, energetic, resilient, and productive — both at work and in our personal lives. This is true of organizations as well as people, and Hughes walks you through the latest findings of positive psychology. He shows you how to reprogram your organization’s collective brain to create an environment that promotes happiness and well-being — the precursors of sustainable performance. You’ll discover new ways in which you can achieve greater happiness for yourself, and realize your potential to impact those around you. You’ll leave with the mindset and skillset to create positive change, in yourself and others.

**C110  Create a Coaching Training Program Even Managers Love**  
*Tim Hagen, President, Progress Coaching*

Managers and leaders lead better when they coach better. But organizations often don’t want to spend the time to teach coaching, and managers and leaders believe coaching takes a lot of time. Hagen will show you five strategies and delivery methodologies that help you get past the time barrier. He’ll explain how to design a coaching strategy for the whole organization that makes the most effective use of time, and shows managers how to coach without in-person time. You’ll learn 12 ways to coach, how to design self-directed learning programs that drive the coaching process and save a manager time, and more. With a four-step coaching conversation model, you’ll leave with the know-how to drive managers’ willingness to coach.

**C111  Design Better PowerPoint**  
*Bruce Gabrielle, President, Speaking PowerPoint*

PowerPoint is like a superpower: It must be used wisely, or mayhem ensues. Sadly, most PowerPoint slides are designed so poorly that they violate basic principles of cognitive science. They not only fail to deliver learning effectively, they can even reduce learning. Gabrielle teaches you how to use simple techniques to create better-looking PowerPoint slides that also increase learning and engagement by as much as 35 percent. You’ll revise your own slides or slides he provides in the session. You’ll find out how to create text that increases learning by 10 percent or more, and use pictures that increase learning by 35 percent or more. And you’ll learn design principles for color, layout, and alignment choices that will increase your learners’ engagement and enhance your credibility as a speaker.

**C112  Create Better Instruction With the Science of Learning**  
*Patti Shank, President, Learning Peaks LLC; Karen Hyder, Online Event Producer, Kaleidoscope Training & Consulting*

It’s sad but true: typical organizational learning content is loaded with things that make it more difficult to learn and apply. Too much and/or poorly organized content makes it hard to understand or remember, and even harder to use. But instructional, writing, and information design principles show us how to make instructional content that’s easier to learn from. Shank and Hyder will show you how to use these principles. Whether you’re designing for classroom, virtual, or blended situations, you’ll learn how to make your instructional content more effective. You’ll work on your own content to make it clearer and easier to understand, learn, and remember.

**C114  How to Succeed as a One-Person Video Team**  
*Ken Brown, Chief Emu Wrangler, The EMU Experience*

Video can be a powerful tool for learning and development, but you may have to learn to be a video team of one. Brown takes the mystery out of video production, explaining the basics of the video gear you’ll need. You’ll have a chance to set up cameras, lights, microphones, and other video gear, and practice using it. Brown will walk you through an on-set checklist of everything you need to manage on the day of shooting, and you’ll practice using the checklist during your setups. You’ll learn about common mistakes to avoid during the shoot, and how to organize footage, back it up, and hand it off to video editors. You’ll even learn about post-production, including reviewing the edited footage online, distributing the final videos, and uploading them to YouTube.

**C115  From Immersion to Presence: How Virtual Reality Can Revolutionize Your Learning**  
*Anders Gronstedt, President, Gronstedt Group*

The virtual reality revolution is ushering in a new era of experiential learning set within true-to-life task rehearsal spaces. Imagine practicing emergency response procedures in a realistic looking computer-generated environment. Or, experiencing racial biases from a first-person perspective. Gronstedt explains the present and future of virtual reality in learning and development, including the training implications for soft and hard skills training and success stories of its use. You’ll hear about augmented reality and mixed reality, discuss the best applications of virtual and mixed reality for your organization, and find out how to get started. And you’ll see what virtual reality is really like by experiencing it for yourself!

**C116  Make a Board Game Now!**  
*Deb Thomas, President, SillyMonkey LLC*

Gaming is a widely used training technique that has certain advantages over other methods. But gaming doesn’t have to be online or mean complex electronic games like Call of Duty. A simple board game can be an effective way to teach employees about an organization’s supply chain, product development process, finances, or other important concepts. Thomas explains multiple game mechanics and shows you how to tie learning objectives to those mechanics in a meaningful way. But you’ll also do some hands-on learning of your own, using game parts and boards to construct a working Race to the Finish board game. At the end of the session, you’ll demonstrate your serious, playable game to the other participants.
These clinics, hosted by Training Magazine Network, take place online. Clinic times are listed in EST. These online clinics are part of a 3-Day Conference & Expo registration. One clinic per attendee; register by February 9th.

**Tuesday, February 20**
12:00 pm – 2:00 pm EST

**TMN01 Articulate 360: What You Need to Know**
Danielle Watkins, ID, ZPS

What does the release of Articulate 360 mean for you? In this interactive session, we will explore the Articulate 360 Suite of products, including Storyline, Studio, Peek, Articulate Review, Articulate Rise, Articulate Live, Preso, and the Content Library. You’ll learn about the similarities and differences, and practice using the key features of each. If you do not have access to Articulate 360, you may join the clinic and observe.

**Wednesday, February 21**
12:00 pm – 2:00 pm EST

**TMN02 The Future of Design: Blended Learning Campaigns**
Jennifer Hofmann, President, InSync Training

Let’s move instructional design practices into the future by building on proven design methodologies, while taking into account the needs of modern learners. You’ll explore a future that focuses on campaigns, not courses and learn how Blended Learning Campaigns support learner experiences through time-released lessons supported by cohesive content and live events. Hofmann will share how blended learning campaign creation considers appropriate instructional techniques, strategies, and technologies to address each learning objective with the most effective approach.

**Thursday, February 22**
12:00 pm – 2:00 pm EST

**TMN03 Create Memorable Images Optimized for Online Delivery**
Phil Cowcill, Senior eLearning Specialist, Department of National Defence

As a designer, are you taking advantage of the features Photoshop has to offer? Cowcill will teach you how to create memorable images — or fix your current work. You’ll use some of the amazing tools in Photoshop to improve the look of pages coming from a cell phone, you’ll correct damaged images, and you’ll learn how to punch up the color and how to use color to draw attention to a specific area. In the last step, you will start to create and develop simulated (2.5D) and true 3D images. You should have access to a recent version of Adobe Photoshop.

**Sunday, February 25**
2:00 pm – 4:00 pm EST

**TMN04 Convert Classroom Training to Virtual Training in 3 Simple Steps**
Cindy Huggett, Principal Consultant, Cindy Huggett Consulting, LLC

According to recent research, 86% of organizations have either started to, or plan to, use virtual training to reach their workforces. But what belongs in the virtual classroom and what can participants do on their own? And which virtual class activity options are available to help meet the desired learning outcomes? Explore three simple steps you should follow when moving your courses online. You’ll learn how to transfer activities, how to design interactive virtual sessions, and how to engage remote participants. You’ll receive useful resources, tools, templates, and checklists to make your next conversion a breeze.

**Friday, February 23**
12:00 pm – 2:00 pm EST

**TMN05 Microlearning Design for On-the-Go Learners**
Ray Jimenez, Chief Learning Officer, Vignettes Learning

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

**Monday, February 26**
12:00 pm – 2:00 pm EST

**TMN06 Prototyping eLearning Design Concepts**
Nick Floro, Learning Architect, Sealworks Interactive Studios

As we build more complex interactions and applications, we need better processes to allow us to test concepts, measure results, and iterate until our audience needs are met. You’ll be introduced to sketching and prototyping so you can grow a concept and evolve it with feedback prior to development. You’ll learn to use PowerPoint to quickly create a concept, add interactivity, and gather feedback from mobile devices to desktops. Additionally, you’ll learn sketching techniques and how to convert your concept into an interactive prototype with MarvelApp.

**Tuesday, February 27**
12:00 pm – 2:00 pm EST

**TMN07 Working Out Loud: Lessons in Process Improvement and Collaboration**
Jean Marrapodi, Senior Learning Architect; Michael Getz, President, Illumina Interactive

Working Out Loud. How do others do what you do? Are there ways you might improve your own processes? Marrapodi and Getz will share tools like Teamwork, Slack, ProofMe, and Review My Elearning used for collaboration which can significantly streamline project management and improve communication. You’ll learn to document the workflow within your team, examine your workflow for problem areas, and implement and leverage collaborative tools within your workgroup. You will leave with tools you can use in your organization to identify and improve your methods.
Wednesday, February 28  
12:00 pm – 2:00 pm EST

TMN08  
10 Ways to Make Rockin’ Video with Your Smartphone

Steve Haskin, Chief Creator, Industrial Strength Learning

Remember when training videos required a huge budget? Now we carry video studios in our pockets. And they’re darn good studios. If you have a modern smartphone (as in the last three years), you have the ability to not only take video, but also to edit and upload your edited video to your LMS, website, YouTube or wherever. Learn to: shoot great video with your phone, use the right tools to make your video even better, and edit and upload your video without having to go to your computer.

Thursday, March 1  
12:00 pm – 2:00 pm EST

TMN09  
Best Practices for Implementing Gamification

Monica Cornetti, CEO, The Sententia Gamification Consortium

Gamification is an important and powerful strategy for influencing and motivating people in the workplace. Unfortunately, many people think gamification means adding games to training, or letting employees “play” all day. Using case studies from real-life programs such as Brown University, Amazon, Wyndham Properties, ATB Financial, UBM, and more, you’ll learn how and why gamification works, in what context it’s most effective, and what the limits are to this approach of employee engagement training and talent development. Through hands-on application combined with anecdotal and empirical data, you will experience the good, the bad, and the ugly of gamification strategy design.

Friday, March 2  
12:00 pm – 2:00 pm EST

TMN10  
Doin’ the Socials: Post, Pin, Tweet

Jane Bozarth, Author, Social Media for Training

In this session, you’ll explore social media tools like Facebook, Pinterest, Twitter and Periscope with a special emphasis on using them to support learning. Then roll up your sleeves and put the tools to work as you enhance your conference experience through posting, Tweeting, and pinning.

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“This was the first Training magazine Conference I attended. After quite a bit of research, this Conference looked like the most comprehensive gathering of training topics and professionals around and it delivered. The volume of expertise, ideas, and information on a multitude of training topics exceeded my expectations. I definitely made the right choice in attending this conference.”

- Research Educator, Aurora Health Care

“Even with 10 years of training experience, the Training Conference provided me with tools that I can use to enhance my performance in my role at AB and provided nuggets of wisdom that I can apply in my personal life.”

- Principal Training Manager, Advanced Bionics

“This was a well-organized and beneficial conference experience, I’d recommend this conference to any training professional who is looking to network, learn about new ways to reach their audiences, or who simply wants to brush up on their skills! Thanks for another meaningful experience!”

- Sales Development Leader, CarMax
Conference Networking Events

Welcome Reception & Not-So-Trivial Pursuit
Sunday, February 11, 5:00 pm – 7:00 pm
This is one game night you don’t want to miss! Join us at the Omni for an opening reception featuring an engaging and fun trivia contest hosted by TrivWorks. You'll meet new people, use your teambuilding skills, and dig deep into your brain to unearth arcane facts while matching wits with your L&D colleagues. There WILL be prizes, good food, good times, and good company!

Dine Around Mixer Event
Monday, February 12
5:15 pm
Expand your connections with dedicated dining options at Atlanta 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 Event! Note: This is a pay-on-your-own event.

Lightning Shares!
Tuesday, February 13
5:15 pm – 6:15 pm
You’ve attended the sessions, and joined in the conversations. What are you taking back with you? In lightning-round presentations, led by your Attendee Ambassador Heather Riddick, you and other participants will share your ahas and have a little fun and competition while you’re at it.

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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.

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Should you need to cancel your paid Conference/Event registration, you must do so in writing—either by e-mail or fax. Cancellations received by January 26, 2018, will be charged a $100 processing fee (you will receive a refund less $100). After January 26, 2018, no refunds will be given, but we are happy to accept substitutions or offer a letter of credit for a future Conference or online Certificate program. Expo-only fees are non-refundable.

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**Fax:** 678.228.1920

A limited number of Government Per Diem rooms are available online or by contacting Connections Housing at the numbers shown. In order to be eligible for this rate you must have valid government identification presentable at check-in.

**HOTEL FRAUD WARNING:**
Reservations made through an agency other than Connections Housing will be at your own risk. If you have been contacted by another agency claiming to be with Training 2018, do not book with them (as you may become a victim of fraud) and please let Connections Housing know by calling 800.262.9974 or 404.842.0000 (international).

**EXEMPLARY TRAINING 2018 HOTELS**
Rates shown below do not include tax. Additional guest charges may apply.

**Embassy Suites Atlanta at Centennial Park**
267 Marietta Street
Atlanta, GA 30313
Distance from GA World Congress Center: Across the Street
$199 single or double*

**Hilton Garden Inn Atlanta Downtown**
275 Baker Street NW
Atlanta, GA 30313
Distance from GA World Congress Center: 2 blocks
$180 single or double*

**Omni Hotel at CNN Center**
100 CNN Center
Atlanta, GA 30303
Distance from GA World Congress Center: Connected/Across the Street
$196 single or double*

*Rates available through Connections Housing.

**TRANSPORTATION**
There is no shuttle service available. Many of the Training 2018 hotels are within walking distance of the Georgia World Congress Center. For additional information on parking and airport transportation visit [www.TrainingConference.com](http://www.TrainingConference.com) and click on the ‘Hotels’ tab.

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**EXPLORE ATLANTA’S ATTRACTIONS AND NIGHTLIFE!**

**Welcome to Atlanta, a World-Class, Modern City with a Rich, Passionate History**
Experience how Atlanta is exactly what you make of it — where your moment in time meets the excitement around you. Atlanta is a brave and beautiful city with an impressive legacy of leadership, progress and inspiration — and you are welcomed with open arms.

**While in Atlanta, don’t miss this fun attraction!** Towering nearly 20 stories above Centennial Olympic Park and just steps away from the Georgia World Congress Center, the SkyView Atlanta Ferris Wheel features 42 climate-controlled gondolas providing guests with breathtaking panoramic views of downtown Atlanta and the surrounding metropolitan area. Those looking for an even more enhanced experience will enjoy the VIP gondola boasting Ferrari leather seats, glass floor, and a longer flight time. With its convenient location just steps from many of Atlanta’s most popular attractions, SkyView Atlanta is the perfect complement to your downtown adventure.

For more fun things to do in Atlanta visit [www.TrainingConference.com](http://www.TrainingConference.com) and click on the ‘Hotels’ tab.

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Training matters.
1. Registrant Information.

Phone (required)

E-mail (required)

2. Registration Fees.

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Early-Bird Fee</th>
<th>Regular Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Day Training 2018 Conference &amp; Expo (Feb. 12-14)</td>
<td>$1,195</td>
<td>$1,595</td>
</tr>
<tr>
<td>Duke CE Leadership Experience (Feb. 12; off-site)</td>
<td>$695</td>
<td>$695</td>
</tr>
<tr>
<td>Duke CE Leadership Experience (Feb. 12) AND 2-Day T18 Conference (Feb. 13-14)</td>
<td>$1,195</td>
<td>$1,595</td>
</tr>
</tbody>
</table>

3. Please answer. SELECT ONE answer per question.

My job title is:

- President/CEO
- CLO/COO/VP/Director
- Manager/Supervisor
- Training Specialist
- Coordinator/Assistant
- Instructional Designer/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):

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 Institution
- Government and Military Consulting
- Public Administration
- Other (specify):


- 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.

E-mail (required for digital edition)

*Print format is free for U.S. residents only.

Customer Service:

9 am – 6 pm Eastern time
Phone: 847.620.4483, ext. 1
Email: Registration@GoEshow.com (subject: Training 2018)

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

Check here if you require special services.

Mail the completed form to:
Lakewood Media Group
c/o Netronix Corp eShow
5 Executive Court, Ste 2
South Barrington, IL, 60010

Checks payable to:
Training Conferences

EARLY-BIRD SAVE $250

On the Conference when you register with

Discount Code: TWEB

Offer expires: December 15, 2017

Early-Bird discount may not be combined with other discount offers.