“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
Training Matters. Powering the Human Side of Business.

Lorri Freifeld
Editor-in-Chief, Training Magazine

Connection, collaboration, community, camaraderie — that’s what Training 2019 Conference & Expo is all about. We know Training Matters! For the last 41 years, we’ve brought Learning & Development experts and professionals from all industries and experience levels together for face-to-face events that forge lifetime bonds and real-world best practices that transform training. The possibilities are endless — join us and find out how to turn them into reality at your organization!

What’s Included in a 3-Day Conference & Expo Registration:
Your 3-Day Conference & Expo registration includes the orientation and orienteering on Sunday (4:15 pm); all the keynotes and sessions offered Monday to Wednesday; two days of admission to the Expo Hall; three lunches; and one Hands-on Clinic. Receive an eBadge that you can showcase on LinkedIn and Facebook.

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

The Certificate Programs, Learning Leaders Summit, and Innovations in Training are an additional fee.

What’s In It For You!

“"This is one of the best training conferences I have attended. Practical information and great contacts. These are my people!"
- Training Manager, Yale University

Valuable Bonus for 3-Day Conference & Expo Attendees!
Receive a FREE $40 Disney Gift Card when you register for the 3-Day Conference & Expo AND book a Sunday & Monday night hotel stay through Connections Housing.
See page 19 for details on how to qualify.

Schedule
FRIDAY, FEBRUARY 22
9:00 am - 4:00 pm........3-Day Certificate Programs*

SATURDAY, FEBRUARY 23
9:00 am - 4:00 pm........3-Day & 2-Day Certificate Programs*

SUNDAY, FEBRUARY 24
9:00 am - 4:00 pm........3-Day & 2-Day Certificate Programs*
8:30 am - 5:00 pm........Learning Leaders Summit* [off-site]
4:15 pm - 5:45 pm..........Conference Orientation & Orienteering

MONDAY, FEBRUARY 25: CONFERENCE
8:00 am - 9:00 am.........Breakout Sessions (100 series)
9:15 am - 10:45 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 25 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
6:00 pm - 9:00 pm.........Dine Around Mixer Event

TUESDAY, FEBRUARY 26
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 - 6:00 pm.........Laughs with Dave Barry

WEDNESDAY, FEBRUARY 27
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 28
8:30 am - 9:00 pm..........Innovations in Training* [off-site]

FRIDAY, MARCH 1
8:00 am - 2:00 pm..........Innovations in Training* [off-site]

*Pre-registration required. Additional fee for these events.
The Heart (and Brain) of the Matter

We often are so focused on training content, delivery, and metrics that we forget we are dealing with people — living, breathing, feeling human beings. These keynoters show us the power of the human touch and its importance in learning and development.

Monday, February 25 • 9:15 am – 11:15 am

Recognized for her humanitarian work and tech innovation, Shiza Shahid co-founded the Malala Fund with Nobel Prize winner Malala Yousafzai, helping the Taliban gunshot victim return to school and focusing on creating access to high-quality education for all children around the world. A former business analyst with McKinsey & Co, Shiza founded The Collective, a community of leading entrepreneurs that come together to build collaborative change. She currently is the host of the new USA Today show, ASPIReist, which inspires Millennials to take action on the issues that matter most. Shiza was named one of Time’s “30 Under 30 People Changing the World” and Forbes’ “30 Under 30 – Social Entrepreneurs.” See how ordinary people can make extraordinary waves, and how each of us can become change makers today.

Neuroscientist David Eagleman, host of PBS’ The Brain, is scientific advisor for HBO’s Westworld, and author of Livewired: How the Brain Rewrites Its Own Circuitry. Follow him on a heartfelt journey to discover how a child can function with one half of his brain removed, how a blind man can hit a baseball via a sensor on his tongue, and how paralyzed people soon will be able to dance in thought-controlled robotic suits. The brain often is portrayed as an organ with different regions dedicated to specific tasks. But that textbook model is wrong, David believes. The brain is not hardwired, he contends — it is livewired. Learn about David’s theory of infotropism: why the fundamental principle of the brain is information maximization. In the same way that plants grow toward light, brains reconfigure to boost data from the outside world. You will never think about your brain in the same way again.

Tuesday, February 26 • 9:15 am – 10:45 am

Pixar Director of Photography Danielle Feinberg’s love of combining computers and art began when she was eight years old and first programmed a Logo turtle to create images. This eventually led to a Bachelor of Arts in Computer Science from Harvard University and a career at Pixar Animation Studios, where she has done the lighting for feature films such as Toy Story 2, Monsters, Inc., Finding Nemo, The Incredibles, Ratatouille, WALL-E, and Brave. In addition to her Pixar work, she mentors teenage girls, encouraging them to pursue code, math, and science. Discover the magic of combining art and technology and how that can be applied to training.

Tuesday, February 26 • 5:15 pm – 6:00 pm

After you finish visiting with exhibitors in the Expo Hall Tuesday afternoon, head to the ballroom to tickle your funny bone with Pulitzer Prize-winning columnist, Dave Barry — aka “the funniest man in America,” according to the New York Times. In his new book, Lessons From Lucy: The Simple Joys of an Old, Happy Dog, he shares how to live in the present, how to let go of daily grievances, and how to feel good in your own skin. At Training 2019, hear about Dave’s wacky point of view on relationships, work, kids, technology, and life in general!
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 20.

3-DAY CERTIFICATE PROGRAMS  Friday, Feb. 22 – Sunday, Feb. 24  •  9:00 am – 4:00 pm

P01  Designing and Delivering Instructor-Led Training

Becky Pluth, CEO, The Bob Pike Group; Lou Russell, Director of Learning, Russell Martin & Associates

In Part One, led by Becky, you'll learn to create a high-impact, high-retention, high-application environment where everyone learns through total involvement. And, you'll discover how to achieve 90% retention, cut design time by 50%, and increase transfer by 75% with easy-to-apply techniques. Learn to:
• To use neuroscience strategies to create an environment where everyone learns.
• To use closers, openers, revisitors, and energizers (C.O.R.E.) to transfer training outcomes.
• To use the 90-20-10 rule for chunking content to boost retention.
• Strategies for managing common types of difficult participants.
• Tactics for improving the transfer of training.
• To apply four learning principles based on current brain research every time you train, regardless of the complexity of the topic, size of the group, or level of the learners.
• 12 secrets to motivation that will engage learners in training.

In Part Two, led by Lou, you'll learn to leverage existing activities and content to improve retention. You'll practice sequencing content, and learn how to maximize your own personal energy while teaching. Bring a real project to work on and leave with a simple, impactful learning intervention (F2F, blended, or virtual). Learn to:
• Use Multiple Intelligences to audit course development and improve outcomes.
• Develop learning that speaks to the various behaviors and motivators within your audience leveraging FUN.

P02  Instructional Design for Learning

Geoff Bailey, Senior Consultant, Friesen, Kaye and Associates

Discover the keys to creating interactive and engaging training that ensures learner success—whether in the classroom, online, or a combination of both. Take home electronic job aids and a detailed support manual to help you apply what you learned when you are back on the job. Through expert presentation, practical exercises, group discussions, and real-world examples, you'll learn to:
• Incorporate adult learning principles, a systematic learning process, and a variety of processing methods to maximize retention.
• Accommodate different learning styles.
• Apply proven techniques for analyzing learner and organizational needs, and plan the design and development of training materials to meet those needs.
• Select the right training content and instructional strategy to support performance improvement for the target population.
• Strategize design time shortcuts.
• Plan a variety of presentation, application, and feedback methods.

P03  Managing the Training Function

Maria Chilcote, Melissa Smith, Managing Partners; Chris Kidder, Certified Master Facilitator, The Training Clinic

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 tool.
3-DAY CERTIFICATE PROGRAMS  Friday, Feb. 22 – Sunday, Feb. 24  ●  9:00 am – 4:00 pm

- 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 strengths, 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.

P04 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.

P05 Training Evaluation & Measurement: Proving Business Impact


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 the program you will be able to:

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

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

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

P06 The Complete Learning Technologist

Jeff Batt, Head Trainer, Learning Dojo; Nick Floro, Learning Architect, Sealworks Interactive Studios; Katrina Baker, Senior Learning Evangelist, Adobe

Whether you are a designer, developer, manager, facilitator, administrator, or executive, you need to understand what learning technologies are capable of today — and what their promise is for tomorrow. Through demos, hands-on experience, checklists, and rubrics, this program goes beyond identifying the latest shiny training tech objects — become a well-rounded learning technologist who makes the optimal selection, design, and implementation decisions for your organization.

Day 1: Creation and Authoring Learning Tools

Authoring tools change quickly and often, so how do you keep up? On day one, Jeff will begin by examining the overall principles of development (i.e. elements, properties, behavior). Then, using those principles, you’ll begin your exploration of specific authoring tools. You’ll learn:

- About the basics of course authoring, regardless of what authoring tool you may be using.
- How development principles apply to current off-the-shelf tools like Articulate Storyline, Adobe Captivate, and more.
- How to make the appropriate selection for authoring tools.
- How to learn any new authoring tool.

Day 2: Multimedia Planning, Tools and Gadgets

Looking to bring your skills to the next level? On day two, Nick will show you how to get started building and designing interactive learning. Learn the finer points, practical skills that you can apply, and best practices for delivering engaging learning. You’ll learn about:

- Architecting your next project with collaborative tools.
- Sketching a storyboard from paper to PowerPoint.
- Improving brainstorming and feedback loops.
- Creating a prototype with Marvel App.

P06 Continued on page 6
### 3-DAY CERTIFICATE PROGRAMS

**P06 Continued from page 5**

- Using Explain Everything App to create animated explainers and promos and to provide feedback.
- Thinking Outside the Box: five activities and concepts to add to your next project.
- Building an interactive chatbot for learning.
- Strategies for designing for learning and your audience.

**Day 3: Delivery and Emerging Technologies**
You’ve spent two days learning how to create engaging training resources. Day three focuses on how to deliver your content using the latest in learning technology and features content from Katrina’s books LMS Success and The LMS Selection Checklist. You will:

- Define common types of learning technology platforms.
- Demonstrate how technology can help you engage learners through the use of gamification, mobile learning, social learning, and blended learning elements.
- Explain how to use reporting and analytics to understand the learner experience.
- Describe the process to select a new technology platform, including the features and factors you should review with potential vendors.
- Discuss the process of successfully implementing and maintaining a learning technology platform.
- Cover best practices that include how to internally market your platform, curate your course catalog and content, and build an effective administrator team.

**BONUS!** You will walk away with supplemental materials and a free trial of Adobe Captivate Prime.

**BYOD: **Bring a WiFi-enabled laptop. See website for more details.

### 2-DAY CERTIFICATE

**P08 The Effective Performance Consultant: Replace Jump-to-Solution Requests with Solutions That Work**

How frequently does a manager call 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 business and performance 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.

**BONUS TAKEAWAYS:**
- 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 information that is known from information that is unknown but necessary to obtain.
- A template and list of best practices to guide you in planning and conducting discussions that successfully influence a manager to focus on results needed and not on the solution requested.

### P07 Adobe Captivate Specialist

**Joe Ganci, Owner, eLearning Joe**

Power up your professional profile and stand out with an Adobe Captivate Specialist certificate, bestowed by Adobe. Learn to unlock the potential of Adobe Captivate to create brilliant elearning courses. Successfully complete Adobe’s online assessment following your three-day program in Orlando, and you’ll get endorsed as a Specialist, and earn a certificate and badge for use in your professional and social networks. By the end of this program, you will have mastered all the major workflows in Adobe Captivate. You will learn about:

- The Adobe Captivate interface.
- Building storyboards using Adobe Captivate Draft.
- Creating static and responsive courses in Adobe Captivate.
- Using themes and elearning assets.
- Inserting interactive and non-interactive objects.
- Building custom animations and interactions
- Using advanced actions and variables.
- Recording and editing simulations and video demos.
- Using Adobe Captivate with other applications, such as Adobe Creative Cloud.
- Adding assessments and quizzes.
- Enabling Learning Management System (LMS) compliance and accessibility.
- Previewing and publishing the courses to an LMS.

**BONUS!** Following the course, you will receive access online to additional Adobe Captivate Specialist resources from Adobe.

**BYOD: **A WiFi-enabled laptop with the 2019 release of Adobe Captivate pre-installed is required. If you do not already have the release, download a 30-day free trial within 30 days of the program.

**BONUS!** You will walk away with supplemental materials and a free trial of Adobe Captivate Prime.

### Upgrade Your Conference Registration with a Pre-Conference Certificate Program

You will receive a certificate of completion and an eBadge. Lunch is included each day. See page 20 for fees.
Training Video Producer/Production Intensive

Sam Rogers, President, Snap Synapse LLC

You’ve made videos before, but you think you can do better. Things go wrong along the way. Take longer than they should. Did I do things right? Do I need better gear? Will it be effective? In this immersive program, we’ll practice managing every element of a video project: from strategy, to scripting, to directing, to producing LMS-friendly final content. You’ll get hands-on experience shooting and editing—and more importantly, troubleshooting the issues that inevitably arise. Through it all, we’ll work together to support each other in recognizing and working within our own limitations, all while making solid work we can be proud of. You’ll leave with a real video sample and a plan to take back to your organization. You’ll learn:

- How to prepare talent or yourself for a video shoot.
- How to direct/coach someone else on camera to get the best performance from them.
- How to use lights and microphones to help the people on screen look and sound their best.
- What tools and techniques you can use to create, capture, and curate video.
- How to plan/scope a video project for success.
- How to edit video content to support your objective.
- How to make mistakes without compromising your final product.

You’ll get practical, hands-on experience with lights, cameras, mics, backgrounds, and other video toys.

Advanced Instructional Design for Learning

Saul Carliner, Professor, Concordia University; Phylise Banner, President, Phylise Banner Consulting

Take your online instructional designs to the next level. You’ll learn how to enhance the interactivity, appearance, and writing of your learning programs. You’ll explore how to incorporate different instructional models, learn to accommodate learning styles, and examine a variety of approaches to designing learning programs and related materials. The highlight of this program will be a “workshop” of a lesson (in-process or completed) of each participant’s work where feedback will be provided in a structured and supportive atmosphere. This exploration of your work will provide an opportunity for concrete application of the ideas presented in this program. Learn to:

- Identify the relationship between teaching models and design approaches.
- Develop at least two ideas for enhancing the visual impact of learning programs.
- Describe at least two ideas for increasing interaction in learning programs.
- Discover at least three non-traditional approaches to teaching.
- Apply two ideas in your own learning programs.

BYOD: A WiFi-enabled laptop is required.

Implementing Microlearning at the Point of Need

Ray Jimenez, Chief Architect, Vignettes Learning

Learn to implement microlearning content and technologies that help learners and workers solve, fix, and improve work issues. Regardless of the type of work and learning demands, you will be able to help learners access instant knowledge to build skills faster, shorten learning curve, cut costs, and accelerate application of ideas. Learn to:

- Focus your learning strategies on the “constant diagnostic work process” by workers and learners.
- Convert content that is long and tedious into micro-content that is easy to use, instantly accessible and helpful at work.
- Design a rapid method of collecting microlearning needs for immediate development and incremental releases of knowledge nuggets that matter at work.
- Accelerate learning from multiple micro-answers and resources from peers, libraries, tools, solutions, databases, and others.
- Explore how to apply chatbots, flashcards, artificial intelligence, adaptive technologies, and performance support technologies.
- Implement metrics and xAPI methods to help direct microlearning and learners’ learning paths.

During the program, you will work on your own mini-project and proof-of-concept microlearning lesson. You will apply templates and worksheets and have access to 50 live microlearning demos and examples for your reference and inspiration. You will also receive a white paper that illustrates the construction of “chatbots.”

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

Pre-Conference Certificate Programs

Saturday, Feb. 23 & Sunday, Feb. 24 • 9:00 am – 4:00 pm
In today’s globally connected and digitally mediated world, it is the organization’s ability to learn and unlearn — productively and generatively — at an increasingly accelerated rate that differentiates those that survive from those that don’t. In short, learning is not only on the critical path for every organization today, it is a core capability that must be nurtured and developed.

At the Learning Leaders Summit, join your peers from Training Top 125, Training Top 10 Hall of Fame, and other companies to engage in a quest to understand what we must do more, better, and differently as stewards of learning within our organizations. Develop a call to action to make the changes necessary to deliver the strategic value of learning to the organizations we serve.

Sunday, February 24, 8:30 am – 5:00 pm
Hosted Off-Site at GuideWell Innovation Center in Lake Nona

Find full details at TrainingConference.com. Space is limited. Additional fee required (includes shuttle, lunch and reception); see page 20. Plus, don’t miss the Leadership Development Track from February 25 to 27 when you also register for Training 2019.

Rita Bailey, Founder, Up To Something
Extreme Teams, Committed Culture

Lowinn Kibbey, Global Head, Johnson & Johnson Human Performance Institute
Wellbeing on Purpose

Learn about the outrageous tactics that General Insulation Company CEO Frank Granara dared to take to shake up his leadership team.

Learn how J&J is fostering a human-centered, science-based approach to elevating human performance through improved well-being — fueled by a deep connection to personal purpose.

Cyndi Bruce, Executive Director, KPMG Business School, KPMG
A Strategic Embrace of the Classroom

Laura Solomon, Learning Development and Design, IBM Learning
How IBM Accelerates Engagement

KPMG believes — and continues to invest — in developing innovative digital learning. But discover why KPMG is investing in traditional classroom training by building a new Learning, Development and Innovation Center in Lake Nona, Florida.

Learn how IBM enabled its leaders to accelerate employee engagement through an interactive online toolkit and enablement guide that incorporated video, assessment, personalized guidance, co-creation and cognitive-based microlearning.

Antionette Carroll, CEO, Creative Reaction Lab
Leadership...by Design

Mike Staver, Chief Learning Officer, Leading Real Estate Companies of the World
Leadership Isn’t for Cowards

Discover how Equity-Centered Community Design — a unique, creative problem solving process based on equity, humility-building, history and healing practices, power dynamics, and co-creating with the community — applies to learning and leadership.

Explore the key decision-making moments that began LeadingRE’s courageous journey toward significant results — including how they helped their leaders influence followers, communicate what really matters, and execute effectively.

Mary Kay Vona, Principal, People Advisory Services, Ernst & Young
Brenda Sugrue, Global Chief Learning Officer, Ernst & Young

The Strategic Role of Learning

Discover what insights EY’s global study uncovered about the strategic value of learning, how the learning function is key to driving business success, and how learning must respond to both business and workforce disruption — in effect disrupting itself.

Leading at the Edge of Learning…
with Your Summit Facilitators

Tony O’Driscoll, Professor, Fuqua School of Business, Duke University

Lorri Freifeld, Editor-in-Chief, Training Magazine

Doug Lynch, Senior Fellow, University of Southern California

Laura Solomon, Learning Development and Design, IBM Learning

中铁 Academy, Global Head, Johnson & Johnson Human Performance Institute

Wellbeing on Purpose

Learn how J&J is fostering a human-centered, science-based approach to elevating human performance through improved well-being — fueled by a deep connection to personal purpose.

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Lorri Freifeld, Editor-in-Chief, Training Magazine

Doug Lynch, Senior Fellow, University of Southern California
Innovations in Training

Experience how innovative training leaders are applying cutting-edge approaches to learning in the digital enterprise. With Orlando as your learning lab, you will imagine, experience, and create a new future of learning for your organization. This exclusive event is limited to 50 participants. Additional fee applies (includes transportation, two lunches, and two dinners); see page 20. Find full details at TrainingConference.com.

Wednesday, February 27

Kickoff: Innovating Training
Corey Munoz, Chief Learning Officer, KPMG; Leslie Hilema, Head of Transformational Innovation, GuideWell Innovation; Steven Dahlgberg, Creative Engagement Director, Training Magazine

We kick off with a reception, pop-up dinner and tour of the GuideWell Innovation Center, located in Lake Nona’s Medical City. Then, learn how GuideWell Innovation’s collaborative workspace is helping people to reimagine the future of health, and discover why KPMG is investing innovation dollars in a physical, bricks-and-mortar facility in Lake Nona.

Thursday, February 28

Simo-vating Authentic Learning
Roger Smith, Chief Technology Officer; Todd Larson, Director of Education and Training; Lilly Graziani, Director of Corporate Development, Nicholson Center

Visit one of the nation’s largest, most-advanced surgical training centers — Florida Hospital Nicholson Center. See the methods they use to teach advanced surgical techniques in robotics, laparoscopy, orthopedics and many other specialties. Be prepared to tour the facility and get hands-on with a surgical training experience of your own!

Creating an Interactive Tomorrow
Benjamin Noel, Executive Director; Tom Carbone, Technical Director; Erik Sand, Strategic Partnerships, UCF Florida Interactive Entertainment Academy;

A post-conference immersive learning experience at sites throughout Orlando

David Metcalf, Director, Mixed Emerging Technology Integration Lab, UCF; Monica Cornetti, CEO, Sentientia Gamification Consortium

The UCF Florida Interactive Entertainment Academy’s (FIEA) unique learning environment is equal parts engineering, art, and production — and it is one of the top-ranked graduate game design programs. We’ll visit the UCF Center for Emerging Media, including the cohort development space, FIEA Ventures, and the Studio 500 film and motion-capture production center. Through a case study of FIEA’s Concept-GameLab-Product Development Process, learn how high-production applied research and development happen.

Take the Last Truck to Clarkville: How UPS Innovates
Jon Bowers, Project Manager; Tristan Christensen, Expansion Director; Chrissy Teresi, Site Manager, UPS Integrated

Experience UPS Integrated, a next-generation training facility, which applies the “teach me, show me, let me” approach. Learn what UPS discovered 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. 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.

Immersive Lab: Wine
Rebecca Bettercourt, Manager of Workforce Development, Gallo University, E. & J. Gallo Winery; Steven Dahlgberg, Creative Engagement Director, Training Magazine; Steve Hoskin, Sommelier; Nick Howe, Chief Learning Officer, Area9 Lyceum; Wine Expert, Quantum Leap Winery

At Quantum Leap Winery, we end the day with a focus on learning and perception — through the lens of wine. Learn how E. & J. Gallo Winery innovated its technical hands-on training by slowing down to [re]discover what their technical employees actually do and how they do it. Participate in The Nature of Wine, a multisensory wine-tasting experience where we will look at, smell, and taste wines as the experts do — to better understand how the brain perceives and learns! A pop-up dinner is included, during which you can try out Vknok — the only wine educational platform designed to teach you about wine, based on what you already know and don’t know.

Friday, March 1

8:00 am – 2:00 pm

Where Artificial Intelligence Meets Adaptive Learning: Two Approaches
Domenic Caloia, Senior Learning Developer, Johnson Controls

Discover how to create adaptive, personalized learning that does not require expensive, third-party platforms. In this hands-on demo, experience the power of personalization and develop a personalized project [bring your own laptop].

Nick Howe, Chief Learning Officer, Area9 Lyceum

Personalizing learning requires more than manual branching. A new breed of tools creates personalized paths to mastery with a fraction of the effort of manual approaches. See what the science says, and how these tools fair in the real world.

Immersive Lab: Emerging Technologies
David Metcalf, Director; Angela Hamilton, Program Lead; Michael Eakins, Creative Lead, Mixed Emerging Technology Integration Lab, University of Central Florida

Our last day features UCF’s Institute for Simulation & Training, which focuses on advancing human-centered modeling and simulation technology. We will tour several IST labs and learn about and try out the latest innovations in augmented and virtual reality, adaptive and competency-based learning, healthcare simulations, 3D printing, neurosensing, robotics, Internet of Things applications, connected/autonomous vehicles, and more.

Applied Innovation Workshop: Prototyping the Future of Learning
Sydney Heimbrock, Deputy Director of the Center for Leadership Development, U.S. Office of Personnel Management

How can you take the innovations you have learned about at IIT and apply them to your organizational learning needs? See how The Innovation Lab at OPM builds human-centered design capability across the public sector by creating participatory learning experiences. Then, lab facilitators will guide you through a design thinking process, based on these principles, to prototype a concrete solution that you can take back and apply.

Register at TrainingConference.com
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 on the Expo Stage.

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

Interested in becoming an exhibitor or sponsor? Contact Payton@TrainingMag.com

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.

**EXPO STAGE**

**Monday, February 25**

- Listening to Your ‘Audience’ 12:15 pm – 12:45 pm
- Co-Creating Your Learning 4:00 pm – 4:30 pm
- Allow Discovery, Not Invention 4:45 pm – 5:15 pm

**Tuesday, February 26**

- Telling Your Learning Story 1:15 pm – 1:45 pm
- Creating Inclusive Ensembles 3:00 pm – 3:30 pm
- Follow the Follower: Learning for Leaders 3:45 pm – 4:15 pm

**EXPO HOURS**

- Monday, February 25 11:00 am – 5:30 pm
- Tuesday, February 26 11:00 am – 5:00 pm

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

**Training technology test kitchen**

Drawing on The Second City’s 57-year legacy of engaging audiences with smart, incisive comedy, The Second City Works now helps you make work better. Visit the Expo Stage and gain 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!

**NEW!** Visit the VR/AR Pantry — developed in partnership with the VR/AR Association — in the Technology Test Kitchen and get hands on with the latest in virtual and augmented reality.

**Short demos include:**
- App Smashing
- Learning Recipes for a 3D, VR and AR World
- Learning from Robots
- From 360 Images to Interactive VR Training in Minutes
- Is Technology Adaptability the Key to Innovation?
- Chatbots for Training Support
- Making the Cut: Graphic Designs that Matter for Non-Graphic Designers
- Open Lab: VR/AR Showcase
- Get Me Out of Here! Learning from Escape Rooms
- Spicing Up Learning with Interactive Video
- Speak No Evil: Voice Bots for Training
- Crash Course in VR: Building a Simple Experience from Concept to Completion
Introducing Training 2019 Track Coaches

**New Trainer Fundamentals Track**
Ken Brown, Chief EMU Wrangler, The EMU Experience.
**Coaching Sessions:** 101, 201, 301, 401, 501, 601, 701, 801, C01

**TechLearn Track**
Colin Connor, Webinar Producer, Training Magazine Network.
**Coaching Sessions:** 102, 202, 302, 402, 502, 602, 702, 802, C02

**Facilitation/Delivery Track**
Sardek Love, President, Infinity Consulting and Training Solutions, Inc.
**Coaching Sessions:** 103, 203, 303, 403, 503, 603, 703, 803, C03

**Design/Development Track**
Andrew Hughes, President, Designing Digitally, Inc.
**Coaching Sessions:** 104, 204, 304, 404, 504, 604, 704, 804, C04

**Evaluation/Measurement Track**
**Coaching Sessions:** 105, 205, 305, 405, 505, 605, 705, 805, C05

**Emerging Technologies Track**
Anders Grondstedt, President, Gronstedt Group.
**Coaching Sessions:** 106, 206, 306, 406, 506, 606, 706, 806, C06

**Leadership Development Track**
Ann Herrmann-Nehdi, CEO, Herrmann International.
**Coaching Sessions:** 107, 207, 307, 407, 507, 607, 707, 807, C07

**Management Track**
David Beck O’Sullivan, Director of Training, Learning and Development, Best Buy.
**Coaching Sessions:** 108, 208, 308, 408, 508, 608, 708, 808, C08

**Strategy Track**
**Coaching Sessions:** 109, 209, 309, 409, 509, 609, 709, 809, C09

**Adobe Tools Track**
Pooja Jaisingh, Senior Learning Evangelist, Adobe.
**Coaching Sessions:** 210, 310, 410, C10

**Competency and Competency Modeling Done Right**
Judith Hale, Author, *Performance Consultant’s Fieldbook: Tools and Techniques for Improving Organizations and People*

**The Rise of the PlayStation Professional**
Anders Grondstedt, President, Gronstedt Group

**How IBM Enabled Leaders to Accelerate Employee Engagement**
Laura Solomon, Senior Leadership Learning Designer, IBM

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**Session Descriptions**
are available in the **Agenda** at [www.TrainingConference.com](http://www.TrainingConference.com)
108 Simple Tools for Developing Performance Enhancing Managers  
Alan Fine, Performance Coach, InsideOut Development

109 The Performance Ecosystem: Learning & Development Strategy as If It Mattered  
Clark Quinn, Author, Revolutionize Learning & Development: Performance and Innovation Strategy for the Information Age

110 Leveling Up Your eLearning Design Skills with 5 Fundamentals  
Nick Floro, Learning Architect, Sealworks Interactive Studios

111 The Business Case for Learning: Using Design Thinking to Maximize Results  
Patti Phillips, President/CEO, ROI Institute

112 Achieving Maximum Retention: Brain-Based Learning Principles for the Virtual Classroom  
Cynthia Clay, President/CEO, NetSpeed Learning Solutions

113 Don’t Hold People Accountable – Develop Accountable People  
Mitch Warner, Managing Director, The Arbinger Institute

114 Evaluating Informal Learning  
Saul Carliner, Professor, Concordia University

115 5 Vintage Games You Can Convert to Train Across Platforms  
Becky Pike Pluth, Author, Webinars with WoW Factor

116 Learning’s Value in the Era of Disruption  
Mary Kay Vona, Principal, People Advisory Services; Brenda Sugrue, Global CLO, Ernst & Young

Monday, Feb. 25 2:30 pm – 3:30 pm

201 Training Needs Analysis: To Train or Not to Train, That is the Question!  
Marsha Weislander, Performance Improvement Coach, Langevin Learning Services

202 Does Your Story Need More Storyline in It?  
Melissa Donahue, Manager, Instructional Design & Learning Technology, Sikich LLP

203 “Oh Yeah...Make Me!” Techniques for Handling Resistant Learners  
Laura Arellano, Learning and Organizational Development Manager, Ancestry

204 Where’s the ‘Learning’ in Your Microlearning?  
Julie Giulioni, Author, Help Them Grow or Watch Them Go

205 Redefining Learning ROI  
Karen Hebert-Maccaro, Chief Content Officer, O’Reilly Media

206 xAPI: An Introduction for Instructional Designers  
Megan Torrance, Chief Energy Officer, TorranceLearning

207 Make Yourself Easy to Understand and Impossible to Resist  
Ann Herrmann-Nehdi, Author, The One Thing You Need to Know About Your Brain That Will Change Your Life

208 Build Trust Today or Lose Talent Tomorrow  
Randy Conley, Trust Practice Leader, The Ken Blanchard Companies

209 Picture Perfect: Turn Words into Professional, Powerful Graphics . . . FAST  
Mike Parkinson, Owner, Billion Dollar Graphics

210 How a Little JavaScript Goes a Long Way  
Joe Ganci, Owner, eLearning Joe

211 From Solution Provider to Solution Decider: Ask Powerful Questions  
Dana Robinson, Lead Performance Consultant; Chris Adams, Senior Consultant, Handshaw, Inc.

212 The Science of Learning: 7 Magic Keys to Motivation  
Michael Allen, Founder/CEO, Allen Interactions
**213 12 Energizers That Aren’t Time Wasters**  
Becky Pike Pluth, Author, 101 Movie Clips That Teach and Train

Nick Howe, Chief Learning Office, Area9 Learning

**215 The Four-Hour Instructional Designer**  
Sam Rogers, President, Snap Synapse LLC

**216 3 Strategies to Measure the Success of Virtual Training**  
Cindy Huggett, Author, Virtual Training Basics

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**Session Descriptions**

are available in the **Agenda** at  
www.TrainingConference.com

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**Tuesday, Feb. 26 8:00 am – 9:00 am**

**301 A Masterclass in PowerPoint Design to Make Beautiful and Effective Presentations**  
Richard Goring, Director, BrightCarbon

**302 Add a VR World to Your eLearning Courses without Any Programming**  
Phil Cowcill, Senior eLearning Specialist, PJ Rules

**303 Digital Literacy Skills for Virtual Trainers, Presenters, and Facilitators**  
Cindy Huggett, Principal Consultant, Cindy Huggett Consulting, LLC

**304 Using Effective Game Design to Make Your Training More Meaningful, Motivational, and Memorable**  
Stephen Baer, Managing Partner, The Game Agency

**305 5 Fatal Evaluation Errors Training Professionals Should Avoid**  
Jim Kirkpatrick, Senior Consultant, Kirkpatrick Partners

**306 Getting Started with Adaptive Learning**  
JD Dillon, Chief Learning Architect, Axonify

**307 Mass Producing Extraordinary Leaders!**  
Jack Zenger, CEO, Zenger Folkman

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**308 Disrupt the Talent Development Mindset of Your Managers**  
Jamie Millard, Gus Murby, Executive Partners, Lexington Leadership

**309 Not Just About the Training: How Change Management and Training are Complementary**  
Karen Polhemus, Director, Organizational Change Management; Stephanie Gosteli, Training Manager, Yale University

**310 Adobe’s Captivate Prime LMS: Gamification, Upskilling, Social, Mobile, and More**  
Katrina Baker, Senior Learning Evangelist, Adobe

**311 9 Foolproof Delivery Strategies that Work Across Cultures and Generations**  
Bob Pike, Author, Master Trainer Handbook

**312 2030: Career Development for T&D Professionals in the Upcoming Age of Uncertainty**  
Margaret Driscoll, Consultant, IBM

**313 The Only Learning Map You’ll Ever Need**  
Michael Nolan, President, Friesen, Kaye and Associates; Greg Smith, Strategy and Change Advisor, GHS Enterprise

**314 Training Concept to Application in 3-5 Minutes; Microlearning for Salespeople**  
Gunter Wessels, Practice General Manager, LiquidSMARTS

**315 Big Potential: Realizing the Power of Interconnected Success in Organizations**  
Devin Hughes, Chief Inspiration Officer, International Thought Leader Network

**316 Disney-Inspired Performance Theming: What It Is and How to Train It**  
Lenn Millbower, The Mouse Man, Offbeat Training LLC

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“Training Magazine provided a wonderful conference that was filled with more information than I could possibly absorb in one week, but still intimate enough to address most of the needs of my agency’s future training.”

- Program Manager-Leadership Development, International Trade Administration
Training 2019 Conference Tracks
(See page 11 for Track Coaches)

1. New Trainer Fundamentals Track
2. TechLearn Track
3. Facilitation/Delivery Track
4. Design/Development Track
5. Evaluation/Measurement Track
6. Emerging Technologies Track
7. Leadership Development Track
8. Management Track
9. Strategy Track
10. Adobe Tools Track

Tuesday, Feb. 26 11:00 am – 12:00 pm

401 First Things First: The Foundational Principles of Training Evaluation  
Jim Kirkpatrick, Senior Consultant, Kirkpatrick Partners

402 21st Century Toolbox: Tools to Connect Learning Beyond the Classroom  
Shannon Tipton, Owner, Learning Rebels, LLC

403 10 Wicked Cool Classroom Training Tricks!  
Mark Snow, VP, Program Development, Assessments 24x7

404 The 7 Deadly Sins of Video Creation  
Matthew Pierce, Learning & Video Ambassador, TechSmith

405 Healthier Tests: Writing Effective Learning Assessment Questions  
Irene Frielich, President, EnVision Performance Solutions

406 How Virtual Reality is Transforming Learning and Delivering an ROI  
Derek Belch, CEO; Danny Belch, CSO, STRIVR

407 Loyalty Leader Mindset: Earning Fierce Customer Loyalty through 3 Key Behaviors  
Leena Rinne, Vice President, Consulting, Franklin Covey

408 Compliance Learning from American Express, Goldman Sachs, BNP Paribas & Raymond James  
Matt Plass, CEO-US, Interactive Compliance Training; Kim Van Doorn, SVP/COO, Associate Activities Compliance, Raymond James; Gary Collins, Managing Director, Americas Ethics & Compliance, BNP Paribas; Melissa Barrett, Managing Director/COO, Compliance Division, Goldman Sachs; Meleesa Trujillo, Director, Global Regulatory Learning, American Express

409 Building a Smarter Learning Ecosystem  
JD Dillon, Chief Learning Architect, Axonify

410 Ten Smart Tips to Create eLearning Like a Pro with Adobe Captivate  
Pooja Jaisingh, Senior Learning Evangelist, Adobe

411 Do I Really Need A Virtual Classroom Producer?  
Kassy LaBorie, Principal Consultant, Kassy LaBorie Consulting, LLC

412 The Hero’s Journey: Exploring Overlooked Elements in Learning Games  
Richard Vass, Director Custom Solutions, eLearning Brothers; Dan Dellenbach, Sr. Consultant, The Arbinger Institute

413 Intro to LLAMA: Agile Project Management for eLearning  
Megan Torrance, Chief Energy Officer, TorranceLearning

414 You Need to Be More Strategic!  
Diana Thomas, Stacey Boyle, Authors, Be More Strategic in Business: How to Win through Stronger Leadership and Smarter Decisions

415 Finding the Essence of Interactive Design  
Ethan Edwards, Chief Instructional Strategist, Allen Interactions

416 Resilience: The Missing Element in Times of Change  
David Yesford, Senior Vice President; Michael Leimbach, Vice President of Global Research and Design, Wilson Learning

“I received such a wealth of strategies and activities that I couldn’t wait to share with my team, and that was just the first day!”  
– Learning Consultant, Quicken Loans
### Tuesday, Feb. 26 1:45 pm – 2:45 pm

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<tr>
<th>Session</th>
<th>Title</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>501</td>
<td>Jolts: Wake Up and Engage Your Participants</td>
<td>Sivasailam Thiagarajan, RMS, Workshops by Thiagi, Inc.</td>
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<tr>
<td>502</td>
<td>A Tale of Two Mobile Learning Tool Implementations [and Their Organizational Impacts]!</td>
<td>Robb Bingham, Learning Strategist, Converging Solutions</td>
</tr>
<tr>
<td>503</td>
<td>Put Some Disney Show in Your Classroom-Based Learning</td>
<td>Pete Blank, Training and Development Division Manager, Personnel Board of Jefferson County</td>
</tr>
<tr>
<td>504</td>
<td>Best Practices for Game-Based Learning</td>
<td>Andrew Hughes, President, Designing Digitally, Inc.</td>
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<tr>
<td>505</td>
<td>Quantifying the Business Investment in Learning</td>
<td>Jeff Carpenter, CEO, Caveo</td>
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<tr>
<td>506</td>
<td>Chatbots – The Secret Weapon to Scale Training Capability</td>
<td>Vincent Han, CEO, Mobile Coach LLC</td>
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<tr>
<td>507</td>
<td>New Advances in Motivation Science Require Three New Leadership Competencies</td>
<td>Susan Fowler, Senior Consulting Partner, The Ken Blanchard Companies</td>
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<tr>
<td>508</td>
<td>How Virtual Training Solved Some of Best Buy’s Biggest Training Challenges</td>
<td>David Beck-O’Sullivan, Director of Training, Learning and Development; Best Buy</td>
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<tr>
<td>509</td>
<td>Using Performance Analysis to Maximize Your Learning Outcomes</td>
<td>Alwyn Klein, Senior Manager of Change and Performance Enablement, WoWa Inc.</td>
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<tr>
<td>510</td>
<td>7 Mistakes Trainers Make and How to Avoid Them</td>
<td>Bob Pike, Author, Optimizing Training Transfer</td>
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<tr>
<td>511</td>
<td>Ethics First</td>
<td>Tina Claure, Senior Associate L&amp;D, Booz Allen Hamilton</td>
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<tr>
<td>512</td>
<td>The State of Performance Support Vendor Ecosystem</td>
<td>Christopher King, Principal Consultant, CRK Learning</td>
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</tbody>
</table>

### Wednesday, Feb. 27 8:30 am – 9:30 am

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<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>513</td>
<td>Spotting and Staying Out of the 7 Modern Workplace Traps</td>
<td>David Covey, Author, Trap Tales: Outsmarting the 7 Hidden Obstacles to Success</td>
</tr>
<tr>
<td>514</td>
<td>Fail Better: Empowering Everyday Innovation</td>
<td>Regis Courtemanche, SVP, Creative Solutions, Mind Gym</td>
</tr>
<tr>
<td>515</td>
<td>Create Effective Microlearning in Record Time with PowerPoint</td>
<td>Richard Goring, Director, BrightCarbon</td>
</tr>
<tr>
<td>516</td>
<td>Video Skilled the Training Star</td>
<td>Rob Youngberg, Manager, Video Production; Jeff Johnson, Senior Director of Creative Services, VitalSmarts</td>
</tr>
</tbody>
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**Training Matters.**

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“The variety of topics, the applicable techniques and the quality of presentations makes these four days so valuable to talent development professionals!”
- Learning and Leadership Development Manager, Ancestry

608  **Skills to Close the Gap Between Expectation and Performance**  
Steve Willis, VP of Professional Services, VitalSmarts

609  **Curated Learner Experiences: How to Create Personalized Learning without Killing Yourself**  
Jeri Larsen, Director, eLearning; Beth Wisch, Sr. Instructional Design Lead, Domo

610  **Fierce Conversation: The Secret Behind Driving Business Results**  
Susan Scott, CEO/Founder, Fierce Inc.

611  **Make Training A Want To (Not A Have To)**  
Joe Urbanski, Org Culture Strategist, Total Solutions Group

612  **Mastering the Psychological Roller Coaster of Major Change**  
Larry Johnson, Owner/Partner, Johnson Training Group

613  **Crash Course in Negotiation and Influencing**  
Jeff Cochran, Partner, Shapiro Negotiations Institute

614  **Cognitive Biases: The Hidden Barrier to Effective Learning Programs**  
Casey Mulqueen, Senior Director of Learning & Development, TRACOM Group

615  **Assessments A-Z: Tips and Tools for the Entire Employee Life-Cycle**  
Mark Snow, VP, Program Development, Assessments 24x7

616  **Seamlessly Convert Workplace Learning into College Credits**  
David Leaser, Senior Program Executive, Innovation and Growth Initiatives, IBM; Peter Janzow, Vice President, Business Development, Credly

**Wednesday, Feb. 27  9:45 am – 10:45 am**

701  **ROI in Training: Fact, Fad or Fantasy**  
Jack Phillips, Chairman, ROI Institute, Inc.

702  **Getting Started with Stop-Motion Animation Explainer Videos**  
Kevin Thorn, Owner, NuggetHead Studioz, LLC.

703  **Enhance Your Training and Facilitation Skills: Inspire and Empower Your Learners**  
Sheri Jeavons, President, Power Presentations, Inc.

704  **Superheroes “The Indelibles” vs the Perils of Excessive Writing**  
Lisa Wade-Conley, Instructional Design Specialist; Donna Spencer, Instructional Designer II, Navient

705  **Simulations: A Modern Approach to Feedback Surveys**  
Adam Beardslee, Senior Corporate Trainer, Diplomat Pharmacy, Inc.

706  **Training and Assessing Cyber Soldiers to Defend Our Nation’s Critical Infrastructure**  
Robert Beveridge, Sr. Cyber Security Engineer, Software Engineering Institute

707  **Inspire. Align. Equip. A People First Approach to Developing Future Leaders**  
Tim VanderLaan, Manager, Spectrum Health University, Spectrum Health

708  **Filling Your Talent Pipeline: Creating a Badge to Bachelors Pathway**  
William Ryan, Principal Consultant, Ryan Consulting, LLC

709  **Enhancing Your Organization’s L&D Strategy through Instructional Gaming**  
Joe Totherow, Senior Learning Strategist, Edward Jones

710  **Is Your Deck Stacked Against You? Designing PowerPoint Slides That Tell a Story**  
Rick Altman, Director, BetterPresenting.com

711  **Facilitator & Sales Support App: A Case Study**  
Meg Bertapelle, Sr. Instructional Designer, Intuitive Surgical, Inc.

712  **A Myriad of Ways to Bring Stories into Your Learning**  
Michael Getz, President; Hal Stokes, VP of eLearning Development, Illumina Interactive Learning
### Breakout Sessions

**Wednesday, Feb. 27  11:00 am – 12:00 pm**

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<thead>
<tr>
<th>Breakout Session</th>
<th>Title</th>
<th>Speaker(s)</th>
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</thead>
<tbody>
<tr>
<td>801</td>
<td>Bad News is Good News: Realistic Project Management</td>
<td>Lou Russell, Director of Learning, Russell Martin &amp; Associates</td>
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<tr>
<td>802</td>
<td>Let’s Get Real about LMS Selection</td>
<td>Jennifer De Vries, President, BlueStreak Learning, LLC</td>
</tr>
<tr>
<td>803</td>
<td>20 Virtual Classroom Strategies from 2 Master Trainers</td>
<td>Karen Greenfield, Global Director, Learning2GO Virtual Live, SAP; Kassy LaBorie, Virtual Live Classroom Program Principal Consultant, Kassy LaBorie Consulting, LLC</td>
</tr>
<tr>
<td>804</td>
<td>Crafting Compelling Characters for Your Courses</td>
<td>Michael Butzgy, Senior Instructional Designer, United Educators</td>
</tr>
<tr>
<td>805</td>
<td>The Holy Grail: Capturing Level 3 Evaluation Data</td>
<td>Ken Phillips, CEO, Phillips Associates</td>
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<tr>
<td>806</td>
<td>Unlock Human Potential through Virtual Reality Simulation</td>
<td>Carrie Strauth, Executive Director, Educational Programs and Research, Murison; Travis Smith, Hospitality Management Trainer, Best Western Hotels &amp; Resorts</td>
</tr>
<tr>
<td>807</td>
<td>What Is Unethical Behavior Costing You? How to Develop Ethical Leaders</td>
<td>Michael Leimbach, Vice President, Global Research and Development; David Yesford, Senior Vice President, Wilson Learning</td>
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<tr>
<td>808</td>
<td>From Contributor to First-Time Manager: Building Readiness Before the Need</td>
<td>Kevin Wyatt, Leadership Development, BlueCross BlueShield of SC</td>
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<tr>
<td>809</td>
<td>Inside-Out Strategy: Building Differentiated Strategy from Within</td>
<td>Alex Kinnebrew, Head of Strategy &amp; Design, Waggl</td>
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<tr>
<td>810</td>
<td>Use Cognitive Biases to Enhance Learning and Retention</td>
<td>Andrea May, Vice President, Instructional Design Services, Dashe &amp; Thomson, Inc.</td>
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<tr>
<td>811</td>
<td>Freedom to Innovate: Where Good Design and Open Source Meet</td>
<td>Page Chen, President/Chief Innovation Officer, Remote-Learner US, Inc.</td>
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<tr>
<td>812</td>
<td>Storylines &amp; Storytelling: What They Remember and Repeat</td>
<td>Sally Williamson, CEO, Sally Williamson &amp; Associates</td>
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<tr>
<td>813</td>
<td>Let Learners Fly Free: Open the Classroom Dynamic</td>
<td>Andre Gratton, Director, Performance Learning, Choice Hotels International</td>
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<tr>
<td>814</td>
<td>Creating a Culture Where People Stay: The Happiness Factor at Work</td>
<td>Dede Henley, Chief Creative Officer, Henley Leadership Group</td>
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<tr>
<td>815</td>
<td>I Got Skills, They’re Multiplying: Effective Skill-Based Training for Remote Employees</td>
<td>Bjorn Berg, Sales Enablement Manager, Lands’ End Outfitters</td>
</tr>
<tr>
<td>816</td>
<td>No Ego: Cut the Cost of Drama, Eradicate Entitlement and Drive Results</td>
<td>Kelli Thompson, Vice President, Strategic Development, Reality-Based Leadership</td>
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## Hands-on Clinics (with Box Lunch)

**Wednesday, Feb. 27  12:15 pm – 3:15 pm**

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>12:15</td>
<td>C01 Transforming Training through Engagement: The Power of Touchpoints</td>
<td>Ken Brown, CEO; Erin Brown, Chief Operating Officer, The EMU Experience</td>
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<td>C02 Adding 7 Critical-Thinking Exercises to Boost eLearning</td>
<td>Roy Jimenez, Chief Learning Architect, Vignettes Learning</td>
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<td>C03 High-Impact, Low-Cost Training Activities That WOW Any Audience 2.0</td>
<td>Sardek Love, President, Infinity Consulting and Training Solutions, Inc.</td>
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<tr>
<td></td>
<td>C04 Mutual Learning: 12 Templates for Training with Your Mouth Closed</td>
<td>Sivasailam Thiagarajan, RMS, Workshops by Thiagi, Inc.</td>
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<td></td>
<td>C05 From Immersion to Presence: How Virtual Reality Can Revolutionize Your Learning</td>
<td>Anders Gronstedt, President, Gronstedt Group</td>
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<td></td>
<td>C06 Identity Leadership: A 9-Step Success Process</td>
<td>Stedman Graham, CEO, S. Graham &amp; Associates</td>
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<td></td>
<td>C07 Cut the Scrap: Don’t Just Evaluate Your Training Programs</td>
<td>Ken Phillips, CEO, Phillips Associates</td>
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<td></td>
<td>C08 Peer Learning Groups: A Unique and Immediate Solution to Management Development</td>
<td>Deborah Laurel, President, The Peer Learning Institute</td>
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<td><strong>8</strong></td>
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<td>C09 Building an L&amp;D Strategy</td>
<td>Clark Quinn, Author, Revolutionize Learning &amp; Development: Performance and Innovation Strategy for the Information Age</td>
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<td>C10 Combine Adobe Animate with Adobe Captivate for an Explosion of Creativity</td>
<td>Phil Cowcill, Senior eLearning Specialist, PJ Rules</td>
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<td>C11 An Exercise in Motivation with Gamification Design</td>
<td>Monica Cornetti, CEO; Jonathan Peters, Chief Motivation Officer, The Sententia Gamification Consortium</td>
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<td>C12 Conflict without Casualties: Leading with Compassionate Accountability</td>
<td>Nate Regier, CEO, Next Element</td>
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<td>C13 Create Dynamic Whiteboard Style Animations</td>
<td>Danielle Watkins, ID, Zenith Performance Solutions</td>
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<td>C14 Building &amp; Activating Your Training Culture</td>
<td>Joe Urbanski, Org Culture Strategist; Jack Gottlieb CEO, Total Solutions Group</td>
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<td>C15 Build Game Interactions in Articulate Storyline 360 with Built-in Features</td>
<td>Kevin Thorn, Owner, NuggetHead Studioz, LLC</td>
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### Conference Orientation & Orienteering

**Sunday, February 24, 4:15 pm – 5:45 pm**

Get ready to navigate your way through the conference and Disney’s Coronado Springs property! Attendee Ambassador **Heather Riddick** will help you set your course with the Top 10 Things You Need to Know About the Conference. **John Chen** of GeoTeaming will guide you through an engaging small-team activity to discover all that Coronado Springs has to offer. Set your path, meet new people, have fun!

![Scavenger hunt powered by GeoTeaming](logos/teaming.png)

**Dine Around Mixer Event**

**Monday, February 25  6:00 pm – 9:00 pm**

Expand your connection opportunities! Facilitated by industry veterans, you’ll choose from dedicated dining options at area restaurants that meet your budget for a fun dining event. Meet your group of seven other dinner participants by 6:00 pm so you can all go to the restaurant together. We’ll provide bus transportation to and from the selected restaurants. Registration will open in early February. **Note: this is a pay-on-your-own event.**

![Training 2019 Ambassador](Images/HeatherRiddick.jpeg)

**Heather Riddick, CEO, Polished Pathways LLC**

![John Chen](Images/JohnChen.jpeg)

**Training 2019 Ambassador**
Training 2019 Conference & Expo will take place at
Disney’s Coronado Springs Resort
1000 West Buena Vista Drive, Lake Buena Vista, Florida 32830

HOTEL RESERVATIONS
Connections Housing is the only official housing bureau for Training 2019. Reserve your room at Disney’s Coronado Springs Resort through Connections Housing to receive our special rate of $199 single or double occupancy.*

Reservations are accepted on a first-come, first-served basis while supplies last.

Government Per Diem Rooms are available on a limited basis online or by calling Connections Housing (you must have a valid government ID at check-in).

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

WHY STAY AT THE CORONADO SPRINGS?
As a guest, you’ll stay in newly renovated sleeping rooms. Take advantage of Disney’s Magical Express complimentary airport shuttle and luggage service, discounted park tickets, and complimentary parking. Visit www.TrainingConference.com (click on ‘Book Your Hotel’ or ‘Hotel/Travel’).

VALUABLE BONUS for 3-Day Conference Attendees!
Receive a FREE $40 Disney Gift Card**
To Qualify: Reserve your hotel room at Disney’s Coronado Springs Resort through Connections Housing. Your stay must include both Sunday and Monday nights (February 24 and 25) and you must also have a 3-Day Conference registration. Book early! Offer is subject to room availability.

** For details on gift card use visit www.DisneyGiftCard.com/terms/. One gift card per sleeping room. Qualifying attendees will receive the $40 Disney gift card at Training 2019 registration.

Book Your Hotel Room via Connections Housing: (see below)

Online: www.TrainingConference.com
Click on ‘Book Your Hotel’ or on the ‘Hotel/Travel’ tab.

Phone: Connections Housing at: 800.262.9974 (Toll-Free) or 404.842.0000 (International)

Fax: Connections Housing 678.228.1920

Email: TrainingConference@ConnectionsHousing.com

REGISTRATION INFORMATION

How to Register:
Register online at www.TrainingConference.com
Or, complete the form on page 20 (a PDF form is available online under ‘How to Register’).

Phone: 847.620.4483 ext. 1 Fax: 847.277.7414
[Monday-Friday; 9 am - 6 pm, Eastern time]

Email: registration@goeshow.com
(subject: Training Conference)

Mail: Lakewood Media Group
c/o Netronix Corp eShow
5 Executive Ct, Suite 2
South Barrington, IL 60010

Payment Methods:
Payment is accepted by credit card (Amex, Discover, MasterCard or Visa). You may also register online and select ‘Balance Due’ to generate an invoice and pay later by check or credit card. Payment is required prior to receiving your badge on site.

Organizational Discounts on the Training Conference & Expo (Feb. 25-27):
Please email Staff@TrainingMagEvents.com for discounts for: government/military, academic/education, non-profit charities, and teams of 3 or more. Discounts are only valid when entered prior to payment being made; only one discount per attendee registration.

Special Service Need/Assistance:
In order for us to accommodate your special need, please contact us by Friday, February 8, 2019, for access to sessions (e.g., wheelchair, hearing-impairment), or for a special meal need (due to dietary restrictions/allergies).

Cancellation Policy:
Should you need to cancel your paid registration, you must do so by Feb. 8, 2019. Cancellations received by Feb. 8, 2019, are subject to a $100 processing fee and the balance of your registration fee will be refunded. After Feb. 8, 2019, we are happy to accept substitutions or issue a letter of credit for a future Conference or Certificate Program, but no refunds will be given.

©Disney
2. Registration Fees.

- Training Conference & Expo (Feb. 25 - 27) .................................................. $1,595
- Early-Bird discount may not be combined with other discount offers.

3. Additional Fee Details

- Event-Only Fee with 3-Day Conference
  - LLS: Learning Leaders Summit (Feb. 24; off-site) ........................................ $895
  - P01: Designing and Delivering Instructor-Led Training (Feb. 22 - 24) ........ $1,195
  - P02: Instructional Design for Learning (Feb. 22 - 24) ................................... $1,195
  - P03: Managing the Training Function (Feb. 22 - 24) ....................................... $1,195
  - P04: Master Trainer: Take Your Training to the Next Level (Feb. 22 - 24) ........ $1,195
  - P05: Training Evaluation & Measurement (Feb. 22 - 24) ................................ $1,195
  - P06: The Complete Learning Technologist (Feb. 22 - 24) ............................... $1,195
  - P07: Adobe Captivate Specialist (Feb. 22 - 24) .............................................. $1,195
  - P08: The Effective Performance Consultant (Feb. 23 - 24) ............................. $895
  - P09: Training Video Producer/Production Intensive (Feb. 23 - 24) .................. $995
  - P10: Implementing Microlearning At-The-Point of Need (Feb. 23 - 24) ........ $995
  - P11: Advanced Instructional Design for Learning (Feb. 23 - 24) ..................... $995
  - P12: Articulate Storyline Fundamentals (Feb. 23 - 24) .................................... $995
  - IT: Innovations in Training (Feb. 27 pm - Mar. 1; off-site) .................................. $1,195
- Training 2019 Expo-Only Registration (Feb. 25 - 26) ........................................ $20

4. Method of Payment/Credit Card Authorization

Check here if you require special services.

[ ] Visa [ ] MasterCard [ ] AmEx [ ] Discover

Card Number ____________________________ Bill Me

Exp. Date ____________________________ Security Code

[ ] Check # ____________________________

[ ] Cardholder’s Signature ____________________________ Date ____________________________

By signing this form, you agree to have your credit card charged for the fee selected and to the cancellation policy on page 19.