Training matters!
The Future Is in Your Hands: Are You Ready?
Knocking on Your Door
Attending Training 2020 is like going to see the Rolling Stones rock a small club instead of Citi Field – a personal, interactive experience that energizes and engages. There is simply no substitute for the hands-on collaboration and problem solving with training masters and your Learning & Development peers that Training 2020 provides. You can’t always get what you want … but you can get what you need at Training 2020. Satisfaction guaranteed!

“T h a t’s I n c l u d e d i n a 3–D a y T r a i n i n g C o n f e r e n c e & E x p o R e g i s t r a t i o n:"

Your 3-Day Conference & Expo registration includes The Great [Digital] Escape Room Experience on Sunday (4:30 – 5:30 pm); all the 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 on the 3-Day Conference & Expo. For organizational discounts, visit: www.TrainingConference.com/2020/discounts.cfm

“As educators we are called to inspire learners. Training magazine conferences are re-energizing and a source of inspiration that we pass on to our learners.”
- Domenic Caloi, Sr. Learning Developer, Johnson Controls

Schedule
FRIDAY, FEBRUARY 21
9:00 am – 4:00 pm........ 3-Day Certificate Programs*

SATURDAY, FEBRUARY 22
9:00 am – 4:00 pm........ 3-Day, 2-Day & 1-Day Certificate Programs*
3:00 pm – 6:00 pm........ Learning Leaders Summit*

SUNDAY, FEBRUARY 23
8:30 am – 6:00 pm........ Learning Leaders Summit* [off-site]
9:00 am – 4:00 pm........ 3-Day, 2-Day & 1-Day Certificate Programs*
4:30 pm – 5:30 pm........ Conference Kickoff: The Great [Digital] Escape Room Experience

MONDAY, FEBRUARY 24: CONFERENCE
7:30 am – 7:45 am........ Speed Orientation Session
8:00 am – 9:00 am........ Breakout Sessions [100 series]
9:15 am – 11:00 am........ General Session
11:00 am – 5:00 pm........ EXPO HOURS
11:30 am – 1:00 pm........ Lunch in Expo
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 – 5:00 pm........ Expo Reception
5:30 pm – 8:30 pm........ Dine Around Mixer Event [off-site]

TUESDAY, FEBRUARY 25
8:15 am – 9:15 am........ General Session
9:00 am – 3:00 pm........ EXPO HOURS
10:30 am – 11:30 am........ Breakout Sessions [300 series]
11:30 am – 1:00 pm........ Lunch in Expo
12:15 pm – 12:45 pm........ Emerging Trainer Leaders Awards
1:00 pm – 2:00 pm........ Breakout Sessions [400 series]
3:15 pm – 4:00 pm........ General Session
4:15 pm – 5:00 pm........ Featured Sessions

WEDNESDAY, FEBRUARY 26
8:30 am – 9:30 am........ Breakout Sessions [500 series]
9:45 am – 10:45 am........ Breakout Sessions [600 series]
11:00 am – 12:00 pm........ Breakout Sessions [700 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 27
8:30 am – 9:00 pm........ Innovations in Training* [off-site]

FRIDAY, FEBRUARY 28
8:00 am – 2:00 pm.......... Innovations in Training* [off-site]
*Additional fee for these pre- and post-conference events.

Valuable Bonus for 3-Day Conference & Expo Attendees!
Receive a FREE $40 Disney Gift Card with a paid 3-Day Conference & Expo AND a Sunday & Monday night hotel stay through Connections Housing.
Training matters!

In the Air, on the Ground, Everywhere!

**Miracle or Outstanding Training?**

*Jeff Skiles* started flying at the age of 16 and has logged more than 21,000 hours in the sky, spending the last 30 years as a U.S. Airways pilot. That training was instrumental in saving the lives of 155 passengers and crew members aboard U.S. Airways Flight 1549 on January 15, 2009, as Skiles and Captain Chesley Sullenberger made an emergency landing in New York’s Hudson River. That landing was not a fluke, Skiles says; it was the result of intense training — a group effort representing the contributions of an entire organization, from mechanics and maintenance workers to the people who write the emergency protocols and the flight attendants — preparation, and the lessons learned from other pilots’ successes and failures. Skiles believes that life changes all around you, and if you can’t adapt and change with it, you can’t succeed.

**Training with a Human Touch**

Obstetrician and gynecologist *Deborah Cohan, M.D.*, takes a down-to-earth approach to training, teaching body awareness and mindfulness to patients as techniques for coping with illness and other life challenges. She is the medical director of HIVE, a multidisciplinary clinic at Zuckerberg San Francisco General Hospital and Trauma Center. She also is a professor at the University of California San Francisco Department of Obstetrics, Gynecology and Reproductive Sciences. The founding director of the Foundation for Embodied Medicine, Dr. Cohan offers training in body awareness, conscious dance, and embodied presence to patients, caregivers, and medical providers. She practices what she preaches — this “Dancing Doctor” inspired millions with her YouTube video in which she kicked up her heels before her double mastectomy.

**The Joy of Life – and Work**

*Ingrid Fetell Lee*’s work is situated at the intersection between design, neuroscience, and psychology. She is the designer and founder of The Aesthetics of Joy, former design director at IDEO, and author of “Joyful: The Surprising Power of Ordinary Things to Create Extraordinary Happiness.” In her book, she reveals the strong connection between our surroundings and our emotions, and empowers people to find more joy in their lives and their work through design. Informed by 10 years of research, Lee’s work upends the conventional wisdom about happiness and success, providing a new perspective on the world and an invaluable set of tools for increasing performance, creativity, well-being, and resilience.

**From Dot Complicated to Dot Capable**

*Randi Zuckerberg* wisely cautions people to “watch out!” She’s an expert on the subject, being the founder and CEO of Zuckerberg Media, which develops technology, content, and live events with the mission of putting intelligent, tech-savvy, entrepreneurial women and girls at the center of pop culture and media. A Harvard graduate, former director of market development and spokesperson for Facebook, and author of four books, Zuckerberg hosts a weekly business talk radio show, *Dot Complicated*, on SiriusXM. She is a two-time Tony winning Broadway producer, and the creator of *DOT* on NBC Universal Kids about a spunky little girl who uses tech to enhance her everyday adventures. Everything seems to be “Dot Complicated” these days, and with every great opportunity comes hidden challenges. Zuckerberg helps decode these challenges so we can make the most of today’s wired world — and learn to unplug, as well.

“The Training Conference provided me with a strong foundation and support network to help me on my journey as a new training manager. It brought together training professionals around the globe to share best practices, gave us insights into the next generation of training, and motivated us to inspire our teams to be the best they can be.”

— Michelle Stallard, Training Center Team Lead, Rolls-Royce

Register at [TrainingConference.com](http://TrainingConference.com)
Training magazine presents Certificate Programs conducted by leading industry experts. These 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.**

### P01 Master Instructional Designer

**Geoff Bailey, Senior Consultant, Freisen, 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. You’ll learn to:

- Incorporate adult learning principles, a systematic learning process, and a variety of processing methods to maximize retention.
- 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.
- Align objectives and tests, and outline strategies to close any performance gaps.
- Create questions that enable learning, encourage retention, and test for understanding.
- Promote interactivity in classroom and online designs.
- Create a validation plan that ensures the training design meets the organizational needs.

**BONUS!** You’ll receive a 220-page Instructional Design Fundamentals Participant Manual, plus case study documents, job aids, a Kolb Learning Styles Inventory, and sample Self-Directed Learning Booklet. You’ll also receive a 184-page Support Manual full of instructional design guidelines, best practices, and templates with instructions for accessing the templates online.

### P02 Master Trainer — Co-Creating Authentically and Effectively

**Curt Valmy, Cultivator of Communications and Instructional Techniques, OM-Tech Learning**

Who do you envision yourself being as a trainer? What paths will lead you to mastery? What contributions will you make to yourself, as well as your stakeholders? Of the 150+ sessions available at Training 2020, which ones would best serve your progression and growth? Whether you are a passionate entrant or a seasoned sage, your personal growth and career path are highly influenced by your beliefs and visions. This 3-day program is both expansive and immersive, and references the CompTIA Certified Technical Trainer (CTT+) Instructor Domains as the basis for a holistic and integrative approach to your designing and being a masterful trainer. Learn about:

- The 5 Domains and 12 Competencies of the CompTIA CTT+.
- The Learning Continuum.
- The Hierarchy of Priorities.
- Learning theories and theorists — embracing allies old and new.
- Distinction — the atmosphere we live in as educators and learners.
- Expectations, intentions, declarations, and actions, and how we use them.
- The Be-Do-Have of Everything.
- The I-Care Framework for design and delivery.
- Generating activities that foster awareness, attention, ahas, acceptance and application.
- Relationship as critical to trust, truth, and transfer.
- Feedback as the ultimate guru.
- Why to embrace diversity, integration, acknowledgment and appreciation.
- Developing YOUR Master Trainer Self. Of the wide variety of resources available to you, which ones would best serve your progression and growth?

**GOODIES:** You’ll be enthusiastically invited to complete a pre-session survey a week prior to gathering. You’ll receive a personalized memory booklet, a motivational pen, and downloads of relevant resources.

**BYOD:** A Wi-Fi-enabled laptop with MS Office or Google Docs and the authoring tool of your choice (for example, Adobe Captivate, Articulate Storyline, or Trivantis Lectora).

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**“The instructors were fantastic and really knew their stuff. They took a very complex topic and broke it down into digestible pieces and made it applicable to just about any training.”**

- Jeani Bragg, L&D Director, Maps Credit Union (2019 Attendee of P06)
P04 Certified Training Manager: Managing the Training Function for Bottom-Line Results
Kris Kidder and Dana Smith, Certified Master Facilitators, 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.
- Apply a nine-part plan to build alliances and work successfully with line managers and employees.
- Use five diagnostic tools to determine performance problems.
- Identify essential elements of performance enhancement plans and training proposals.
- Contract effectively with your internal clients.
- Identify powerful yet simple techniques to market your training function.
- Evaluate and develop trainers using a 16-point competency tool.
- Use four tools to supervise and coach instructors.
- Evaluate and develop course developers using a 32-point competency tool.
- Use five design tools to supervise and coach course developers.
- Apply five tactics to improve learning transfer.
- Develop an action plan to get results.

PROJECT: Participants will complete and interpret at least 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 program.

BYOD: A Wi-Fi-enabled laptop recommended.

P05 Designing and Delivering Instructor-Led Training
Bob Pike, Author, Creative Training Techniques Handbook: Tips, Tactics, and How-To’s for Delivering Effective Training

Learn how to create a high-impact, high-retention, high-application environment where everyone learns because of 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:
- Use a seven-step process to transform your current courses into high-impact, learner-centered courses.
- Ban lecture and choose 62 ways to add variety.
- Apply CPR and the 90/20/8 rule to all your training.
- Create valuable learning materials your participants will love to use.
- Create powerful new ways to demonstrate your training results.
- Create effective case studies and role plays.
- Create a transfer of training strategy.
- Learn to use props, magic, and object lessons to increase engagement.
- Explore 11 ways to motivate adult learners.
- Experience the 7 ways to remember anything — and how to apply them to your courses.

P06 Training Evaluation and 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.

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.

P07 2-DAY CERTIFICATE PROGRAM
Saturday, February 22 and Sunday, February 23
9:00 am – 4:00 pm

P07 Designing Interactivity for eLearning
Ethan Edwards, Chief Instructional Strategist, Allen Interactions

Interactivity design guides us in crafting online experiences that motivate participation, actively engage the learner’s mind, and create meaningful and memorable experiences. You’ll discover powerful ways to analyze content to establish appropriate scope for your eLearning, as well as strategies for content sequencing to maximize learner benefit and interest. Then, apply the powerful principles of instructional interactivity to design irresistible learner experiences. You’ll learn to:
- Create meaningful, instructional context.
- Manipulate risk and consequences to challenge learners.
- Break out of tedious question forms, instead focusing on meaningful behavioral outcomes.
- Employ feedback as a crucial teaching vehicle.
- Apply simple design elements to transform learner motivation.
- Develop interactivity design ideas through sketching and prototyping.

Based on the industry-leading ideas from Michael Allen’s Guide to eLearning, this program will fundamentally change the way you perceive the design and development of eLearning, and the possibilities for success!

BYOD: A Wi-Fi-enabled laptop with PowerPoint is required (or another authoring system such as Storyline or Captivate).

P07 Continued on page 6
P07 Continued from page 5

**LEVEL UP!** Kick-off your conference experience by taking this as a standalone certificate program. Or, use it as the first course of the ACIP Level 1 Credential. The Allen Certified Instructional Professional [ACIP] Level 1 Credential is a multi-course program designed for L&D professionals looking to expand their skill set and improve the quality of their training modules (visit bit.ly/AllenAcademy).

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**P08-P10 1-DAY CERTIFICATE PROGRAMS**

**Saturday, February 22**

9:00 am – 4:00 pm

**P08 Designing and Implementing Workflow Learning: Knowledge at the Moment of Need**

Ray Jimenez, Author, Do-It-Yourself eLearning

Workflow Learning shifts training from the classroom or online to at-the-moment-of-need in work situations. Preparation is key to implementation. In this program, you will learn a step-by-step process for the transition. Learn to:

- Understand the opportunities that push and pull Workflow Learning solutions.
- Select strategies that best fit your business, culture, people, and resources.
- Identify what learning outcomes are best transitioned to Workflow Learning.
- Assess and design your company learning ecosystem for Workflow Learning.
- Implement the “Workflow Learning Diagnostic Model.”
- Design initiatives that scale workers’ skills to critical thinking, problem-solving, project interfacing, creative innovation, risk analysis, experimentation, and more.
- Assess and select learning technology solutions that support Workflow Learning.
- Experience Workflow Learning using Yammer, Facebook Workspaces, Teams, and Situation Expert.

**BONUS!** Each participant will receive a copy of Ray’s book, Workflow Learning.

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**P09 Creating Engaging Learning with PowerPoint**

Mike Parkinson, Owner, Billion Dollar Graphics; Richard Goring, Director, BrightCarbon; Ellen Finkelstein, CEO, Ellen Finkelstein, Inc.

PowerPoint. The bane of most trainers’ lives. Most learners don’t enjoy it either. And yet, it’s used to create countless training courses, webinars, resources, and even eLearning. And it’s often text-heavy, dull, and boring, and does little to actually help people learn. Sessions are linear and non-responsive, with no interaction. Let’s change things up, and make it enjoyable, engaging, and effective for everyone involved. Join three presentation experts in this jam-packed program full of techniques to create dynamic and engaging learning—all in PowerPoint.

- You’ll see a multitude of ways to develop the perfect training content, whether it’s for classroom or online use, incorporating ideas on visual storytelling, graphic design, imagery, and interactivity.
- And, it’s all going to be highly practical with many hands-on activities where you’ll be able to transform your content into amazing learning experiences, with an extensive workbook and set of resources to help you, both during and after the program.
- You’ll finish by looking at real-world scenarios of how to manage the frustrations you have, do some live before-and-after transformation of your content, and explore insights and tricks from PowerPoint presentation professionals to help you achieve amazing results.

**BYOD:** A Wi-Fi-enabled laptop with PowerPoint installed, and a mouse to work through dozens of exercises and scenarios to kick-start your training content.

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**P10 Designing Engaging Training Programs Using Visual Planning Tools**

Bucky Dodd, Chief Learning Innovation Officer, University of Central Oklahoma’s Institute for Learning Environment Design

Poor communication and planning can be the downfall of any training effort. Creating a design vision and expectations that are shared among designers, subject matter experts, clients, and leaders is crucial for project success. In this program, you will learn an innovative and effective method for planning and organizing training and development projects using a visual modeling language for designing learning experiences across different types of contexts. You will experience first-hand visualization tools that support creative learning design while maximizing efficiency and accuracy in project communication. You will learn to help project contributors agree on a common training vision, make smart design decisions, and visually articulate a plan that is clear and concise. Learn to:

- Transform the way your team designs any learning experience.
- Enhance collaboration with project contributors.
- Think about learning experiences in innovative ways.
- Discover simple and powerful techniques to communicate your vision and design strategy.
- Use visual learning design methods to support collaboration and to encourage creative ideas.

**BYOD:** A Wi-Fi-enabled laptop recommended.

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**P11 Converting Instructor-Led Training (ILT) to an eLearning Course**

Dani Watkins, Chief Learning Experience Officer, Zenith Performance Solutions

When organizations move from ILT to eLearning, they often attempt to do a straight conversion without re-evaluating the learning activities as they should. As a result, they are left with a boring, ineffective eLearning course that falls short. In this program, you will learn to create eLearning courses that bring about behavior change, engage learners, and leave them wanting more. You will re-evaluate your ILT learning objectives and move to solving business problems through behavior change rather than information overload. As part of this program, you will redesign an existing ILT course to an eLearning course:

- Identify what eLearning tools are available to you and the type of functionality that is available.
- Storyboard the course in a new way that is interactive and engaging in an eLearning environment.
- Identify the graphics, media, and other supplemental tools to create an eLearning course that is engaging for learners.
- Design new interactivities that engage learners and enable behavior change.
- Create a plan for executing the development of the eLearning when you return to your job.

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**P11 Continued on page 7**
PROJECT: Participants should come to the session with a real-world ILT that they would like to convert to an eLearning course.

BYOD: A Wi-Fi-enabled laptop with Microsoft PowerPoint installed is required. Optional: An eLearning tool installed (i.e., Articulate Storyline 3 or 360, Adobe Captivate, Lectora, etc.).

P12 A Crash Course in Designing and Prototyping eLearning
Nick Floo, Learning Architect, Sealworks Interactive Studios

This program will provide you with practical skills, strategies, and resources that you can apply on your next eLearning project. You will learn how to define a simple formula (no math required) to create, measure, and deliver fantastic learning experiences for your audience. You’ll learn how to level up your current skills and how to effectively incorporate prototyping to improve your project.

You will learn:
• How to work with your stakeholders, audience, and team to improve your project outcomes, reduce costs, and design engaging content.
• The fundamentals of design to improve your layouts, font selection, and balancing the page.
• To use prototyping effectively to improve feedback to create an agile development process.
• About new tools, techniques, and a design process for creating amazing experiences for your audience.
• How to become a superhero using the Marvel App with easy sketching and prototyping.
• How to use Adobe XD [a free download with dozens of templates and screencasts] to create a prototype within minutes to visualize a concept.
• About several new resources to inspire, learn, and keep your creativity power growing.

BYOD: A Wi-Fi-enabled laptop.

P13 Creating Memorable Training Using Neuroscience
Carmen Simon, Cognitive Neuroscientist, Memzy

When you are creating training materials, you are in full control of what people are seeing on their path to memory. In this workshop, you will learn how to think about the content you create in terms of three elements: attention, memory, and decision. Drawing on insights from neuroscience you’ll understand how people pay attention, remember your content, and ultimately act on it. You will learn:
• Strategies for transforming your training materials into content worth remembering.
• Where attention is processed in the brain, how memories are formed, and how decisions are made.
• The difference between the two types of memory and when to tap into each.
• The common reasons why people forget your content.
• Which variables you can control when you want to influence someone’s memory.
• The stimuli you can add to your content to attract and sustain audience attention.
• The visual elements to include in your materials that will act as primers for memory.
• Why employing repetition is essential for embedding memories.

BYOD: A Wi-Fi-enabled laptop.

P14 The Gamification of Learning: Level 1 Certification
Monica Cornetti, Gamification Master Strategist, Sententia Gamification

This program is a complete immersion experience designed to leave you creatively inspired and technically masterful. Be prepared to come and PLAY FULL OUT for the entire day to dramatically improve your learning and development results and significantly increase your credibility and influence as a professional using gamification for learning. Simply defined, gamification uses game mechanics and rewards for non-game applications in order to increase engagement, transfer knowledge, and create loyalty. Gamification is about motivational design, and is the process of using game mechanics and game thinking in non-gaming contexts to engage users and to solve problems. Gamification is founded in the fundamentals of human psychology and behavioral science. At the end of this session, you will be able to:
• Understand how key concepts found in behavioral psychology and game design can increase learning and engagement.
• Use a five-part proven process for gamifying a learning program.
• Demonstrate a return on investment for your gamified learning program.

TAKEAWAYS: Game the System “game board” for creating successfully gamified learning programs and detailed Playbook with design tools and templates. Sententia Level 1 Surveyor Certificate AND Level 1 Surveyor digital badges. HRCI, SHRM, and ATD recertification credit documentation.

P15 Designing for Deeper Learning in the Virtual Classroom
Karen Hyder, Online Event Producer, Kaleidoscope Training and Consulting; Patti Shank, Founder, Learning Peaks (appearing virtually)

You’ve seen online courses that are simply content dumps with quiz questions that attempt to “prove” learning happened. Research tells us that the most important element for meaningful learning experiences is the opportunity for participants to use what they are learning. To get people from content to application, we need to design for deep learning, where people can learn, remember, and apply what they are learning. In this program, you’ll apply Patti’s deeper learning design to Karen’s 20 years of virtual classroom training, coaching, and production work. You’ll experiment with virtual classroom tools and resources to gain the skills YOU need to use the virtual classroom for deeper learning. You’ll use an analysis framework to determine if virtual classroom is the right modality, design effective questions, and script micro instructions. You’ll also use the virtual classroom to prepare for success and to deal with common problems; remove barriers to learning; plan out your session using a storyboard; build on prior knowledge to create a foundation for learning; and keep people involved and moving forward. At the end of the course, you’ll know how to use the virtual classroom to get the results your participants and organization needs most.

BYOD: A Wi-Fi-enabled laptop with Adobe Connect pre-installed is required. Detailed pre-work will be sent upon registration.

I would highly recommend a certificate program to anyone looking to invest more into their company, department, or team. One of the best experiences I’ve had at a conference.”

- Zachary Walter, Training Specialist, CAMPUS USA Credit Union

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.
The 2020 Workplace is Here … Now What?

After preparing for the 2020 Workplace for so long — here we are! And yet, the global evolution of technology, demographics, skill sets, and mindsets continually shifts how we hire, develop and retain talent. In an era where core learning by the people for the people is the new norm, we must transition from content providers to learning enablers. Join your training executive peers for an engaging exchange that will challenge your leadership thinking and equip you with actionable ideas for your organization.

2020 Workplace ... So What? Updates from the “Person Who Wrote the Book”
Karie Willyerd, Chief Learning Officer, Visa
The 2020 Workplace is now here! How well did we predict where we’d be today? Join the co-author of The 2020 Workplace to rate her forecasting accuracy and crowdsourced predictions for 2030!

2020 Workplace ... Now What? Upskilling 2025 at Amazon
Matt Livesey, Sr. Product Manager, Amazon Technical Academy
Discover why Amazon has pledged more than $700 million to upskill 100,000 U.S. employees with training programs that will help them move into more highly skilled roles within or outside of Amazon.

Preparing for 2030 Leadership
Antoinette Klatzky, Executive Director, Eileen Fisher Leadership Institute
Discover a unique leadership education model that unlocks young people’s personal potential, transforming them into the leaders we need in our communities, and the world.

Your Summit Facilitators:
Anna Tavis
Academic Director, Human Capital Management, NYU
Rita Bailey
Founder, Up To Something

SUNDAY SUMMIT & RECEPTION
8:30 am – 6:00 pm
The Center for Health & Wellbeing

Creating Cultures of Innovation
Karen Tilstra, Co-Founder, AdventHealth Innovation Lab
Learn how AdventHealth intentionally created a culture of innovation that helps people solve complex challenges. Discover how diverse industries remain relevant and sustainable through innovation.

Have Flipped Classrooms Met Their Match?
Chuck Sigmund, Senior Program Manager, Amazon Leadership Institute
Explore how Amazon may have found the limits of flipped classroom success and new ways they are creating learning experiences for senior leaders.

Leveraging Regional Training Facilities
Jon Bowers, Technology Solutions Development Manager, UPS
Learn how UPS leverages regional training facilities, as they expand internationally, to deliver next-generation driver training that dramatically improves safety, production and service indices, as well as reduces turnover.

Making Space for Wellness
Diana Silvey, Vice President, Center for Health & Wellbeing
Space matters. Tour and learn more about our host venue and how they help individuals achieve optimal whole-person health. Enjoy lunch from the center’s Nourish Coffee Bar + Kitchen.

The EY Learning Transformation Story
Brenda Sugrue, Global Chief Learning Officer, Ernst & Young
Learn how EY integrated its learning technology, processes and operating model. See examples of EY’s approach to content design, delivery and evaluation. Get practical tips for making decisions and scaling implementation across all areas of learning.

VR at Mastercard: From Inception to Impact in One Year
Steve Boucher, VP of L&D; Travis May, Director of Learning Technology & Innovation, Mastercard
Learn how Mastercard is scaling its virtual reality program across the company globally to revolutionize the way their workforce learns, as well as the critical role support from senior leadership played in making the program possible.

PwC’s Digital Transformation Story
Candy Haynes, Managing Director; Sara Ley, Digital Strategist, PwC
Learn how PwC is embracing digital disruption and future-proofing its organization by significantly building the digital acumen of 50,000 U.S. partners and staff.

Robots, Reskilling and AI at IBM
David Leaser, Senior Program Executive, Innovation and Growth Initiatives, IBM
Learn how IBM is developing programs that will make it easy to build future skills. Discover the impact that AI and robotics will have on the workforce and how to successfully create new training opportunities and an AI talent pipeline.

The Learning Organization of the Future
Karie Willyerd, Chief Learning Officer, Visa
How should modern organizations prepare workers for tomorrow? Where should the learning organization sit in the organization? Learn how Visa is thinking about the learning organization of the future.

Space is limited. Full details at TrainingConference.com. Fee: $695 when packaged with Training Conference; $895 to attend Learning Leaders Summit ONLY. Includes transportation, one lunch, and two receptions.

In partnership with Adobe
Sponsored by NYU Human Capital Management Program
Hosted by Center for Health & Wellbeing
When was the last time you did this at a conference? Tried surgery with a daVinci robot? Met world-class simulation researchers in their own labs? Took a ride in a self-driving Tesla? With one of the most innovative cities as your learning lab, this exclusive field trip (limited to 50) takes you to cutting-edge learning organizations around Orlando — and guides you through facilitated creative debriefs to adapt and apply these innovations in your organization.

**Wednesday Kickoff and Dinner**

Steven Dahlberg, Creative Engagement Director, Training magazine; Steve Mahaley, Digital Learning Strategist, Red Fern

If you want to disrupt training, you need to think differently. Innovation requires creative thinking. We will start by wandering into what creativity is — and the mindsets, skills, and tools needed to make innovation happen.

**Slowing Down to Innovate**

Rebecca Bettencourt, Sr. Program Manager, E. & J. Gallo Winery

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.

**Simulating Real Life**

Roger Smith, Chief Technology Officer; Todd Larson, Director of Education and Training; Lilly Graziani, Director of Corporate Development, AdventHealth Nicholson Center

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

**Immersive TechLearn Lab**

Steve Boucher, VP of L&D; Travis May, Director of Learning Technology and Innovation, Mastercard; Chuck Sigmund, Sr. Program Manager, Amazon Leadership Institute; Matty Kahler, Learning Technologist, Amazon

Learn what skills are needed to develop and implement immersive technology, as well as how it fits into the future of training. Get hands-on with an Alexa voice service demo from Amazon, a VR simulation from Mastercard, and more demos!

**Take the Last Truck to Clarkville**

Tristan Christensen, Expansion Director; Jon Bowers, Technology Solutions Development Manager; Chrissy Teresi, Site Manager, UPS

Experience a next-generation training facility, which applies the “teach me, show me, let me” approach. Learn what UPS Integrad 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. Explore how UPS blends simulations and traditional classroom instruction with the simulated Clarkville town.

**Thursday Innovation Debrief and Dinner at Quantum Leap Winery**

Glenn Cook and David Hobson, Owners, EVOS/ Lake Nona Transportation

As one of the Top 10 Smart Cities of the Future, Orlando is reshaping transport. Our hosts are at the forefront of the fully autonomous navigation revolution. Try out three “Navigate on Autopilot” Tesla models — including the S, 3, and X. Discover how “drivers” are trained for driver-assisted electric and autonomous vehicles — and how the vehicles themselves continuously learn from the “driver.”

**World-Class Emerging Technologies**

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

Tour several labs at UCF’s Institute for Simulation & Training, which focus on advancing human-centered modeling and simulation technology. Learn about and try out the latest innovations in AR and VR, adaptive learning, healthcare simulations, blockchain, 3D printing, robotics, IoT applications, connected vehicles, and more.

**Innovations in Your Training**

Karen Tilstra, Co-Founder, AdventHealth Innovation Lab

Gain fresh perspectives on problem solving, learn design thinking mindsets that support breakthrough thinking, and see how design thinking works at AdventHealth. Then, apply “Creativity Effect” to synthesize your Innovations in Training insights and apply your new learnings to your work.

**Space is limited. Full details at TrainingConference.com. Fee: $995 when packaged with Training Conference; $1,195 to attend Innovations in Training ONLY. Includes transportation, two lunches, and two dinners.**
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!

This year we’re introducing new CookingTech! challenge sessions to the Training Technology Test Kitchen to help you cook up innovative, immersive, and engaging learning experiences.

Each session will feature a different CookingTech! box containing simple step-by-step recipes and expertly selected ingredients to get you cooking up technology-enabled training solutions in no time!

CookingTech! box challenge technologies include augmented reality, virtual reality, 360 video, simulations, artificial intelligence, voice-enabled devices, and wearables.

Plus check out the VR/AR Pantry in the Test Kitchen, developed in partnership with the VR/AR Association. Get hands-on with the latest in virtual and augmented reality! Various companies and technologies will be featured. See website for detailed schedule.

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

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

Get Cookin’ in the Training Technology Test Kitchen

Executive Chef Phylise Banner, Learning Experience Design Expert, Phylise Banner Consulting

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Verizon is one of Training magazine’s Top 10 Hall of Fame companies, recognized among the most successful learning and development programs in the world. Under the leadership of Lou Tedrick, vice president of global learning and development, Verizon is changing the way they develop and engage their employees through innovative approaches, including virtual reality and augmented reality.

In addition, Training 2020 again features the Verizon 5G Experience Bus — a unique, immersive, and interactive experience that showcases how the super-fast 5G technology will revolutionize the ways we learn, explore and play. At Training 2020, YOU get a chance to experience what this future 5G-powered connected world looks and feels like. All Training 2020 registered attendees will be able to reserve a 30-minute demo that includes augmented reality, virtual reality, interactive screens, and 4K video.
Training 2020 has the experts — the thought leaders, the implementation pioneers, the specialists who’ve been advancing the state-of-the-art. Training 2020 has the hands-on opportunities — the chance to test drive and explore what effective learning looks like. Training 2020 has the environment — the highly interactive setting that encourages questions, facilitates networking, focuses best practices, and anticipates needs.

CONFERENCE TRACKS

- Training Essentials
- Behavior Change and Analytics
- Serious Games for Learning
- Immersive Training with VR/AR
- Assessment/Evaluation
- Design/Development/Implementation
- Facilitation/Delivery
- Measurement/ROI
- Management/Strategy
- Leadership Development
- Learning Technologies

Search by tracks and view session descriptions in the Agenda at TrainingConference.com.

Sunday, Feb. 23 4:30 pm – 5:30 pm

The Great (Digital) Escape Room Experience

The clock is ticking... and your team needs to save a life! Welcome to Training magazine’s The Great [Digital] Escape Room Experience by Geoteaming — the intersection of team building, collaboration, and heart. During this event, you’ll utilize cutting-edge app technology at a group table to experience a virtual escape room that revolves around a real story based on Geoteaming’s 22 years of team research. The special event is designed to help you network with people at your table quickly while learning valuable team skills. Join us and start Training 2020 Conference off with a virtual bang!

Monday, Feb. 24 8:00 am – 9:00 am

101 Training Essentials: Why Our Work Matters
Saul Carliner, Margaret Driscoll, Co-Authors, An Overview of Training and Development: Why Training Matters

102 Start with the Game Plan and End with Results
Valary Oleinik, Project Manager, Weil, Gotshal & Manges LLP

103 Sustainable Behavior Change: Metrics, Measurements and Methods
Declan Dagger, CEO, EmpowerTheUser; Candy Haynes, Managing Director, PwC

104 Better Than the Real Thing — VR Learning Surpassing Real-World Training
Rachel Lanham, Chief Operating Officer, Pixvana

105 Seven Mistakes Trainers Make and How to Avoid Them

106 Increase Engagement: How Understanding Neuroscience Can Help You Capture Your Audience’s Attention
Carmen Simon, Cognitive Neuroscientist, Memzy

107 Creating Better Estimates for eLearning
Dani Watkins, Chief Learning Experience Officer, Zenith Performance Solutions

108 Curation as Foundational Skill: Creating Personalized, Targeted Learning Experiences
Darren Nerland, Sr. Learning Strategist, Degreed

Training matters! The Future Is in Your Hands: Are You Ready?
109 Six Rules for Designing eLearning for Maximum Motivation
   Ethan Edwards, Chief Instructional Strategist, Allen Interactions

110 Delivering Results That Executives (and Others) Will Love
   Jack Phillips, Chairman, ROI Institute

111 The Coolest Adobe Captivate Tips on the Planet
   Joe Ganci, Owner, eLearning Joe

112 Writing Well-Written and Valid Multiple-choice Questions
   Karen Hyder, Online Event Producer, Kaleidoscope Training and Consulting; Patti Shank, Founder, Learning Peaks (appearing virtually)

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

114 Making Technical and Compliance eLearning Engaging
   Ray Jimenez, Author, Do-It-Yourself eLearning

115 Leading a Collaborative Learning Revolution With Video
   Jeff Fissell, Product Owner, Instilled

116 Caffeinated Training Design: An Engagement-Centered Process
   Anne Beninghof, Consultant, Caffeinated Learning

Monday, Feb. 24
2:30 pm – 3:30 pm

201 Learning Essentials: What Every Trainer Needs to Know about Learning Theories (and a Few Myths You Need to Avoid)
   Saul Carliner, Margaret Driscoll, Co-Authors, An Overview of Training and Development — Why Training Matters

202 Beyond Badges: Using Popular Games to Help You Gamify Your Content
   Desiree Pinder, Executive Director, XP Learning

203 Eight Ways IBM Uses Assessments to Increase Engagement and Reduce Dropouts
   David Leaser, Senior Program Executive, Innovation and Growth Initiatives, IBM; Denise Hartsoch, President, GreatBizTools

204 Marketing Your Training: How to Get Them to Buy What You’re Selling
   Stacy Adams, Head of Marketing, Vyond

205 From LMS to Ecosystem: Going Beyond Implementation
   Debbie Richards, President, Creative Interactive Ideas

206 How to Create Short Animated Videos in PowerPoint with Templates
   Ellen Finkelstein, CEO, Ellen Finkelstein

207 Competency and Competency Modeling Done Right
   Judith Hale, CEO, Hale Associates

208 New Hire Orientation for a Global Organization
   Katrina Marie Baker, Senior Learning Evangelist, Adobe

209 Voice vs. Video: The Power of Podcasting to Educate, Engage and Excite Your Workforce
   Rita Bailey, Owner, Up To Something

Training 2020 isn't just for you — bring the whole family and enjoy Disney!
Dine Around Mixer Event
Monday, February 24, 5:30 pm – 8:30 pm
Want an opportunity to meet, connect and network with fellow attendees? Then join this fun dining event, facilitated by industry veterans. You’ll choose from dedicated dining options at area restaurants that meet your budget. Meet your group of seven other dinner participants by 5:30 pm so you can all go to the restaurant together. We’ll provide bus transportation to and from the selected restaurants. Registration will open online in early February. Note: this is a pay-on-your-own event.

210 Effective eLearning Evaluation
Steven Yacovelli, Principal, TopDog Learning Group

211 Automation, AI, and the Future of Work:
L&D Professionals are About to Be Heroes
Thomas Stone, Senior Research Analyst, Institute for Corporate Productivity

212 Unplugged: The Leader’s Role in Helping Employees Reengage
Tom Roth, Chief Operating Officer, Wilson Learning Worldwide

213 Putting the Active in Interactive Sessions
Vicki Halsey, Vice President, Applied Learning, The Ken Blanchard Companies

214 Top 10 Tips of Chatbot Design for Learning
Vince Han, CEO; Paul Bills, Director, Chatbot Design, Mobile Coach

215 Adaptive Design 101 — A Crash Course in Personalized Learning
Domenic Caloia, Senior Learning Developer/Strategist, The Center for Learner Intelligence

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

Tuesday, Feb. 25 10:30 am – 11:30 am

301 Business Essentials: The Five Facts Every Professional Should Know about the Training Business
Saul Carliner, Margaret Driscoll, Co-Authors, An Overview of Training and Development: Why Training Matters

302 Gamification of New Hire Program Meets Expectations and Behaviors of Millennials
Paula Kelly, NExT, a Schlumberger Company

303 The Power of Habit: Applied Science for Rapid Behavior Change
Emily Gregory, Vice President of Delivery and Development, VitalSmarts

304 All Ears — How Best Buy Leverages Podcasting for Business Success
David Beck O’Sullivan, Director Learning and Development; David Carleo, Associate Manager Learning and Development, Best Buy

305 Driving Retention — Using Technology to Support Learning Science
Duncan Welder, Director of Client Services, RISC

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

307 Negotiation Training for L&D Professionals
Jeff Cochran, Partner, Shapiro Negotiations Institute

308 Master the Technical Production, Engage Your VILT Participants!
Kassy LaBorie, Principal Consultant, Kassy LaBorie Consulting

309 The Trainer’s First Aid Kit:
15 Ways to Manage Difficult Situations
Marc Ratcliffe, CEO, MRWED Training and Assessment

310 50 Tips (Yes 50!) for Making Better Videos
Matt Pierce, Learning & Video Ambassador, TechSmith

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

312 Squirrel! Getting Today’s Audience to Engage
Patricia Scott, CEO, Uhmms

313 Trainer AND Influencer! Eight Tools to Position Yourself as a Thought Leader
Pete Blank, Training and OD Manager, Personnel Board of Jefferson County

314 Create Compelling Infographics in PowerPoint
Richard Goring, Director, BrightCarbon

315 The Six Leadership Competencies Every Training Professional Should Know and Grow
Steven Yacovelli, Principal, TopDog Learning Group

316 The Holy Grail: Capturing Level 3 Evaluation Data
Ken Phillips, Founder, Phillips Associates
The Right Size Event for Training Professionals Who Want to Learn

Attending Training 2020 is like going to see the Rolling Stones rock a small club instead of Citi Field — a personal, interactive experience. Satisfaction guaranteed!

**Tuesday, Feb. 25 1:00 pm – 2:00 pm**

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>401</td>
<td>Technology Essentials: An Overview of All Technologies Training Professionals Use</td>
<td>Saul Carliner, Margaret Driscoll, Co-Authors, An Overview of Training and Development: Why Training Matters</td>
</tr>
<tr>
<td>402</td>
<td>Learn How to Easily Create VR 360 Simulations and Games</td>
<td>Allen Patridge, Head, eLearning Evangelism Group, Adobe Digital Learning Solutions, Adobe</td>
</tr>
<tr>
<td>403</td>
<td>Getting Started with Learning and Training Analytics</td>
<td>Tim Dickinson, Director of Strategy, Watershed</td>
</tr>
<tr>
<td>404</td>
<td>Next Generation Gamification, Simulation and Virtual Reality Learning</td>
<td>Anders Gronstedt, President, Gronstedt Group</td>
</tr>
<tr>
<td>405</td>
<td>Rev Up Your Team's Professional Development</td>
<td>Chuck Sigmund, Sr. Program Manager, Amazon Leadership Institute; Kerstin Oberprieler, Lead Gamification Designer, PentaQuest</td>
</tr>
<tr>
<td>406</td>
<td>Secrets of Master Virtual Trainers: Five Keys to Successful Online Classes</td>
<td>Cindy Huggett, Principal Consultant, Cindy Huggett Consulting</td>
</tr>
<tr>
<td>407</td>
<td>How to Create a Sustainable Learning and Performance Ecosystem</td>
<td>Ger Driesen, Learning Innovation Leader, aNewSpring</td>
</tr>
<tr>
<td>408</td>
<td>Effective SMEs: How to Help Subject Matter Experts Facilitate Learning</td>
<td>Greg Owen-Boger, Vice President, Turpin Communication</td>
</tr>
<tr>
<td>409</td>
<td>What Every Training Professional Must Know About Evaluation</td>
<td>Jim Kirkpatrick, Senior Consultant, Kirkpatrick Partners</td>
</tr>
<tr>
<td>410</td>
<td>Wonder Woman, Wakanda, and Work: Make Your eLearning Representative</td>
<td>Judy Katz, Instructional Designer, Eduworks Corporation; Tricia Ransom, Senior Learning Specialist, Guardian Analytics</td>
</tr>
<tr>
<td>411</td>
<td>Don't Hold People Accountable — Develop Accountable People</td>
<td>Mitch Warner, Managing Partner, Arbinger Institute</td>
</tr>
<tr>
<td>413</td>
<td>The Four Secrets to Training For Maximum Business Impact</td>
<td>Sardek Love, President/Founder, Infinity Consulting and Training Solutions</td>
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<tr>
<td>414</td>
<td>Using Performance Analysis to Maximize Your Learning Outcomes</td>
<td>Alwyn Klein, Sr. Director Learning Operations, ADP</td>
</tr>
<tr>
<td>415</td>
<td>Extraordinary Video with Ordinary Equipment and Award-Winning Results</td>
<td>Amy Morrisey, President, Artisan E-Learning</td>
</tr>
<tr>
<td>416</td>
<td>The Four Keys to Building a Servant Leadership Curriculum</td>
<td>Randy Conley, Trust Practice Leader, The Ken Blanchard Companies</td>
</tr>
</tbody>
</table>

**TRACK SPOTLIGHT**

**Behavior Change and Analytics**

Data, analytics, and artificial intelligence are proliferating through training, talent, and HR. Discover the basics of these concepts, learn how they are being applied to change behavior and habits, and explore how they are driving new ways to assess and measure business impact. Join track host Anna Tavis, the academic director of NYU’s human capital management, and experts who are leading these innovations.

See sessions: 103, 203, 303, 403, 503, 603, F3, C05

NYU SCHOOL OF PROFESSIONAL STUDIES
Human Capital Management Program
### Tuesday, Feb. 25 4:15 pm – 5:00 pm

#### Featured Sessions

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>F1</td>
<td><strong>Fight the Undermanagement Epidemic: How to Build a Culture of Strong Leadership</strong></td>
<td>Bruce Tulgan, CEO, Rainmaker Thinking</td>
</tr>
<tr>
<td>F2</td>
<td><strong>Captivate, Engage, and Influence: Lessons From “The Walking Dead”</strong></td>
<td>G. Riley Mills, COO, Pinnacle Performance Company; Jay Bonansinga, Author, The Walking Dead Novels</td>
</tr>
<tr>
<td>F3</td>
<td><strong>Tools and Talent for Delivering Organizational Agility</strong></td>
<td>Anna Tavis, Academic Director, Human Capital Management, NYU</td>
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<tr>
<td>F4</td>
<td><strong>Five Fatal Evaluation Errors Training Professionals Should Avoid</strong></td>
<td>Jim Kirkpatrick, Senior Consultant, Kirkpatrick Partners</td>
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<td>F5</td>
<td><strong>Why We Should Aim for Perfection – and Stop Fearing Failure</strong></td>
<td>Jon Bowers, Technology Solutions Development Manager, UPS</td>
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<td>F6</td>
<td><strong>Play with a Purpose</strong></td>
<td>Monica Cornetti, Gamification Master Strategist, Sententia Gamification</td>
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<td>F7</td>
<td><strong>The Secret Sauce for Creativity at Work</strong></td>
<td>Karen Tilstra, Co-Founder, AdventHealth Innovation Lab</td>
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<tr>
<td>F8</td>
<td><strong>How to Create the ‘Best’ Culture and Train for It</strong></td>
<td>Michael Lee Stallard, President, Connection Culture Group</td>
</tr>
<tr>
<td>F9</td>
<td><strong>Reduce Stress, Increase Productivity, and Avoid Task Saturation</strong></td>
<td>Rob Shallenberger, Becoming Your Best Global Leadership</td>
</tr>
</tbody>
</table>

### Wednesday, Feb. 26 8:30 am – 9:30 am

<table>
<thead>
<tr>
<th>Session</th>
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</tr>
</thead>
<tbody>
<tr>
<td>501</td>
<td><strong>New Job Essentials: How to Onboard Yourself into Any Training Job</strong></td>
<td>Weena Christine (Tinette) Cortes, Founder, Consultasia Global Training Group; Maria Drueco, Director, Consultasia Global - North America</td>
</tr>
<tr>
<td>502</td>
<td><strong>Level the Playing Field: Practical Gamification for Immediate Impact</strong></td>
<td>Adam Beardslee, Training Consultant, Training Outlaws</td>
</tr>
<tr>
<td>503</td>
<td><strong>Surfacing “Real” Leadership Networks</strong></td>
<td>Steve Garcia, Managing Partner, Contemporary Leadership Advisors</td>
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<td>504</td>
<td><strong>Augmented Reality for Improved Medical Training</strong></td>
<td>Marlo Brooke, CEO, AVATAR Partners</td>
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<tr>
<td>505</td>
<td><strong>What the &amp;*%! Is a Learning Consultant, Anyway?</strong></td>
<td>Beth Hughes, Principal Consultant, Strategic Learning Solutions; Chris Adams, Senior Consultant, Handshaw</td>
</tr>
<tr>
<td>506</td>
<td><strong>Anatomy of a Simulation: Change Behaviors Using Video and eLearning</strong></td>
<td>Dan Keckan, CEO, Cinecraft Productions</td>
</tr>
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<td>507</td>
<td><strong>ROI Impact: Who Says Performance Improvement Can’t Happen Through Virtual Training?</strong></td>
<td>James Dudley, Virtual Trainer; Amanda Hughes, Virtual Trainer, Aflac Sales, Training &amp; Recruiting</td>
</tr>
<tr>
<td>508</td>
<td><strong>Roadmap for Technology Integration</strong></td>
<td>Gina Frank, Instructional Designer; Jason Broline, Program Manager, Air Force Special Warfare</td>
</tr>
<tr>
<td>509</td>
<td><strong>Helping L&amp;D Climb the AI Ladder</strong></td>
<td>JD Dillon, Chief Learning Architect, Axonify</td>
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<td>510</td>
<td><strong>Counterintuitive Leadership Lessons from Walt Disney World</strong></td>
<td>Lenn Millbower, The Mouse Man, Offbeat Training</td>
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<td>511</td>
<td><strong>Not Woo Woo but “Wow! They get me!” The Power of Empathy in Learner-Centric Modern Design</strong></td>
<td>Lisa Stortz, Strategic Relationship Manager, Allen Interactions</td>
</tr>
<tr>
<td>512</td>
<td><strong>Learner’s Experience (LX): What are the Moments that Matter in Adult Learning?</strong></td>
<td>Marek Hyla, Senior Learning Principal, Accenture Poland; Nicolas Omar, Associate Learning Manager, Accenture Argentina</td>
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</tbody>
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**How Are Your Skills? Trainer Feedback Corner**

Sure, you can teach. You can even teach online — we all have to do it these days. But are you any good at it? What should you keep doing and what needs improvement? Our scoring judges will provide kind and specific feedback to improve your skills and learning outcomes. In the spirit of showing your work, come along and teach something, then get specific feedback from experts. Sign up for a 30-minute presentation and receive feedback based on CompTIA’s CTT+ Trainer Competencies. Learn more and register at: [TrainingConference.com/2020/feedback.cfm](http://TrainingConference.com/2020/feedback.cfm)

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Register at [TrainingConference.com](http://TrainingConference.com)
513  XAPI and the Evolving Learning Ecosystem — A Five-Year Plan
Patrick Selby, Learning Consultant, On Learning Point

514  Challenge Accepted: The Psychology Behind Peak Performance
Regis Courtemanche, SVP, Creative Solutions, Mind Gym

515  Transform Your Training and Facilitation Skills: Empower, Engage and Excite Your Learners
Sheri Jeavons, President, Power Presentations

516  Modernizing Old War Department Training Methods to Produce Results On the Job
Rebecca Bettencourt, Sr. Program Manager, E. & J. Gallo Winery

**TRACK SPOTLIGHT**

**Immersive Training with VR/AR**
Explore case studies in virtual and augmented reality, featuring members of the VR/AR Association with track host Jeff Meador, immersive reality expert and founder of JMXR. Learn how these companies leverage immersive training to improve their employee development programs. And explore the business goals behind their training decisions, how they were achieved, how to foster internal support, about curriculum design, and how they measure results.

*See sessions: 104, 504, 604, 704*

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**Wednesday, Feb. 26  9:45 am – 10:45 am**

601  Career Essentials: 99-Second Career Advice for Training Professionals
Moderator: Saul Carliner, Margaret Driscoll, Co-Authors, An Overview of Training and Development: Why Training Matters; Various Presenters

602  Developing Next-Gen Manufacturers with Gamification and 3D Simulation
Samer Forzley, CEO, Simutech Multimedia

603  Preparing the Future Navy through Training Innovations
Timothy Welch, Lead Instructional Technologist, Modern Learning Strategies Team, Naval Air Warfare Center Training Systems Division; Mike Eakins, Creative Lead of Mixed Emerging Technology Integration Lab (METIL), UCF Institute for Simulation & Training

604  Transformation of Technician Training in the Energy Sector: VR at Siemens Gas and Power
John Cunningham, Chief Revenue Officer, DISti Corporation

605  Courageous Leadership: What Would Change If Everyone Showed Up with More Courage?
Bill Treasurer, Chief Encouragement Officer, Giant Leap Consulting

606  What to Do When Learning is Not the (Only) Answer
Chris Adams, Senior Consultant, Handshaw

607  The Secret Sauce for Extending Your Training Beyond the Classroom
Christopher King, Principal Consultant, CRK Learning

608  Advertiser’s Secrets to Compelling Learning Videos
Danielle Wallace, Chief Learning Strategist, Beyond the Sky: Custom Learning

609  Down and Dirty Needs Assessment: Define and Solve the Right Problem
Jean Marrapodi, Chief Learning Architect, Applestar Productions

610  LMS/TMS Selection: What the Vendors Don’t Want You to Know
Keith Meyerson, Senior Director of Talent & Organization Development, American First Finance

611  Practical Tips for Navigating the eLearning Review Sea
Michael Getz, Founder; Hal Stokes, VP, eLearning Development, Illumina Interactive Learning

612  Facilitating Group Sessions in the Virtual and Physical Environments
Michael Nolan, President, Friesen, Kaye and Associates

613  Freedom to Innovate: Where Good Design and Open Source Meet
Page Chen, Chief Innovation Learner, Remote Learner

614  eLearning Dos and Don'ts
Scott Cooper, VP Marketing, GO1

615  Embracing Automation in Modern L&D
Sean Bengry, Director, Digital Learning Studio, PwC

616  Using Social Marketing Tools to Drive Learning Reinforcement
Travis Holyfield, Training Specialist; Stephanie Gosteli, Associate Director Learning and Development, Yale University

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Training 2020 Conference & Expo
**Wednesday, Feb. 26  11:00 am – 12:00 pm**

701  **Mastering Variables in Articulate Storyline**  
Tim Slade, eLearning Designer, TimSlade.com

702  **Cybersecurity Strategy and the Five Quadrants of Learning**  
Dov Jacobsen, Managing Director, GamesThatWork

703  **Simple Steps to Craft More Effective Handouts, Guide Books, and eLearning Tangibles**  
Patrick Michael, Director of Business Development, Great Circle Learning

704  **Sales Training at Sprint Using AR**  
Sumish Nirula, VP, Business Development for Studio216

705  **Visual Design for Learning Content — Inspiration Is Everywhere!**  
Dawn Mahoney, Owner, Learning In The White Space

706  **Increase Effectiveness of Learning Programs Using Lessons from Neuroscience**  
Grace Chang, Chief Scientific Officer, The Regis Company

707  **Three Simple Ways to Include Introverts in the (Participatory) Classroom**  
Catherine Lamoureux, Educational Program Specialist, US Department of State

708  **Gritty and Graceful: Receiving/Giving the Gift of Feedback**  
Daniel Lobb, President, TRP Enterprises

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**TRACK SPOTLIGHT**

**Serious Games for Learning**
Games are often talked about as if they were a relief from serious learning. But in the make-believe world of games, we are in charge — making decisions, as we assess risk to master a range of challenges. Are games and gamification, in reality, serious learning? Get the answer and explore serious games in this special track of sessions, curated by **Monica Cornetti**, Gamification Master Strategist at Sententia Gamification, and **Sue Bohle**, Founder of Serious Play Conference.

**See sessions:** 102, 202, 302, 402, 502, 602, 702, C03, F6, P13

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709  **Structure Your Training for Performance: The Framework Training Needs**  
Dawn Lang, Master Trainer, Langevin Learning Services

710  **Business Storytelling: One Size Audience Doesn’t Fit All**  
Janine Kurnoff, Chief Innovation Officer, The Presentation Company

711  **An Alternative to Kirkpatrick — When The Data Isn’t There**  
Justin Reinert, Director of Learning & Development, Amobee

712  **Instructional Design for the Global Learner**  
Mary Cropp, Director, Training and Membership, Bluetooth Special Interest Group

713  **P.E.R.F.O.R.M: Seven Plays to Transform Training Into Business Results**  
Matt Boschi, Training Leader, United Shore

714  **Are Your Leadership Development Programs Actually Working?**  
Sal Silvester, CEO, Coachmetrix

715  **Assessing Assessments: How to Determine the Right Tool for Your Purpose**  
Sharon Wingron, President & Chief People Development Partner, DevelopPEOPLE

716  **“That Was Awesome” — Engaging Your Learners By Delivering Consumer Grade Experiences**  
Tim VanderLaan, Manager, Spectrum Health University, Spectrum Health

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**Training matters!**

The Future Is in Your Hands: Are You Ready?

Session Descriptions are available in the Agenda at TrainingConference.com
<table>
<thead>
<tr>
<th>Hands-on Clinics</th>
<th>Wednesday, Feb. 26</th>
<th>12:15 pm – 3:15 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>C01</strong> Rethinking, Rebuilding, and Reinforcing Culture to Transform Training</td>
<td>Joe Urbanski, Org Culture Strategist; Jack Gottlieb, CEO, Total Solutions Group</td>
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<tr>
<td><strong>C02</strong> Leveraging Personality Diversity: We've Barely Scratched the Surface</td>
<td>Nate Regier, CEO, Next Element</td>
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<tr>
<td><strong>C03</strong> Engage, Play, Inspire: Using Improvisation to Train the Trainer</td>
<td>Kristy West, Applied Improv Facilitator and Trainer, BraveSpace</td>
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<tr>
<td><strong>C04</strong> Building a Matching Card Game in Articulate storyline</td>
<td>Kevin Thorn, Chief NuggetHead, NuggetHead Studioz</td>
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<td><strong>C05</strong> Learning Design Analytics: Use them to Verify Learning’s Impact on Company Success</td>
<td>Laura Paramoure, CEO, eparamus</td>
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<tr>
<td><strong>C06</strong> Project Management: Minimal and Mandatory Magic</td>
<td>Lou Russell, Author, Project Management for Trainers</td>
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<tr>
<td><strong>C07</strong> Your Social Style is Showing: Four Ways to Storm, Norm and (Out)Perform</td>
<td>Michael Ackerbauer, Whole Team Intrapreneur, IBM</td>
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<tr>
<td><strong>C08</strong> Pencils Provided: Achieving Rapid, Creative, Instructional Design Through Collaborative Sketching!</td>
<td>Michael Allen, Founder, Allen Interactions</td>
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<tr>
<td><strong>C09</strong> Top Photoshop Tips Every eLearning Professional Should Know</td>
<td>Phil Cowcill, Senior eLearning Specialist, PJ Rules</td>
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<tr>
<td><strong>C10</strong> Learning Experience (LX) Design</td>
<td>Phylise Banner, Learning Experience Design Expert, Phylise Banner Consulting</td>
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<tr>
<td><strong>C11</strong> From Storyboard to Stunning eLearning Courses in 30 Minutes with Adobe Captivate</td>
<td>Pooya Jaisingh, Senior Learning Evangelist, Adobe</td>
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</tr>
<tr>
<td><strong>C12</strong> High-Impact, Low-Cost Training Activities that WOW Any Audience 2.0</td>
<td>Sardek Love, President and Founder, Infinity Consulting and Training Solutions</td>
<td></td>
</tr>
<tr>
<td><strong>C13</strong> Don’t Lean — Jump In: Navigating the Complexity of Implicit (and Explicit) Bias Training</td>
<td>Sharoni Little, CEO, The Strategist Company</td>
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</tr>
<tr>
<td><strong>C14</strong> Mutual Learning: 12 Templates for Training with Your Mouth Closed</td>
<td>Sivasailam Thiagarajan, Author, More Jolts! Activities to Wake Up and Engage Your Participants</td>
<td></td>
</tr>
<tr>
<td><strong>C15</strong> Increase Training Reinforcement Through the Art of Building a Coaching Culture</td>
<td>Tim Hagen, President, Progress Coaching</td>
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<tr>
<td><strong>C17</strong> The Happiness Advantage</td>
<td>Devin Hughes, International Thought Leader Network</td>
<td></td>
</tr>
</tbody>
</table>

**Where’s Ambassador Heather?**

At Training 2020 in Orlando, of course! And she’s ready, willing, and able to answer all your conference questions, share her favorite tips, and maybe even hand out a special giveaway or two in a variety of Training 2020 locations. To get you started, Ambassador Heather Riddick will conduct a speed orientation session, “Top 5 Things You Need to Know About the Conference,” on Monday morning. Heather has attended five Training Conferences and has a wealth of information about how the event works, the sessions, the Dine Arounds, the Expo floor, and more. Plus, she’s a ton of fun and can help you make valuable connections. How can you find her? Just look for the lady in red — the red sash, that is!
**Why Stay at the Coronado Springs?**
As a guest, take advantage of discounted theme park tickets, the Magical Express complimentary airport shuttle and luggage service, and complimentary parking. Enjoy new restaurants and more. Visit [www.TrainingConference.com](http://www.TrainingConference.com) and click on ‘Hotel/Travel’ for details and links.

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

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  Connections Housing at: 800.262.9974 (Toll-Free) or 1.404.842.0000 (International)

- **Fax:**
  Connections Housing 1.678.228.1920

- **Email:**
  TrainingConference@ConnectionsHousing.com

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**Registration FAQs**

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

- **Phone:**
  1.847.620.4483 ext. 1
  (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

- **Organizational Discounts on the 3-Day Conference & Expo (Feb. 24-26):**
  Special discounts are available for government/military, non-profits, academic/education, and teams of 3 or more on the 3-Day Conference fee. For details: [TrainingConference.com/2020/discounts.cfm](http://TrainingConference.com/2020/discounts.cfm)

- **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.

- **Special Service Need/Assistance:**
  In order for us to accommodate your special need, please contact us by Friday, February 7, 2020, 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. 7, 2020. Cancellations received by Feb. 7, 2020, are subject to a $100 processing fee and the balance of your registration fee will be refunded. After Feb. 7, 2020, 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.
How to Register:
Online: www.TrainingConference.com
Fax: 1.847.277.7414
Email: registration@goeshow.com
(subject: Training Conference)
Phone: 1.847.620.4483 ext. 1
(Mon – Fri; 9 am – 6 pm Eastern time)
Mail: c/o Netronix Corp eShow
[see red box in #3 for address for checks/forms]

1. Registration Fees
☐ 3-Day Training Conference & Expo [Feb. 24 - 26] ................................................................. $1,695
☐ Expo-Only Registration [Feb. 24 - 25] .................................................................................. $20

Pre-Conference Certificate Programs:

P01 Master Instructional Designer [Feb. 21 - 23] ............................................................ $1,195 $995
P02 Master Trainer - Co-Creating Authentically and Effectively [Feb. 21 - 23] ............... $1,195 $995
P03 Master eLearning Designer [Feb. 21 - 23] ........................................................................ $1,195 $995
P04 Certified Training Manager [Feb. 21 - 23] ....................................................................... $1,195 $995
P05 Designing and Delivering Instructor-Led Training [Feb. 21 - 23] ............................... $1,195 $995
P07 Designing Interactivity for eLearning [Feb. 22 - 23] .................................................. $995 $895
P08 Designing and Implementing Workflow Learning [Feb. 22] .......................................... $495 $395
P09 Creating Engaging Learning with PowerPoint [Feb. 22] .............................................. $495 $395
P11 Converting Instructor-Led Training (ILT) to an eLearning Course [Feb. 23] ............... $495 $395
P12 A Crash Course in Designing and Prototyping eLearning [Feb. 23] ............................ $495 $395
P13 Creating Memorable Training Using Neuroscience [Feb. 23] ....................................... $495 $395
P14 The Gamification of Learning: Level 1 Certification [Feb. 23] ....................................... $495 $395
P15 Designing for Deeper Learning in the Virtual Classroom [Feb. 23] ............................ $495 $395

Co-Located Events:
☐ LLS Learning Leaders Summit [Feb. 22 - 23] ................................................................ $895 $695
☐ IIT Innovations in Training [Feb. 26 pm - 28; off-site] ............................................................ $1,195 $995

*Event-Only fee includes Expo-Only entrance ($20 value).

SUBTOTAL: $ ____________

DISCOUNT CODE: ____________ ($ ____________ )

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2. Registrant Phone & Email
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Mail form & checks to: Lakewood Media Group
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3.  SELECT ONE answer per question

My job title is:
☐ President/CEO
☐ CLO/COO/VP/ Director
☐ Manager/Supervisor
☐ Training Specialist
☐ Coordinator/Assistant
☐ Instructional Designer/Developer
☐ Consultant
☐ Other

Total # of employees in all locations:
☐ 5,000 or less
☐ 5,000 - 9,999
☐ 10,000 - 24,999
☐ 25,000 - 49,999
☐ 50,000 or more

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

Primary business activity:
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☐ 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
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☐ Other

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Checks payable to: Lakewood Media Group

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