E L C E Enterprise Learning! Conference & Expo

THE LEARNING & WORKPLACE TECHNOLOGY MARKETPLACE
Anaheim Hilton at the Convention Center | September 27-29, 2011
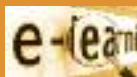
CONFERENCE BROCHURE

Get EMPOWERED
Be ENGAGED
EVOLVE Your Business

ATTEND THE EXCLUSIVE LEARNING & WORKPLACE TECHNOLOGIES MARKETPLACE!

MENU

84 Speakers

72 Sessions

50 Solutions Providers

REGISTER AT:

ELCEshow.com

Enterprise Learning! Conference & Expo

Anaheim Hilton at the Convention Center | September 27-29, 2011

WELCOME

Hotel Information

Anaheim Hilton at the Convention Center
777 Convention Way Anaheim, CA
ELCE is pleased to offer attendees a **special low rate**. Rooms are subject to availability, so be sure to reserve early. **To reserve your room**, visit **elceshow.com** and click on **Hotel/Travel**, or call 714-750-4321 and mention ELCE group.

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Get Empowered. Be Engaged. Evolve Your Business.

Attend ELCE and you'll get the insights, ideas and inspiration you need to navigate the evolving learning and workplace technology market.

Whatever your challenge- engaging team members, evolving your enterprise platform, competing to win, developing leaders- you'll take home actionable ideas that you can apply immediately to benefit your company and enhance your own development.

For 11 years, *Elearning!* Media Group continues to serve the dynamic learning market by providing specific, actionable conference content for those engaged in the enterprise learning industry- executives, sales & marketing managers, customer care executives, trainers, talent and organizational development professionals, and consultants.

This year's Engage- Empower-Evolve theme drives more than 72 sessions across 7 tracks, all designed to focus on tangible results you need to achieve for your company in the coming months. *Elearning!* Media Group's editors and industry conference advisory board have developed the most relevant content program available- with all sessions designed to provide tangible takeaways that will help you get empowered, be engaged, and evolve your business.

ELCE is the only event that brings buyers and sellers together from across all industries who seek learning and workplace technology solutions. People like you from large and small organizations, public and private sectors, associations or non profits, come together to see, learn and share what works and what's next in learning and workplace technologies.

Spend a few days in Anaheim and you'll discover why thousands of executives have attended ELCE (formerly *Elearning!* Summit) to boost enterprise performance. It's your turn to get empowered, be engaged and evolve your business.

See you in Anaheim!

Catherine Upton
Group Publisher
Elearning! Media Group

Joe DiDonato
Conference Director
ELCE

HIGHLIGHTS & FEATURES

72 Sessions

Every session is geared to engage, empower and evolve your business. All are presented by your peers and reviewed by industry leading experts. Hear how to leverage learning & workplace technologies that engage, empower and evolve enterprises.

6 In-Depth Workshops

Sharpen your skills and walk away with an immediate action plan for:

>> The Collaboratory- Build your team's collaboration IQ
>> How to Buy the Right Learning System: An action plan
>> Let's Get Real About Measurement
>> Mobile Learning Strategy: Define your game plan
>> Best Practices of Virtual Learning
>> Social Media for Learning: Create and deploy the right strategy

Meet the Best of *Elearning!*

Meet these award winning solutions at the awards luncheon, then on featured sessions in side-by-side comparisons. Visit winners on the Expo floor and learn how to put their solutions to work.

The Hybrid Advantage

Only ELCE features live onsite and live online attendee options. Attend in person, and send team members to the online event for maximum learning. Access the online event on-demand, after the event to continue learning and networking.

VIP Leadership Summit & Roundtable Discussions

Director level and higher attendees may select the Learning Leadership Summit option. Meet face to face with keynote speakers in a VIP environment. Share roundtable discussions with other senior executives and make connections for a lifetime.

The Innovation Theater

View up to 10 free sessions in the Innovation Theater. See solutions at work, hear customer successes, and learn in the theater within the Expo Hall.

Expo Hall

Meet the leading learning and workplace technology solution providers all in one place. ELCE features the industry's only technology and services showcase for the enterprise learning marketplace. More than 50 companies will be on hand- from assessment, authoring solutions, content providers, outsource services resources, talent and learning systems, mobile and social solutions, leadership and skills development solutions, web and video services, to virtual learning environments, and dozens more.

Value Pricing Options

We've made ELCE even easier to attend with affordable 2-day passes and super low group rates! Public Sector Employees - there are special discounted rates for you, too!

At ELCE:

See How You'll Work in 2020

Meet Social, Mobile, Video and Games Technologists that are mapping your **future**.

Discover new and practical ways to engage, empower and evolve your people, partners and enterprise.

Collaborate with technology buyers across the country to see, share and evaluate solutions, processes and resources to succeed.

Inspire yourself and your team by meeting the learning industry's change agents!

We've programmed our sessions into mulitple tracks to address your changing responsibilities. Virtual sessions are noted with a   and will be viewable online live and on-demand.

Get Empowered:

Strategies to empower teams to act independently, collaboratively and across the extended enterprise.

Be Engaged:

Drive learner performance, retention and satisfaction through higher levels of engagement.

Evolve Your Business:

Change business practices, processes and technologies to better compete and perform.

Best of *Elearning!*:

See the best in class solutions in this dedicated track featuring this year's Best of *Elearning!* solutions.

Learning! 100:

These sessions feature 2011 top learning organizations across public and private sector. Learn their secrets for success and top performance at these sessions.

-Denotes sessions viewable with virtual conference pass.

The Collaboratory
8:30 AM - 4:00 PM

- Build you team's collaboration IQ Attend onsite or online, live day only.

As one of the more unique workshops at ELCE, attendees have a choice of participating 4 different ways: in person assuming an active role, in person and observe; or attend virtually with or without a role.

The Collaboratory is a hands-on interactive lab featuring a catastrophic scenario for team members to solve. Each participant can assume a role in the scenario. This unique live forum offers participants a "safe place" to practice collaboration skills. Collaboratory creates an environment that combines team dynamics with technology to help find out what collaboration tools and features work best for them. In fact, most of the collaborative tools today are SaaS-based services, and this event gives the attendee the ability to examine these tools and services within an enterprise-like scenario.

Host: David Coleman, Principal of Collaborative Strategies

David Coleman, Founder and Managing Director of Collaborative Strategies designed and hosts this interactive workshop. This program has been successfully delivered at General Dynamics, HP and many top organizations. Collaboration Strategies is an industry analyst and consulting firm that has focused on collaboration since 1989. Collaboration Strategies has a long history in market research and publishing in this area and offer a comprehensive suite of advisory services to vendors marketing collaborative solutions and to end-user companies interested in successfully implementing these collaborative solutions.

How to Buy the Right Learning System
8:30 AM - 3:00 PM

-An action plan for satisfaction

Approximately 40% of current Learning Management System owners, as well as many new users, will buy a new LMS over the next 12 months. New features, changes in business objectives, more flexibility and dissatisfaction with current system are all drivers of this change. To improve buyer satisfaction, managers must do more homework before shopping for solutions. In this workshop, you will be given the tools, guides and advice to succeed, from a learning systems expert.

Attend this full day workshop and learn how to:
>> *Pick the right LMS project team*
>> *Identify the top "must haves" in your next LMS*
>> *Create a company-specific requirements document*
>> *Calculate ROI's and prepare RFI's and RFP's*
>> *Select the vendor that's the best fit for your enterprise*
>> *Construct an Acquisition Work Plan*
>> *Anticipate and avoid problems*

Host: Joe DiDonato, Editor-at-Large, *Elearning!* Media Group (former CEO, Interwise)

Joe currently is the Editor-at-Large for *Elearning!* Media Group, which includes the magazines *Elearning!* and *Government Elearning!*. Joe's background includes many senior roles in and around enterprise education, including extensive experience with learning management system acquisitions – both from a user and vendor standpoint. Joe has led learning technology companies as former CEO of Interwise (now AT&T Connect), and Chairman of KnowledgePlanet (now Mzinga.) He has also held CLO roles at Countrywide, Peoplesoft and Oracle.

Let's Get Real About Measurement
8:30 AM - 12:00 PM

-When, where and how to measure impact

In this 3.5 hour workshop, learning leaders actively grapple with how best to measure the results of their training and development efforts and present actionable information to the business. Most organizations have little more than reaction data—smile sheets—to show for their efforts. Real measurement provides actionable information to decision makers. The lack of alignment with the business and the paucity of meaningful impact measures are two of the main reasons that training is often undervalued and underfunded.

In this lively and interactive discussion, Bob Danna of Bersin Associates will review the current state of learning measurement. About half the session will be answering questions from the audience - so bring your most difficult or vexing measurement issues to stimulate our discussion.

Host: Bob Danna, EVP, Bersin & Associates
Bob Danna has more than 30 years of experience in human performance consulting, adult learning and associated management consulting services for a wide spectrum of commercial and government organizations. At Bersin & Associates, he has been instrumental in launching the Advisory Consulting practice, developing the firm's branded WhatWorks® methodologies, and delivering advisory support in talent management, enterprise learning, measurement, and technology selection to numerous research members.

E L C E Enterprise Learning! Conference & Expo

WORKSHOPS: SEPT 27

Mobile Learning Strategy:
8:30 AM - 3:00 PM

-Define your game plan

Conceiving, designing, developing and implementing a mobile learning project seems like a daunting task. In this interactive working session, Dr. Gary Woodill, author of The Mobile Learning Edge (McGraw-Hill, 2010), takes participants through a flow chart of all the decisions that have to be made, and tasks that have to be carried out, implementing a mobile learning project. Decision points include:

>> Defining business objectives.
>> Costs and budgeting.
>> Scope of the project in terms of who participates.
>> Create original content or buy off the shelf content?
>> If original content, stages of development and design.
>> Mobile devices to be used.
>> Carrier(s) to be used.
>> Assessment and evaluation of mobile learning
>> And more…

Host: Dr. Gary Woodill, CEO, i5 Research
Gary Woodill is a Research Fellow for Future Workplace, and CEO of i5 Research. He is the co-author of "Training and Collaboration with Virtual Worlds" (McGraw-Hill, 2009) and author of "The Mobile Learning Edge" (McGraw-Hill, 2010). Gary led the design of an adaptable learning management system that is still in production today. He developed over 60 online courses for various corporate clients .As a Senior Analyst for Brandon Hall Research, Gary produced over 30 major research reports on subjects such as emerging learning technologies. Gary received his doctorate in applied psychology from the University of Toronto.

Virtual Leading Workshop:
8:30 AM - 4:00 PM

-How to lead, manage and train effectively

In this workshop you will be introduced to the best practices of hosting virtual learning and leading practices. The instructor will take you through the basics of using virtual technologies and focus the session on good content & instructional design best practices. Learn how to prepare your delivery when you cannot see the audience, and discuss the rules for "user engagement" and bandwidth limitations.

Who should attend?
>> Trainers, Managers leading global distributed teams, Subject-Matter Experts (SME's), Managers, Directors, Team Leaders, Instructional Designers, Technologists, Teachers / Mentors, Industry Experts Internet Communicators, Help Desk Personnel

Host: Jacquie Beck, Vice President, Brookwood
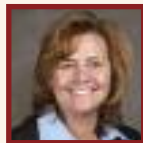
Jacquie Beck has been designing and developing interactive learning applications for over 20-years. She has been a Master Trainer since 1996 and has authored dozens of articles on E-learning Design and Development for various training magazines. She has written several whitepapers and produced podcasts on Best Practices for

e-learning, Instructional Design and Web Conferencing Etiquette. She has also written standards and best practices for many of top enterprises.

Social Media for Learning:
8:30 AM- 4:00 PM

-Create and deploy the right strategy

This interactive, instructor-led course gives you the confidence to leverage social media tools for learning. We start with the basics, defining Web 2.0 and introducing you to a lot of the tools now freely available to you, (such as Facebook, business pages, wikis, Twitter, etc.) Working in teams, you will create an e-learning course, apply social media tactics to learn and to promote it- the whole deal! By end of the day, you will have the confidence to integrate social learning into your sales, customer, channel or employee training and communications.

This is an interactive session, full of discussion, hands-on work, and a lot of fun.

Host: Michelle Lenz, Principal, Write- Technology
Michelle Lentz entered the industry as a technical editor for aerospace documentation. She honed her editing skills and moved into more diverse areas of industry and consulting within training. Michelle has also spent a fair amount of time studying e-learning and Social Media. For several years, Michelle was Director of Training at Trivantis (Lectora). Michelle served as Vice President of Technology for the Greater Cincinnati ASTD, maintains three weblogs and is over-connected on social media. She graduated from Wright State University with a degree in English and an emphasis in Technical Writing.

Wednesday, September 28

KEYNOTE

10:00 – 11:00 AM PT   **W201**

Sal Khan, CEO/Founder Khan Academy

Re-inventing our Education Future
The Khan Academy is revolutionizing how education is being delivered. In what is being called the 'democratization of education,' both the Gates Foundation and Google are backers of this new education model. *Harvard Business Review* recently stated that Khan's innovative approach to teaching will "successfully educate more people in math and science over the next decade than Harvard has over its entire history." Hear what the future model of learning delivery will be, how learners are responding and what impact it will have on your enterprise learning initiatives.

Charming, inspiring and energetic, Khan shares his vision of re-inventing education by using technology to shift the paradigm of learning away from lecturing, testing and grading to having the ability to better mentor and coach. Called "a name you need to know" by *Forbes* magazine, Khan challenges organizations to put innovation and an entrepreneurial mindset at the center of their mission.

Opening General Session:
8:30 – 9:45 AM PT   **W200**

Tal Zorman, Director, L&D, Intel (invited)
Patrick Wayte, VP Marketing, American Heart Association (invited)
Jay Allen, Chief Collaboration Officer, Dept of Defese ADL Initiative
Moderator: Mollie Lombardi, Research Director, Aberdeen Group

***Learning!* 100 Power Panel:**
The *Learning!* 100 panelists all share three qualities. Each hosts an exception learning culture, are innovative and outperform their rivals. In this session, these top executives share how their current and future programs engage employees and stakeholders, empower learners and leaders and evolve the organization. Best-in-class benchmarks will be shared as well as the steps your organization can take to reach top performance levels.

Closing General Session:
2:45 -4:00 PM PT   **W202**

Michael Winston, Chief Transformation Evangelist & Author, "Small Pebble, Big Ripple"

Failure at the Top
For 20+ years, Winston led effective transformation and global expansion strategies for Lockheed, McDonald Douglas and Motorola. He saw great leaders who created great cultures and how they were born. Winston shares his vision of HR strategists and the impact you can have on organizational transformation. See how Motorola effectively deployed globally with succession planning strategies counter to the day's norms. Hear how one overlooked high potential became the future corporate president.

But, what happens when leadership fails? Winston will tackle this very controversial subject. As former Chief Leadership Officer from Countrywide (now Bank of America), Michael Winston, talks about "Failure at the Top." He's been on the cover of the business section in the New York Times and WSJ and talks candidly about the battle, the costs and lessons learned from failed leadership.

= Virtual Session

KEYNOTES & GENERAL SESSIONS

Thursday, September 29

KEYNOTE

10:00 – 11:00 AM PT   **T201**

Moderator: Joe DiDonato, Editor at Large EMG
Joe DeTuno, CEO, Funnelbrain.com; Geoff Graber, CEO, Scout On Demand; Chuck Hamilton, director, IBM's Center for Advance Learning; Ross Mayfield, founder, Social Text

Re-Designing Enterprise Learning: How Technologists are Changing Your Future
This power panel is made up of CEO's and senior executives from the social networking and gaming communities, as well as early adopters from the world of education. The question we will be putting to each of them is *"Knowing what you've learned in your world, how would you re-design enterprise education?"* This panel re-examines our existing educational paradigms, as well as helps us discover how our own learning programs can benefit from the tips and techniques engineered into these social platforms. Topics include engagement tips and techniques, dynamics that bring vast numbers of participants to a site, and recommendations for the best techniques and dynamics to employ to increase participation and success with your own programs.

Opening General Session:

8:30 – 9:45 AM PT   **T200**

Josh Bersin, Principal,
Bersin & Associates

Learning Culture: Best Practices for Creating an Empowered Enterprise
Your learning culture has a significant impact on business performance and long-term business growth. However, effecting a change in learning culture requires collaboration with business leaders. In this session, Bersin provides actionable advice on where and how to best begin that collaboration – including how to weave a focus on strengthening learning culture into and in support of existing learning programs. These best practices are not "touch" but business strategies with impact that is measurable. Without a strong culture, your best efforts will fall short.

Josh Bersin has worked with hundreds of companies to deliver high impact employee learning, leadership development and talent management. In 2001, he founded Bersin & Associates to provide research and advisory services focused on corporate learning. Today, the firm is a key resource for learning and HR decision makers seeking insight on trends and advice on enterprise learning and talent management

He is the author of *The Training Measurement Book: Best Practices, Proven Methodologies, and Practical Approaches* and *The Blended Learning Book: Best Practices, Proven Methodologies, and Lessons Learned.*

☐ = Virtual Session

Closing General Session:

2:15 – 3:00 PM PT   **T203**

John Hunter, Educator & founder
World Peace Game Foundation

The World Peace Game
Meet John Hunter, teacher and developer of the World Peace Game. John puts all the problems of the world on a game board - and then lets his students solve them. John shares stories about how he empowers his students to take risks and make their own decisions, and how that simple "shift of power" changes learning. You'll see how the power - and courage - of NOT knowing the answer can transform learning and create surprising outcomes. The collective wisdom that results is much more powerful than that of one teacher. Join John, a highly inspirational and motivational speaker, who shares how to empower your team—and, who knows – achieve World Peace.

Showing: 3:15 - 5:00 PM PT
Film Screening: "World Peace & Other 4th Grade Achievements" John's game inspired a new documentary titled "World Peace and Other 4th Grade Achievements." Stay and witness what John Hunter spoke about in this Closing Session. Understand the wisdom of crowds, empowering learners, and the power of engagement - all in this special pre-release documentary screening. Follow John Hunter in the classroom and see how the World Peace Game is played, and the impact it has on his students. Meet Chris Farina, filmmaker, and ask him how the World Peace Game has the power to change learning worldwide.

SPECIAL EVENTS

Best of *Elearning!* Awards Luncheon

Join this ticketed luncheon to see which solutions are voted best-in-class in this readers' choice awards event. Celebrate the 7th Best of *Elearning!* awards with us and winners of 25 key categories. (extra fee)

Sept 27th/ 7:05 – 10:00 PM PT

A Night at the Ball Game: Anaheim Angels vs Texas Rangers

Join your peers at this game in beautiful Southern California. See two of 2010's World Series playoff teams while networking and having fun. (extra fee)

Sept 28/ 3:30 – 5:00 PM PT

ELCE Networking Reception

Mix and mingle among hundreds of your colleagues and peers at our afternoon reception in the Expo Hall. Attendance is open to all attendees, sponsors and speakers.

Sept 28/ 6:00 - 10:00 PM PT

Dine Around Downtown Disney

Take a ride on the trolley to Downtown Disney with ELCE attendees. Walk Downtown Disney, and dine on your own with your new friends. Trolley will run from 6–10 PM (extra fee.)

Sept 29/ 3:15 – 5:00 PM PT

Film Screening: World Peace & Other 4th Grade Achievements

Stay and witness what John Hunter spoke about! Wisdom of the crowds, empowering learners and the power of engagement- All in this documentary following Hunter in the classroom and the World Peace Game. Meet Chris Farina, filmmaker, and ask him how World Peace is changing learning worldwide.

Sept 29/ 5:00 - MIDNIGHT PT

Disney After Dark

Enjoy a California evening at Disneyland with these special priced park tickets available for after 4 PM admissions. Enjoy the Happiest Place on Earth after a full day of learning. (extra fee)

Enterprise Learning! Conference & Expo

SPECIAL EVENTS: SEPT 28-29

Sept 28/ 11:00 AM – 5:00 PM PT
Sept 29/ 11:00 AM – 3:00 PM PT

Best of *Elearning!* Panels

Attend these 5 sessions featuring winning solutions side-by-side and by category. Bring your list of questions. See them demo their unique features. Hear what users say about each brand and what set them apart.

Sept 28/ 8:00 AM – 5:00 PM PT
Sept 29/ 8: 00 AM – 5:00 PM PT

Learning! Leadership Summit 2011

Learning! Leadership Summit

VIP conference sessions targeting key business challenges for C-suite level executives. VIP access to keynote speakers, roundtable discussions in a private venue for strategizing and candid dialogue. Must be director-level or higher to qualify to attend.

ALL STAR SPEAKERS

Each session features industry leaders, who were peer-reviewed and selected. Meet the best faculty including:

>> Jay Allen, Chief Collaboration Officer, Dept of Defense ADL Initiative
>> Avron Barr, Dir. Strategic Communications, The LETSI Foundation
>> Jacqueline Beck, Executive Vice President, Brookwood
>> Josh Bersin, Principal, Bersin & Associates
>> Angela Bilkey Chesmore, Learning & OD Consultant, Ascension Health
>> Scott Blanchard, Vice President, The Ken Blanchard Companies
>> Josh Blank, Senior VP & General Manager, OpenSesame
>> Linnea Carlson-Sabelli, Professor, Rush University
>> Ruth Ann Clurman, Director Learning & OD, Ascension Health
>> Dave Coleman, Principal, Collaborative Strategies
>> Gregg Collins, Vice President, NIIT CognitiveArts
>> Dan Cooper, CEP, e4j
>> Bill Cushard, Chief Learning Officer, The Knowland Group
>> Bob Danna, Executive Vice President, Bersin & Associates
>> Joe DeTuno, CEO, FunnelBrain.com
>> Joe DiDonato, Editor-at-Large, *Elearning!* Media Group
>> Stacy Doolittle, Technology Strategist, Learning, Training and Development
>> Pei-Wen Fu, Learning Program Manager, WellPoint
>> Abigail Fuchs, Manager, Learning Solutions, Aristocrat Technologies
>> Robert Gadd, President, OnPoint Digital, Inc.
>> Joseph Ganci, CEO, Dazzle Technologies Corp
>> David Gardner, Founder and CEO, VenueGen
>> Richard Garrison, Vice Chancellor, VA Acquisition
>> Geoff Graber, CEO, Scout On Demand
>> Barbara Greenstein, Principal Consultant, Human Resource Prescriptions, LLC
>> Chuck Hamilton, Director, IBM
>> Paul Howe, Vice President - Sales, Allen Interactions
>> Jana Humphreys, Director of Operations, Lasselle-Ramsay
>> John Hunter, Founder, World Peace Game Foundation
>> Mark Jankowski, President and Vice President, Virtual Training Partners
>> Michael Jay Jones, Instructional Design Manager, Omron Electronics, LLC

>> Salam Khan, Founder, Khan Academy
>> Anne Lamontagne, Marketing Evangelist, Philips Healthcare
>> Bob Lasiewicz, Managing Director, Crossroads of Learning
>> Sean Lee, Training Manager, AAA NCNU Insurance Exchange
>> Michelle Lenz, Principal, Write- Technology
>> Stewart Levine, Resolutionary, ResolutionWorks
>> Colleen Longstreet, Sr. HR Strategist, OPHR Group
>> Ross Mayfield, Founder, Social Text & Slideshare
>> Linda McGurn, Project Manager, DRC
>> Susan Minaya, Executive Director - AAA University, AAA NCNU Insurance Exchange
>> John Moxley, Director Leadership Development, Cricket Communications
>> Treion Muller, Chief E-learning Architect, FranklinCovey
>> Matt Murdoch, Global Director of Online Learning and Author, FranklinCovey
>> Jay Naumann, Video Evangelist, The Video Trainers Guide
>> Brian O'Leary, Sr. Instructional Designer, Lasselle-Ramsay
>> Kevin Oakes, CEO, i4cp
>> Justin Patton, Learning Program Manager, WellPoint
>> Mike Prevou, Prsident, Strategic Knowledge Solutions
>> Boaz Rosenberg, KTV Implementation Manager, Amdocs
>> Paula Sanderson, Learning Manager, Philips Healthcare
>> John Schieman, Vice President, Global Programs, Global Dynamics Inc.
>> Ann Marie Sidman, Vice President, L&D, General Reinsurance
>> Melissa Smith, Managing Partner, The Training Clinic
>> David Stock, Manager of Leadership and Learning, Cayman Islands Civil Service College
>> Kathy Tomasic, President, Insight Training and Development, Insight Inc.
>> Catherine Upton, CEO/Group Publisher, *Elearning!* Media Group
>> Shane Verheyen, Infrastructure Manager, AAA NCNU Insurance Exchance
>> Barbara Valentine, Senior Consultant/ Partner, George F. Walker Consulting
>> Craig Weiss, CEO, E-Learning 24/7
>> Michelle Winkley, Chief HR Strategist, OPHR Group
>> Michael Winston, Consultant & Author, "Small Pebble, Big Ripple"
>> Gary Woodill, CEO, i5 Research

AGENDA-AT-A-GLANCE

KEYNOTES

WEDNESDAY, SEPT 28/ 10:00 – 11:00 AM PT

Sal Khan, CEO/Founder Khan Academy

Re-inventing our Education Future
The Khan Academy is revolutionizing how education is being delivered. In what is being called the 'democratization of education,' both the Gates Foundation and Google are backers of this new education model. *Harvard Business Review* recently stated that Khan's innovative approach to teaching will "successfully educate more people in math and science over the next decade than Harvard has over its entire history." Hear what the future model of learning delivery will be, how learners are responding and what impact it will have on your enterprise learning initiatives.

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THURSDAY, SEPT 29/ 10:00 – 11:00 AM PT

Moderator: Joe DiDonato, Editor-at-Large, *Elearning!* Media Group
Joe DeTuno, CEO, FunnelBrain.com; Geoff Graber, CEO, Scout On Demand (formerly Yahoo! Games); Chuck Hamilton, Director, IBM's Center for Advance Learning; Ross Mayfield, Founder, Social Text

Re-Designing Enterprise Learning:
How Technologists are Changing Your Future
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Tuesday, September 27

8:30 AM - 4:00 PM	The Collaboratory/Social Media for Learning
8:30 AM - 1:00 PM	Learning Measurement Workshop
8:30 AM - 3:00 PM	Virtual Leading Workshop / Mobile Learning Strategy

Wednesday, September 28

	ENGAGE	EMPOWER	EVOLVE	BEST OF *ELEARNING!*
8:30 AM - 9: 45 AM	Opening Session: *Learning!* 100 Power Panel			
8:30 AM - 9: 45 AM	The Learning Explosion: Rules to Move Your Training to Virtual Classroom	Innovative Learning Ecosystem for Developing Retailers	Mobile Learning Meets Social Learning	
	Employee Engagement: Making Players Out of Spectators, Cynics & Deadwood	Power Learning Facilitation	What Leaders Really Think of Learning Evaluation	
10:00 AM - 11:00 AM	KEYNOTE: Sal Khan, founder, Khan Academy: Re-inventing the Future of Education			
11:15 AM - 12:00 PM	Global E-learning: A Catalyst for Business	Using Video to Train & Engage	Advanced Blended Learning: Integrating Learning into Work	
	Science & Memory: 7 Tips to Improve E-learning		Managing Organizational Change for Large IT Implemetation at IRS	
	Best Practices in Game Design			
12:00 PM - 1:30 PM	Awards Luncheon: Best Of *Elearning!* 2011			
1:45 PM - 2:30 PM	Next Gen E-learning: Streaming, Touch free, Kinect	Making Change at US Mint: A look at Collaboration & Culture	Building the Case for L&D Technology Funding	Best of *Elearning!:* Virtual Learning Environments
	Creating an Engaging Work Env for High Potential Employees			

= Virtual Session

Wednesday, September 28 continued…

	ENGAGE	EMPOWER	EVOLVE	BEST OF *ELEARNING!*
1:45 PM - 2:30 PM	Making 3D Virtual World Training a Global Reality: A Gen Re Case Study	Designing Powerful Partnerships: Building Collaborative Capacity		
2:45 PM - 3:30 PM	Closing Session: Michael Winston, Failure at the Top			
2:45 PM - 3:30 PM	Competency Based Learning Strategy: Amdocs Case Study	Mobile, Social, Games, Video, Oh My!	The Future of E-learning Software: The Role of Standards	Best of *Elearning!:* Learning Systems
		Leading Effectively in the Virtual Organization	Agile Development for Training at VA Acquisition Academy	

Thursday, September 29

	ENGAGE	EMPOWER	EVOLVE	BEST OF *ELEARNING!*
8:30 AM - 9:45 AM	Opening Session: Josh Bersin, Bersin & Associates, Learning Culture: Best Practices for Empowering the Enterprise			
8:30 AM - 9:45 AM	Top 10 Blunders in Developing E-learning (and How to Avoid Them)	Leadership Development in the Cloud: How to design a program in an Enterprise 2.0 World.	Enterprise Launch of Virtual Learning Environments: Best Practices Approach	Best of *Elearning!:* Content
	Video-Based Simulations for Psychiatric Nursing		Learning's Critical Role in Integrated Talent Management	
10:00 AM - 11:00 AM	KEYNOTE: Power Panel: Re-designing Enterprise Learning: How Technologists are Changing your Future			
11:15 AM- 12:00 PM	Web 3.0: Predictions for Learning	Social Media in the Workplace: Make it Work for You	Aligning The Learning Function to Support the Global Enterprise	
	Game Design for E-learning	Empowering Knowledge Workers at Boeing	Web 3.0: Predictions for Learning	
	How Philips Healthcare Mobilized Learning With Scan Technology			
	12:00 PM – 1:00 PM Lunch on Expo Floor			
1:15 PM- 2:00 PM	Learning Resources: Personalizing Career Development	Business Driven Leadership	Customized Learning & Technology: Knowledge Repository & Master Curriculum	Best of *Elearning!:* Engagement Tools
		Learning CEO Power Panel: Trends in Tech & Practices	Orbitz Worldwide Case Study	
2:15 PM - 3:00 PM	Closing Session: John Hunter, The World Peace Game			
	Lights, Camera! Training! Creating Video for Training	Leadership Empowerment at Cayman Islands Civil Service Academy	Associate Development Makeover: Bumps, Bruises & Beauty	Best of *Elearning!:* Tools
	Virtual ILT: The Five Factors to Bring Face-toFace Engagement to the eClassroom		Is Connectivism the New Face(book) of Training	
3:15 PM - 5:00 PM	Film Screening: "World Peace and Other 4th Grade Achievements" Hosted by John Hunter and Chris Farina, Producer			

= Virtual Session

GET EMPOWERED

Strategies to promote team independence and collaboration across the extended enterprise.

8:30 AM – 9: 45 AM PT   **W301**

Innovative Learning Ecosystem for Developing Retailers

The unprecedented pace and competitiveness of the wireless industry requires a complex combination of web technologies, classroom, and in-store reinforcement. Wireless provider, Cricket has to exploit every available learning resource to keep pace. With minimal instructor staff we are instead weaving together e-learning, webinars, social networking, mobile learning, and more. See how Cricket's Leader U program provides the personalized coaching needed to complement the technology to engage our workforce.

SPEAKER: John Moxley, Director, Leadership Development, Cricket Communications

8:30 AM – 9: 45 AM PT   **W302**

The Power of Learning Effective Facilitation

Practice powerful and effective facilitation and group process skills in this fast paced, highly interactive session. Learn how to support everyone to participate and do their best thinking.

SPEAKER: Melissa Smith, Managing Partner, The Training Clinic

11:15 AM – 12:00 PM PT   **W303**

Using Video to Train and Engage

The rise of YouTube has led many organizations to look at video as a cost-effective way to capture knowledge. Video can present unique challenges. Mark will demonstrate how video is being used to effectively gather corporate knowledge for both informal and formal training and share expert knowledge across the organization. He will further discuss the technical and cultural barriers to using video and how to overcome them. Present case studies on how video can be used to capture subject matter experts knowledge and distribute throughout the organization. What is the role of the informational designer in this new medium and why mobile and social matters.

SPEAKER: Mark Pollard, Vice President , Altus

1:45 PM– 2:30 PM   **W305**

Making Change at the U.S. Mint: A Look at Collaboration & Culture

To mitigate an anticipated shortage in highly specialized trained employees and to expand current skill sets in the Coining Division, the United States Mint (San Francisco) needed to design, develop and deliver technical training to its employees. This session will present a case study of the work done with the United States Mint to build the manufacturing certification program. This presentation will focus on the components of the program, the instructional design methodology, and results of the program.

SPEAKER: Jana Humphreys, Director of Operations, Lassell-Ramsay

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Wednesday, September 28

1:45 PM– 2:30 PM · W306

Designing Powerful Partnerships: Building Collaborative Capacity

Productivity and collaboration are a function of effective explicit agreements! A major cause of wasteful, expensive conflicts are implicit, inartful, incomplete agreements that do not express a joint vision. The keys are articulating: joint vision, how you achieve the vision, standards to evaluate results, and who you need to reach your objectives.? You will learn how to think about conflict differently, how to normalize its presence, and how to move through it using an elegant Resolutionary Model.

SPEAKER: Steward Levine, Founder, Resolutions Works

2:45 PM – 3:30 PM · W307

Mobile, Social, Games, Video, Oh My!

Create and apply emerging forms of media - including video, games, simulations and mobile applications - for professional learning content. While Powerpoint, Articulate and Captivate are the bread & butter of the e-learning world, there are many ways to incorporate new media content in learning environments to improve engagement and retention. The session co-leaders will discuss when each form of media is most effective, how to deploy it effectively and tips & tricks for development. The co-leaders will also present examples of effective and ineffective use of new media.

SPEAKERS: Josh Blank, Senior VP/GM, OpenSesame
Dan Cooper, CEO, e4j

Thursday, September 29

8:30 AM – 9:45 AM PT · T301

Leadership Development in the Cloud: How to Design in an Enterprise 2.0 World

In this session, hear how The Knowland Group designed an emerging leader development program using a blended approach of classroom, virtual classroom, and social media tools to develop high potential leaders in the organization and to prepare them for future leadership roles. With limited staff and resources to build or buy a traditional, comprehensive leadership development program, the learning and development team looked at the problem with a new lens. Bill Cushard will share the process for how design decisions were made, lessons learned, and some of the results achieved from the launch of the first program.

SPEAKER: Bill Cushard, CLO, The Knowland Group

11:15 AM – 12:00 PM PT · T302

Social Media in the Workplace - Make it Work for You

5 years ago HR professionals were writing polices to keep their employees from using social media at work. Today, we are writing policies to help them use it. Companies cannot ignore the impact that social media has on learning cultures, employee engagement and productivity, and recruiting. In a study by Accenture, 52% of employees surveyed said that a company's use of technology was a major factor when selecting an employer. In this session you will gain practical tips and suggestions for how best to implement social media in your organization while protecting the company and your employees from potential liabilities.

SPEAKERS:
Michelle Winkley, Chief HR Strategist, OPHR Group
Colleen Longstreet, Sr. HR Strategist, OPHR Group

11:15 AM – 12:00 PM PT · T303

Empowering Knowledge Workers at Boeing

Learning plays an ever increasing role in the work lives of Boeing's technical employees. In particular, as baby boomers retire, the need to capture and transfer their knowledge and expertise is a challenge now undertaken by Boeing's Learning, Training and Development organization. In the specialized global world of Boeing, the learning function now has to grapple with greater technical and information management requirements, while also finding a way to optimize user-generated content. Join this session to gain insight into how this global giant is evolving to the changes internally, including activities related to a virtual university and more.

SPEAKER: Stacy Doolittle, Technology Strategist, Boeing

1:15 PM – 2:00 PM PT · T304

Business Driven Leadership

Unfortunately the business needs of an organization or its people are rarely a driving factor in its leadership development efforts. More often, leadership development is driven either by a model of leadership traits or styles, or by some Guru's model of what the ideal leaders do. In this session we will see how an organization can define a leadership model focused on supporting their people in their delivery of the business and then create a development program to assure every leader/manager becomes proficient in its practices. We will give examples of effective leadership development programs based on just such an approach at General Motors, British Airways and Saudi Aramco.

SPEAKER: Barbara Valentine, Sr. Consultant/Partner, George F. Walker Consulting LLC

1:15 PM– 2:00 PM · T504

Learning CEOs Power Panel: Trends in Tech & Practices

Join Mollie Lombardi, Aberdeen Research and this panel of learning Technology executives. Hear their views on industry mergers, role of learning in performance, predictions for mobile, cloud, apps and more.

SPEAKER: Mollie Lombardi, Vice President Research, Aberdeen Group and invited guests.

2:15 PM – 3:00 PM PT · T305

Leadership Empowerment at Cayman Islands Civil Service Academy

The Cayman Islands Civil Service College (CICSC) is a school of higher learning that provides training free of charge to Civil Servants. The CICSC has provided nearly 40,000 hours of face-to-face training to its 500 employees. In August 2010, Civil Service Academy launched the CSC online learning portal and the first e-learning academy in the Caribbean. This was accomplished through a collaborative partnership with Learning Resources International, CICSC and the local University. This session will provide a unique perspective from a small organization on the successful implementation of a Civil Service Academy.

SPEAKER: David Stock, Manager, Leadership & Learning, Cayman Islands Civil Service College

= Virtual Session

BE ENGAGED

Discover how to drive learner performance, retention and satisfaction through higher levels of engagement: Immersive content: Interactive games, video, virtual environments and social communities.

8:30 AM – 9: 45 AM PT   **W401**

The Learning Explosion: 9 Rules to Move Traditional Training to Virtual Classroom

With growth projected in virtual training, the challenge remains how to effectively take live in-person training and transfer it to an online experience. Hear directly from Matt Murdoch and Treion Muller, authors of book, "*The Learning Explosion: 9 Rules to Ignite your Virtual Classrooms.*" You will learn about the new mind-set and a new tool-set required for today's corporate training, how to deal with continual change in training-related technologies, and how to build an internal team that can effectively manage and launch your virtual training. You'll also get time-tested rules to overcome the bias and stigma that persists with the term e-learning. Plus you'll see exciting trends, insightful projections and a real world example of how FranklinCovey has approached this opportunity through powerful leader-led training conducted online.

SPEAKERS: Matt Murdoch, Global Director/Author, FranklinCovey
Treion Muller, Chief E-learning, Architect/Author, FranklinCovey

8:30 AM – 9: 45 AM PT   **W402**

Employee Engagement: Making Players Out of Spectators, Cynics and Deadwood

Employee engagement has been a hot topic in recent years with good reason. There is ample evidence suggesting that engaged employees expend a much higher percentage of discretionary energy. It is possible to divide employee engagement into four basic communities: Players, Spectators, Cynics and Deadwood. The task, then, isn't one of embarking on a sweeping program to move people farther along a continuum of engagement; it is instead a matter of taking specific actions to move them from the community where they are, to the community of Players. That requires addressing the issues that put them in the community where they currently reside. In this presentation we will describe the four communities and what can be done to engage them.

SPEAKER: Barbara Valentine, Sr. Consultant/Partner, George F. Walker Consulting, LLC

11:15 AM – 12:00 PM PT   **W403**

Global E-learning: A Catalyst for International Business Corporation

Omron is a billion dollar global industrial automation corporation based in Japan. Omron's vision of international cooperation is a key driver to business success. The directors established one of the first global projects in our 70 year history. We extended our e-learning programs to support our world partners.

In this case study, you will see: how a small project served a worldwide audience effectively; how teams acquired competencies in technical, sales and business activities; how e-learning, when properly developed and deployed, can have a positive global impact.

SPEAKER: Michael Jay Jones, Instruction Design Manager, Omron Electronics

11:15 AM – 12:00 PM PT   **W404**

Science and Memory: 7 Tips to Improve E-learning

Scientific research has given us insights into the secrets of learning and memory. This highly interactive seminar will provide dramatic examples of factors that increase (and sometimes decrease) learning and memory. We will present illustrations of how advertisers effectively incorporate these principles into their campaign and then provide concrete examples of how you can build these into your e-learning and maximize learning and behavior change. This seminar then describes a novel and immersive form of on-line courseware that greatly increases learning and memory. The courseware provides a video-based performance of a textbook and surrounds it with powerful pedagogical tools that create a sense of immersion and dramatically increase learning. — Please come prepared to have fun... and learn.

SPEAKER: Dr. Art Kohn, Portland State University, AKLearning

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Wednesday, September 28

11:15 AM – 12:00 PM PT   **W405**

Best Practices in Game Design

Have you been to a workshop and wondered how could this content be more interesting or fun? Learning how to easily design games will enable you to greatly enhance your interactive design. This program will break game design into basic steps that make it easy to add interest to your workshops. Some benefits of game design that will be shared are:

>> Gaming allows learning through experience
>> Steve Sugar says gaming is Fun with a purpose
>> Gaming reinforces and reviews program content
>> Gaming can improve teamwork
>> Gaming allows for technology use
>> Gaming accelerates learning process
>> Gaming provides both formative and summative feedback
>> Gaming is a learner-centered approach to training design

SPEAKER: Barbara Greenstein, Principal Consultant, Human Resource Prescriptions LLC

1:45 PM– 2:30 PM   **W304**

Creating an Engaging Work Environment for High Potential Employees

In today's work environment, it's easy to put employee growth and development needs on the back burner—but that's very short sighted. Organizations looking to succeed long-term need to consistently invest in their people—especially those identified as high potentials. Are you ready to lose your high potential people and future leaders? If not, you need to start showing them you care by investing in their development and providing growth opportunities. Hear about the factors that contribute to a high-energy, passionate work environment, and what leaders can do to influence those factors. You'll learn how to create a program that systematically develops these skills in your current leaders. The information shared in this session is based on original research conducted by The Ken Blanchard Companies.

SPEAKER: Scott Blanchard, Executive Vice President, The Ken Blanchard Companies

1:45 PM – 2:30 PM PT   **W406**

Next Gen E-learning: Streaming Technology, Touch-Free Gesturing, Kinect

Research shows that most learners access e-learning content, including LMSs out of the workplace.   This, with the increase in streaming capabilities and solutions such as Kinect & touch free gesturing, the next evolution of learning is just a tablet or television away. Real immersion, interactivity and engaging learning, which puts the learner into the game can be achieved today. Join this session, and take your first step into Next Gen e-learning.

SPEAKER: Craig Weiss, CEO, E-learn Info

1:45 PM – 2:30 PM PT   **W407**

Making 3D Virtual World Training a Global Reality: A Gen Re Case Study

This session will provide a case study in the effective implementation of 3D Virtual World training within Gen Re's global organization. Virtual World training is 3-D approach to corporate education where participants and instructors interact as avatars in dynamic, ever-changing environments. Unlike webinars, in Virtual World Training, participants take an active role, such as walking to a marked letter to indicate their selection in a multiple-choice exercise, or texting comments and questions to the instructor. Along the way, an ever-changing landscape keeps them engaged and interested. In fact, Gen Re may have been the first company to offer negotiations training inside the Sistine Chapel; at Oriole Park at Camden Yards; at the North Pole; and on Mt. Everest, guided by negotiations expert Mark Jankowski and all in the span of about an hour.

SPEAKERS: Mark Jankowski, President, Virtual Training Partners
Ann Marie Sidman, VP Learning & Development, General Reinsurance

2:45 PM – 3:30 PM PT   **W408**

Competency Based Learning Strategy: Amdocs Case Study

In this session, learn how the Amdocs learning department provided internal business units with a competency management tool to serve immediate business needs, while helping to promote the Learning Organization environment. The tool , an enhancement of the LMS, offers the ability to add user generated content, presented on a personalized "my learning center" portal so employees can focus on their specific gaps and most relevant learning solutions. Integrating Performance management and Goal Setting processes enabled employees to leverage the tool for greater impact. Now, managers and employees are engaging via common learning platform and taking mutual responsibility for learning. We will also share our analysis of the success factors.

SPEAKER: Boaz Rosenberg, KTV Implementation Manager, Amdocs

Thursday, September 29

8:30 AM – 9:45 AM PT   **T401**

The Top 10 Blunders in Developing E-learning (and How to Avoid Them)

Interactive Multimedia, e-Learning, is a really tough business. Jumping in head-first can cause some severe headaches. Preparation is the key to avoiding some very common mistakes. Learn in this session the top 10 blunders that occur in developing e-learning and how to avoid them. If you have developed e-learning, you will recognize some or all of these mistakes. You will laugh, you will cry, and you will walk out of this session resolute in creating better e-learning with fewer headaches.

SPEAKERS: Joseph Ganci, CEO, Dazzle Technologies Corp.

8:30 AM – 9:45 AM PT   **T402**

Video-Based Simulations for Psychiatric Nursing

In this session we present a case study of Rush University— one of the top five nursing colleges in the United States—to create a simulation-based e-learning course to train psychiatric nurses. Psychiatric nurses diagnose and treat patients, and many of the decisions they make can have profound consequences, positive and negative, in the lives of those patients. While the medical profession in general relies more and more on simulation-based techniques for training doctors and nurses on life-or-death procedures, there has been a dearth of simulation-based training around psychiatric

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diagnoses and treatment. The course that Rush University offers represents a pioneering effort in this important area.

SPEAKERS: George Collins, Vice President, Instructional Design, NIIT Cognitive Arts
Linnea Carlson-Sabelli, Professor, Dept of Community, Services & Mental Health, Rush University

11:15 AM – 12:00 PM PT   **T403**
Game Design for E-learning
Instructional designers frequently seek to incorporate the appeal of computer gaming into instructional designs for e-learning programs. These efforts are usually appealing media-rich modules, but only sometimes do they succeed in creating engrossing activities and rarely do they result in effective behavioral change. Thus, organizations are sometimes hesitant to invest in "games" as it appears inefficient and unnecessary. The focus should not be on the appearance of a "game," but rather understanding the factors that create focused attention in games.

In order to achieve success, designers must look beyond superficial interface characteristics and explore the factors that actually create engagement, motivation, and commitment to action. These factors include rational rule systems, leveling of challenges, effective use of intrinsic feedback, self-direction, strategy development, repetition, context/action compatibility, and user-centered definitions of success. Major principles will be demonstrated showing actual e-learning programs in use in major US corporations.

SPEAKER: Paul Howe, Vice President, Allen Interactions

11:15 AM – 12:00 PM PT   **T405**
How Philips Healthcare Mobilized Learning with Scan Technology
How can Smartphone scanning applications be incorporated into e-learning? How we are using QR codes at Philips to facilitate mobile use of the Philips Learning Center?

Philips Learning Center currently serves over 350,000 allied health professionals; delivering over 650 accredited courses to meet their continuing education requirements. In this session, I will share research done on QR codes and Microsoft tags; an overview of the 2 dimensional code history; choosing one type of code over another (QR, MS or both); scan readers and which phones work with the different codes. There are many alternatives and current use of codes for events, marketing specials, business contacts, there are literally hundreds of ideas out there - How will you use it?

SPEAKERS: Anne Lamontagne, Marketing Specialists, Philips Healthcare
Paula Sanderson, Learning Manager, Philips Healthcare

1:15 PM – 2:00 PM PT   **T407**
Learning Resources Portals: Personalizing Career Development
Companies make considerable investments to build a robust set of learning & development offerings. By creating a baseline understanding of what the organization looks like, the next step is to provide a way to ENGAGE associates – allow them to accept responsibility for & become active participants in their career development path. The Learning Resources Toolkit steers associates through the numerous, sometimes

overwhelming offerings, and produces a personalized list of tools available to help them reach their goals. With this information, they are EMPOWERED to tackle the comprehensive recommended learning & development options when they're emotionally ready and their schedule allows. Engagement and support at different, yet appropriate, junctures in every associate's professional development assists the organization as it EVOLVES to the next level.

SPEAKERS: Angela Bilkey- Chesmore, Learning & OD Consultant, Ascension Health
Ruth Ann Clurman, Director, Learning & OD, Ascension Healthcare

2:15 PM – 3:00 PM PT   **T409**
Lights, Camera! Training! Creating Video for Training
If a picture tells a thousand words, then video tells a million. Learn how anyone can create their own videos for use in training. Video is one of the most powerful storytelling tools trainers can use. Not only can we use visual and audio to share our message, video also invokes emotion. Emotionally engaged students are more likely to remember and act on the information they learn in training. We will cover, hardware and software selection as well as some videoing basics. With todays digital technology, anyone can created great looking video in just a few simple steps. Learn what is required to created training videos in-house at a fraction of the cost of out-sourcing.

SPEAKER: Jay Naumann , Video Evangelist, The Video Trainers Guide

2:15 PM – 3:00 PM PT   **T410**
Virtual ILT: The 5 Factors to Bring Face-to-Face Engagement to the e-Classroom
In an effort to drive efficiency across our ever-expanding global workforces and connections, many enterprise organizations are exploring virtual environments for instructor-led training. But virtual ILT platforms, particularly those originally designed for web conferencing, can feel more like a barrier to learning than a solution. To improve learning outcomes online, the e-classroom must be just as engaging as the physical classroom.   This presentation will draw from real-world cases and learning psychology to examine the problem of moving ILT online without sacrificing the engagement and outcomes of face-to-face learning.

SPEAKER: David Gardner, CEO, VenueGen

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EVOLVE YOUR BUSINESS

Embrace innovation and agility. Change business practices, processes and technologies to better compete and perform: Technologies, enterprise 2.0, web 3.0.

Wednesday, September 28

8:30 AM – 9: 45 AM PT — W501

Mobile Learning Meets Social Networking

Recognizing the smoke break of the 70s; is now the smartphone break of today; organizations are now finding ways to leverage their worker's interest in using their mobile devices to stay connected by channeling their desires to create content, interact and stay informed into productive activities that benefit their companies, customers and careers.

Attendees will see how their organization can leverage user fascination in popular & public networks; social networking tools and methods like Twitter, Yammer, Facebook and blogs into dynamic private network; informational resources and communities. They can also see how advanced features on the latest smartphones can be used to quickly capture, upload and share a wide variety of user-generated content (snapshots, audio podcasts and even videos) to produce valuable informal learning resources like leadership reports, customer testimonials, field reports/competitive analysis, how to guides and knowledge updates to mobile audiences.

SPEAKER: Robert Gladd, President, OnPoint Digital, Inc.

8:30 AM – 9: 45 AM PT — W502

What Leaders Really Think of Learning Evaluation

Measuring the impact of learning evaluation is critical, isn't it? Leadership wants return on investment figures to prove the value of learning, right? In this session, we will challenge these assumptions while learning about how learning should be evaluated. The focus is not just on learning evaluation techniques and best practices, but on how leaders perceive these evaluation reports. You'll hear about various research studies on this topic to build your own opinion on the right level of learning evaluation for your situation.

SPEAKER: Kevin Preston, Director, Learning Effectiveness, Catholic Health Initiatives

11:15 AM – 12:00 PM PT — W503

Managing Organizational Change on Large Scale IT Implementations: An IRS Case Study

This session will cover the methods used to manage Training and Organizational Change in Information Technology implementations. This is a case study of one of the largest programs in the US, the IRS Modernization Program. The OC methodology is described, and its alignment with the Systems Development Life Cycle is explained. There is an emphasis in the discussion on problems, pitfalls and lessons learned. This session is designed to give you valuable information that has practical applications in your IT projects. Theory and real life sometimes collide, and real life always wins. Learn from a presenter who worked for four years managing Training and Organizational Change teams on this large, multi-vendor program. Questions are welcomed, and a lively, interactive presentation can be expected.

SPEAKER: Kathy Tomasic, President, Insight, Inc.

11:15 AM – 12:00 PM PT — W506

Advanced Blended Learning: Integrating Learning into the Workplace Environment

The advanced blended learning model (ABL) deliberately and systematically integrates the informal and experiential learning environments. It expands the use of tools like Web 2.0 to integrate work and learning and extend the work environment into the classroom. With ABL, learning becomes part of the natural flow of work. This session introduces a blueprint for creating an advanced blended learning environment and piloting ABL tools, techniques and technologies that allow organizations to keep pace with the rapid changes in their operating environment.

SPEAKERS: Linda McGurn, Project Manager, DRC
Mike Prevou, President, Strategic Knowledge Solutions

= Virtual Session

1:45 PM – 2:30 PM PT W504

Building The Case for L&D Technology Funding

Planned or unplanned L&D Technology funding can be hard for learning leaders to secure but definately not impossible. Learn how one learning organization was able to secure funding for an unplanned L&D technology implementation that had significant impact to the enterprise strategic priority and changed the face of organizational learning within the span of one year.

SPEAKER: Susan Minaya, Executive Director, AAA University, AAA NCNU Insurance Exchange

2:45 PM – 3:30 PM PT W505

The Future of E-learning Software: The Role of Standards

As organizations' investments in learning technology grow, standards help assure that their systems and courseware will have maximal, sustainable value. Software standards help limit systems integration costs, vendor lock-in, plug-and-play incompatibilities, and premature obsolescence. However, standards can also slow progress. If you believe in e-learning and you believe that today's technology is a pale shadow of what is to come, then you should become acquainted with the strengths and limitations of the current software standards: SCORM, AICC, Content Packaging, Common Cartridge, LOM, etc. Achieving the true potential of learning technology to connect students with teachers (and with online experiences developed by teachers) will require innovation — not just technical innovation, but changes in institutional structure and in corporate business models. New, open software standards are key to expediting the kinds of disruptive

transformation the web has brought to other aspects of our lives.

SPEAKER: Avron Barr, Director, Strategic Communications, The LETSI Foundation

2:45 PM – 3:30 PM PT W507

Agile Development for Training at VA Acquisition Academy

Learn how the VA Acquisition Academy utilized an agile training development framework its development of Agile Project Management curriculum. This effort was undertaken to reduce the 40% re-work typically seen in more linear approaches. Additionally, the time-to-market was reduced drastically.

SPEAKER: Richard Garrison, Vice Chancellor, VA Acquisition Academy

2:45 PM – 3:30 PM PT W508

Leading Effectively in the Virtual Organization

The objective of this paper and session is to heighten awareness and understanding for the additional skills and competencies required to successfully lead and/or participate in a virtual organization.

Session participants will be introduced tools, techniques, strategies, and best practices in order to:

>> enhance collaboration and empowerment
>> excel within the virtual organization

SPEAKER: John Schieman, Vice President, Global Dynamics

8:30 AM – 9:45 AM PT T501

Learning's Critical Role in Integrated Talent Management

In this session, Kevin will share insights from this latest book, The Executive Guide to Integrated Talent Management, as well as the latest research and best and next practices from leading organizations on the role the learning & development staff is increasingly playing in the Integrated Talent Management movement.

As a starting point, the group will discuss the top-level findings from research on Learning's Critical Role in Integrated Talent Management, including information on how high-performing and low-performing organizations use talent management differently. You will also gain insight on which organizational roles are primarily responsible for the key elements of talent management: leadership development, individual development, performance management, employee learning, recruitment/selection, employee engagement, compensation and benefits, and succession planning. And ,you'll hear about learning's role in each area. Audience participation will be encouraged.

SPEAKER: Kevin Oakes, CEO, I4cp

8:30 AM – 9:45 AM PT T502

Enterprise Launch of Virtual Learning Environments

Organizations are adopting virtual meeting technologies at a rapid rate. Yet, how can enterprises effectively leverage this power?

In this session, you will learn:

>> What enterprise rollout means
>> How to make it work in the real world
>> How to take the plan from paper to practice
>> How to support the initiative
>> Communicate, train, market, reinforce
>> Measure...establish clear metrics, analyze, revise

SPEAKER: Jacqueline Beck, Vice President, Brookwood

11:15 AM – 12:00 PM PT T503

Web 3.0: Predictions for Learning

Is Web 3.0 Fact of Fiction? Semantic web, predictive web, augmented reality. It goes by different names. What is it and how will it impact enterprise learning? In this session, these analysts share findings from two key HR and Learning audiences. Hear what executives say about Web 3.0. How are enterprises leveraging this emerging technology. See examples of what's possible and could be next for your learning programs.

SPEAKERS: Kevin Oakes, CEO, i4CP and David Coleman, Managing Director, Collaborative Strategies

= Virtual Session

Thursday, September 29

11:15 AM – 12:00 PM PT   **T506**

Aligning the Learning Function to Support the Global Enterprise

Aristocrat's learning function was decentralized, yet had to support a global organization. In this session, we will share how Aristocrat evolved the learning functions to support the global business, and what techniques and technology we utilized to align the organization.
In this session, you will learn:

>> Importance of facilitating a rational decision analysis - cross-functionally

>> Importance of Process vs. Technology

>> Change management lessons learned

SPEAKER: Abigail Fuchs, Learning Solutions Manager, Aristocrat

1:15 PM – 2:00 PM PT   Ⓥ **T406**

The Evolution of Travel, Technology and Learning: An Orbitz Worldwide Case Study

In the fast-paced travel industry, change is near constant. Evolving technologies, changing consumer behavior, new competition and the broader economic climate require online travel companies like Orbitz Worldwide to design corporate training programs that are both agile and forward-looking. Join Carolyne Mateseshe-Crawford, Senior Director of Global Contact Centers & Training Strategy, as she talks about the confluence of these outside forces and offers a case study on how Orbitz was able to build a global learning platform and methodology that delivers scale, efficiency and agility.

SPEAKER: Carolyne Matseshe-Crawford, Senior Director, Global Contact Centers & Training Strategy, Orbitz Worldwide

1:15 PM – 2:00 PM PT   **T505**

Customized Learning and Technology: Knowledge Repository and Master Curriculum

This session presents a new workflow for business information and training material creation and maintenance, which are enabled by collaborative efforts of business information owners (BIOs) and Instructional Designers. This workflow leverages metadata-driven content aggregation in a Learning Content Management System (LCMS) and dynamic delivery enabled by the Aviation Industry CBT Committee (AICC) standard. The metadata-driven technology delivers customized training, in multiple modalities, for different functional roles of employees, products they handle, and the location where the products are sold. This session reviews the content repositories that BIOs use to capture and manage business information and Instructional Designers use to create instructional content.

SPEAKERS: Sean Le, Training Manager, AAA- NCNU Insurance Exchange
Shane Verheyen, Infrastructure Manager, AAA- NCNU Insurance Exchange

2:15 PM – 3:00 PM PT   **T507**

The Associate Development Makeover: Bumps, Bruises, and Beauty

Everyone loves a feel good, motivational story, especially when it includes a little drama and the evolution of key characters.   Join us as we tell you about our bumps, bruises, and the beauty of implementing an effective and cost-efficient associate development strategy.   Trust us, you don't want to miss this story! We've got real heroes and a plethora of lessons learned.

    Learn about our program's heroes which include our own internal talent who help to evolve associates in key competencies and help to create a dynamic learning culture. Want to know the lessons learned? Well, you will have to join us to find out the moral to our story! We promise that you will leave this session with the knowledge and resources needed to go back and implement your own heroic associate development program.

SPEAKERS: Justin Patton, Learning Program Manager, WellPoint
Pei-Wen Fu, Learning Program Manager, WellPoint

2:15 PM – 3:00 PM PT   **T508**

Is Connectivism the New Face(book) of Training

At the end of 2010 Facebook reached a network of 500,000,000 users. Networks themselves are central to a new learning theory introduced in 2005 called Connectivism;. The ability to rapidly learn, unlearn, and relearn as conditions change is now a core worker competency. As a result a participatory pedagogy of learning is evolving utilizing flexible curriculum that places trainers in the role of host rather than sage. 21st century training is evolving from a predominantly prescriptive approach to one of collaborative exploration, information gathering, and solution sourcing that extends far beyond the boundaries of the classroom, company or country the learner resides in. Be careful, the next person you "friend"could be your mentor for a lifetime. This session will provide a background on Connectivism and its application by trainers. It will include previously recorded videos from experts in both the theory and implementation.

Speaker: Bob Lasierwicz, Managing Director, Crossroads of Learning

Ⓥ= Virtual Session

Learning! Leadership Summit 2011

This VIP Summit, co-located at ELCE, serves Director-level or higher executives who are interested in more exclusive and intimate discussions about enterprise learning and workplace technologies. Meet face to face with keynote speakers in VIP environment. Share roundtable discussions with other senior executives and make connections for a lifetime.

Learning Leadership Summit Agenda:

Day 1:

7:30 AM – 8:15 AM	Breakfast & Registration
8:30 AM – 9:45 AM	Trends Influencing the Direction of Enterprise Learning
10:00 AM – 11:00 AM	Keynote: Re-inventing our Education Future
11:15 AM – 11:45 AM	Sal Khan, Kahn Academy Face to Face
12:00 PM – 1:30 PM	Best of *Elearning!* Awards Luncheon
1:40 PM – 2:30 PM	The Next Generation of Learning Systems
2:45 PM – 3:30 PM	Failure at the Top, Michael Winston
3:45 PM – 4:15 PM	Michael Winston Meeting
4:15 PM – 5:00 PM	Learning Leadership Roundtable Discussions

Day 2:

7:30 AM – 8:15 AM	Breakfast
8:30 AM – 9:45 AM	The Best Use of New Learning Technologies: Panel
10:00 AM – 11:00 AM	Keynote: Re-designing Enterprise Education
11:10 AM – 11:45 AM	Keynote Panelists Face to Face
12:00 PM – 1:00 PM	Summit Lunch
1:15 PM – 2:00 PM	What Keeps You Up at Night?
2:15 PM – 3:00 PM	Keynote: John Hunter & The World Peace Game
3:45 PM – 5:00 PM	John Hunter Face to Face

Learning Technology Conference Pass

With this value priced pass, you can attend keynotes, opening/closing, Best of *Elearning!* and learning technology sessions. 15 sessions for only $495.

(5) Best of *Elearning!* Sessions Plus:
W503: Managing Change for Large IT Implementations
W504: Building the Case for L&D Technology Funding
W200: *Learning!* 100 Power Panel
W201: Re-inventing the Future of Education
W600: Best of *Elearning!* Awards Luncheon
W202: Failure at the Top
T200: Learning Cultures: Empowering Business
T201: Keynote: Re-designing Enterprise Learning
T504: Learning CEOs Power Panel
T203: The World Peace Game

Best of *Elearning!*

Attend these sessions to see the best-in-class solutions for 2011. See side-by-side comparisons. Hear what users say. Get advice on which solutions best meet your needs.

Wednesday, Sept 28th

11:00 AM – 1:30 PM PT	W200
Best of *Elearning!* Awards Luncheon	
1:45 PM - 2:30 PM PT	W601
Best of *Elearning!*: Virtual Learning Environment	
2:45 PM- 3:30 PM PT	W602
Best of *Elearning!*: Learning Systems	

Thursday, Sept 29th

8:30 AM- 9:45 AM PT	T601
Best of *Elearning!*: Content	
11:15 AM- 12:00 PM PT	T602
Best of *Elearning!*: Engagement Tools	
2:15 PM - 3:00 PM PT	T603
Best of *Elearning!*: Tools	

Enterprise Learning! Conference & Expo

THE MUST ATTEND EVENT FOR 2011

ELCE is the exclusive learning and workplace **technologies** event serving executives building **smarter** organizations. Experience this event by selecting a package that **best** meets your needs

Value Packages to Match Your Needs
ELCE offers the conference options to meet your needs in person or online.

BEST VALUE! FULL CONFERENCE (Tues-Thurs)
>> Workshop + Two-day ELCE pass to access all sessions.
>> Includes breakfasts, Best of *Elearning!* Awards Luncheon,
>> Lunch in the Expo Hall, 2 keynotes, Film Screening, Innovation Theater
>> & admittance to Expo Hall.
Early Bird: $1,390 ($1690 after 8/23, $1990 after 9/16)

ELCE CONFERENCE PASS (Wed-Thur)
Two-day ELCE pass to access all sessions.
>> Includes breakfasts, Best of *Elearning!* Awards Luncheon,
>> Lunch in the Expo Hall, 2 keynotes, Film Screening, Innovation Theater
>> & admittance to Expo Hall.
Early Bird: $1095 ($1295 after 8/23, $1495 after 9/16)

LEARNING LEADERSHIP SUMMIT (Wed-Thur)
VIP Executive Forum for director-level or higher. Access two-day Summit with VIP meetings with keynoters, awards luncheon, breakfasts and networking reception. Experience the Innovation Theater and the Expo Hall.
Early Bird: $1095 ($1295 after 8/23, $1495 after 9/16)

LEARNING TECH PASS (Wed-Thurs)
Attend sessions across 2 tracks focused on solutions, buying, comparisons and applications. Includes access to 2 keynotes, Innovation Theater and Expo Hall.
Early Bird: $495 ($595 after 8/23, $695 after 9/16)

ADD A WORKSHOP $295/$150 Add a full or half day workshop on Tuesday to your pass.

EXPO PLUS PASS (Wed-Thur)
All the benefits of the Expo pass, plus sponsored sessions, keynotes and Innovation Theater access.
Early bird: $99 ($150 after 8/23, $195 after 9/16)

EXPO PASS (Wed-Thur)
Access to keynotes, Innovation Theater & Expo Hall
Early bird: Free* ($50 after 8/23, $99 after 9/16)

SPECIAL DISCOUNTS: Public sector employees with qualifying credentials AND groups of 3+ can earn 30% off full and two day conference passes.

VIRTUAL ATTENDANCE

TWO-DAY VIRTUAL CONFERENCE Pass (Wed-Thur)
Access up to 20 sessions, Expo Hall and resources from your desktop on event days.

Early bird: $495 ($595 after 8/23, $695 after 9/16)

THE VIRTUAL COLLABORATORY + EXPO PASS (Tues-Thur)
Attend workshop live virtually and five ELCE sessions online.

Early bird: $295 ($345 after 8/23, $395 after 9/16)

VIRTUAL EXPO PASS (Wed-Thur)
Access keynotes, 5 sessions, Resource Center & Expo Hall on live day.

Early bird: Free* ($50 after 8/23, $99 after 9/16)

*Free passes only for qualified buyers & practitioners

THE MARKETPLACE

Meet the Industry's Top Solutions Providers in the Expo Hall
>> Explore 100s of solutions
>> Test-drive new products and services
>> Be the first to see new solutions announced at the show
>> Learn about new solutions in the Innovation Theater

Two Days of Exhibits, Demos & Resources
Wed Sept 28 11:00 – 5:00 PM PT
Thurs Sept 29 11:00 – 3:30 PM PT

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E L C E Enterprise Learning! Conference & Expo

Promo Code: _____

FOUR WAYS TO REGISTER:

ONLINE: www.elceshow.com

BY PHONE: 888-516-3008 or 847-620-4482

FAX: 847-277-7414

MAIL TO: ELCE Show 5 Executive Court, #2 South Barrington, IL 60010

1. Contact Information:

Name: _____   Title: _____

Company: _____   Email: _____

Address: _____   City/Zip/Country: _____

Phone: _____   Cell: _____

2. Your Profile:

Your Title:
- ☐ Corporate Executive
- ☐ EVP, VP, Director
- ☐ Manager
- ☐ Non-Management

Department:
- ☐ Corporate/Headqrtrs
- ☐ Training/Development
- ☐ HR/Talent
- ☐ Finance/Acct/Ops
- ☐ Sales/Marketing
- ☐ Customer Care
- ☐ IT/MIS/Technology
- ☐ Other_____

Industry:
- ☐ Manufacturing
- ☐ Financial/Banking/Insurance/RE
- ☐ Healthcare/Pharmaceutical
- ☐ Telecom/ TV/ISP/Utilities
- ☐ Retail/Wholesale/Distributor
- ☐ Hospitality/Travel/Food
- ☐ Business Services
- ☐ Transportation/Logistics
- ☐ Entertainment/Media
- ☐ Federal Government
- ☐ State/Local/County Gov
- ☐ Military/Defense Contractor
- ☐ Post-Secondary Education
- ☐ K-12 Education
- ☐ Non-Profit/Association
- ☐ Supplier
- ☐ Other_____

Annual Enterprise Learning Budget:
- ☐ Over $50 mil
- ☐ $25-$50 mil
- ☐ $10-$24 mil
- ☐ $1-9 mil
- ☐ $500,000-$999,999
- ☐ $250,000-$499,999
- ☐ Under $250,000

Buying Role:
- ☐ Authorize/Approve
- ☐ Recommend
- ☐ Specify
- ☐ Set Technical Requirements
- ☐ Opinions Ask/Serve on Committee
- ☐ No Role
- ☐ Organization Does Not Purchase

Purchase Plans:
- ☐ LMS/TMS
- ☐ Authoring Tools
- ☐ Content
- ☐ Outsourced Services
- ☐ Social Media
- ☐ Mobile Solutions
- ☐ Games/Sims/3D
- ☐ Web Conferencing
- ☐ Virtual Learning Environments
- ☐ Other_____

3. Registration:

All paid conference passes include Keynote speakers, Innovations Theater & Expo Hall.

	Early	Retail
☐ Full Conference Pass (TU-TH) 2 day conference + 1 workshop	$1390	$1990
☐ Two-Day Conference Pass (W-Th) 2 day conference, Expo, Meals	$1095	$1495
☐ Learning Leadership Summit (W-Th) 2 day VIP forum, Expo, Meals	$1095	$1495
☐ Learning Technology Pass(W-Th) 2-day technology sessions & Expo	$495	$695
☐ Expo Plus Pass(W-Th) 2-day sponsored sessions & Expo	$99	$195
☐ Expo Pass (W-Th) 2-day Expo & Innovations Theater *Free only to qualified buyers	$FREE*	$99

WORKSHOPS:
All are full day except where noted and include materials, lunch & Expo Pass

	Early	Retail
☐ The Collaboratory (TU)	$295	$495
☐ Best Practices of Virtual Learning (TU)	$295	$495
☐ Mobile Learning Strategy (TU)	$295	$495
☐ Social Media for Learning (TU)	$295	$495
☐ How to Buy the Right LMS (TU)	$295	$495
☐ Let's Get Real w/ Measurement ½ day (TU)	$150	$295

Discounts: Public sector (Gov, Ed, NPO/Assoc) earn 30% off quoted rates. Groups of 3+ earn 30% discount, but must be booked together.

Optional Events (No other discounts apply.)

☐ Angels Game, Tues, 9/27 7-10 PM Incl: Ticket, Bus & Snack. Space is limited	$50	$75
☐ Best of *Elearning!* Awards Luncheon Wed, 9/28 11:00 AM – 1:30 PM	$50	$75

Total: $_____

Discount: ($_____)

Total Due: $_____

4. Method of Payment:

☐ Visa ☐ M/C ☐ AmEx   ☐ Check #_____ Payable to B2B Media, 5 Executive Court #2, South Barrington, IL 60010

Card Number_____   Exp Date_____ CSV_____

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By signing this form, you agree to have your card charged for the selected services subject the terms & conditions at elceshow.com

E L C E Enterprise Learning! Conference & Expo

THE LEARNING & WORKPLACE TECHNOLOGY MARKETPLACE
Anaheim Hilton at the Convention Center | September 27-29, 2011

Get Empowered, Be Engaged, Evolve Your Business

10 REASONS TO ATTEND ELCE:

1 Meet the social, mobile, video, and games technologists who are mapping your enterprise learning future.

2 Discover new and practical way to engage, empower and evolve your people, partners and enterprise.

3 Collaborate with technology buyers across the country to see, share and evaluate solutions, processes and resources to succeed.

4 Access learning & workplace technology solutions all in one place.

5 Discover how to evaluate, buy and implement technologies and get satisfaction.

6 See the Best of *Elearning!* solutions side-by-side, compare and short list all at one time, in one place.

7 Sharpen your skills with a full immersion into 6 in-depth workshops.

8 Reduce your investment by taking advantage of our VALUE pricing, hotel discounts and LOW group rates.

9 Inspire yourself and your team by meetings the industry's change agents in learning.

10 Collaborate with 1200+ executives all charged with building smarter, faster and more agile enterprises.

Who Should Attend?

- >> Executive Management
- >> HR/Talent/OD Executives
- >> Training/E-learning/Global Development Directors
- >> Sales/Marketing/Customer Care/Call Center Managers
- >> IT/Technology/MIS Leaders
- >> Government/Agency Leadership/Deputy Directors
- >> Program/Administrative/Operations Managers
- >> Military Officers/Analysts/Procurement/ Contractors
- >> Superintendents/Facilities/Operations Directors
- >> Professors/Teachers/Educators/Mentors
- >> Web/Program/Software/E-learning Developers
- >> Mobile/Games/Video Producers
- >> Research/Analysts/Media/Consultants
- >> Professionals Aspiring to Higher Leadership Positions

Register By Aug 22nd and SAVE $400

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www.eleceshow.com