

**EL** Enterprise Learning!  
**CE** Conference & Expo  
August 26-28, 2013 | Anaheim, CA

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pg 15

# Building Smarter Organizations



# CONFERENCE BROCHURE 2013



## Strategy.

**Learning! 100: Building Smarter Organizations**  
Verizon, Hertz, MillerCoors, Dept of Defense



## Multipliers.

**How the Best Leaders Make Everyone Smarter**  
Liz Wiseman, Author, *Multipliers*



## Achieve.

**Identity Leadership**  
Stedman Graham, Author and Educator



## Research.

**Global E-learning Trends**  
Charles McIntyre, CEO, IBIS Capital



## Talent.

**The Talent Quest: Developing the NextGen Workforce**  
Thomas Kalinske, Vice Chairman, LeapFrog



## Engage.

**Flat Army: Creating a Connected and Engaged Organization**  
Dan Pontefract, Director, TELUS



## Research.

**Lie to Me: The Science of Emotional Skills and Deception**  
Dr. Paul Ekman, President, Paul Ekman Group

## Enterprise Learning! Conference & Expo

**CONFERENCE:** August 26th-28th, 2013

**EXPO:** August 26th-27th, 2013

**MASTER CLASSES:** August 28th, 2013

**VIRTUAL:** October 3rd, 2013

Anaheim Convention Center

Anaheim, California

[www.ELCESHOW.com](http://www.ELCESHOW.com)

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Hosted by:



**PIHRA**  
Professionals In Human  
Resources Association

*"I had the pleasure of attending ELCE ... and thought it was very well done. The sessions all had something to offer. I have been in the e-learning/LMS space for 15 years, and I got a lot of value from the presentations."*

—William Weber, Catholic Healthcare West

## ELCE Schedule

### Monday, August 26th

8:15 AM – 9:15 AM	Keynote
9:15 AM – 6:00 PM	Expo Hall Hours
9:45 AM – 11:00 AM	Breakouts
11:15 AM – 12:30 PM	Keynote and Best of <i>Elearning!</i> Awards
12:30 PM – 2:00 PM	Buffet Lunch
2:00 PM – 3:45 PM	Breakouts
4:00 PM – 5:00 PM	Keynote
5:00 PM – 6:00 PM	Networking Reception
6:00 PM	Expo Hall Closes
6:30 PM – 10:00 PM	<i>Learning!</i> 100 Dinner and Awards* (Marriott)

### Tuesday, August 27th

8:15 AM – 9:15 AM	Keynote
9:15 AM – 2:00 PM	Expo Hall Open
9:45 AM – 12:30 PM	Breakouts
11:00 AM – 2:00 PM	ASTD Lunch & Learn
11:45 AM – 1:30 PM	CalSAE Regional Meeting* (Marriott)
12:30 PM – 2:00 PM	Buffet Luncheon
2:00 PM	Expo Hall Closes
2:00 PM – 3:45 PM	Breakouts
4:00 PM – 5:00 PM	Keynote
6:30 PM – 9:00 PM	Tuesday Night Party*

### Wednesday, August 28th

8:15 AM – 9:15 AM	Keynote
8:30 AM – 3:30 PM	Offsite Tour*
9:45 AM – 12:30 PM	Breakouts & Master Classes
12:45 PM – 1:30 PM	Lunch
1:45 PM – 4:30 PM	Breakouts & Master Classes

\*Additional fees apply

## WELCOME

### Let's Get Smarter!

I personally invite you to attend Enterprise Learning! Conference & Expo (ELCE).. You will gain insights from leaders who successfully leverage the technologies, people and processes to Build Smarter Organizations. Let's Get Smarter!

In 2013, ELCE is co-hosted with the California HR Conference™, produced by Professionals in Human Resources Association®. Together, we have created the largest HR, talent and learning technology conference, outside of SHRM National. As an attendee, you can network with more executives than ever — all sharing their views, practices and ideas. We invite you to bring your HR, talent and learning colleagues to collaborate and drive performance. Together, we will build smarter organizations.

In concert with California HR Conference, we are honored to host seven keynoters. These thought leaders, executives leaders and best-selling authors will help you get smarter. Thomas Kalinske, Vice Chairman of LeapFrog, will address The Quest for Talent. *Learning!* 100 executives will share the secrets of their high performing organizations. Liz Wiseman, Stedman Graham and Dan Pontefract, all best-selling authors, will present keynotes on Smart Leadership, Identity Leadership and The Flat Army. Don't miss Dr. Paul Ekman, who reveals the science of deception.

ELCE 2013, in partnership with California HR Conference, invite you and your HR, talent and executive colleagues to learn, network and share. Register for ELCE 2013, invest three days in Anaheim, California, and discover why 3000+ executives will make the journey to boost enterprise performance. It's time to Get Smarter!

See you in Anaheim!

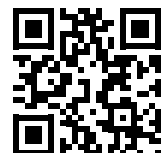


Catherine Upton  
Group Publisher  
*Elearning!* Media Group



Joe DiDonato  
Conference Chairman  
Enterprise Learning! Conference & Expo

### ELCE Partners:



## HIGHLIGHTS & FEATURES

### 60+ Sessions 7 Keynotes 3 Days

ELCE features six conference tracks for novice to expert: Strategy & Leadership, Best Practices, Technology at Work, Research & Trends, *Learning!* 100, and Best of *Elearning!* Expand your conference experience with Master Classes, Innovation Theater and California HR Conference sessions. Gain access to all ELCE and California HR Conference keynotes with your ELCE conference pass: twice the keynotes at the same investment.

### Networking Reception & Tuesday Night Event

Mix and mingle among 3000+ colleagues and speakers at Monday's Networking Reception in the Expo Hall. Attendance is open to all attendees, sponsors and speakers. Continue the party on Tuesday night with your new friends and comedian John Heffron.\*

### Learning! 100 Awards Reception & Dinner



Join us to honor the *Learning!* 100 top performing public and private sector organizations. Network with leaders from all types of organizations in this celebration of excellence. Event is Monday night at the Marriott Hotel.\*

### Best of *Elearning!* Awards



The Best of *Elearning!* are named by *Elearning!* readers and user community. Meet these award-winning solutions providers at Monday's Keynote & Awards Luncheon. Then, view the best-in-class tools and services in featured sessions. Come ready to query these experts about your requirements.\*

### Expo Hall

Visit 200+ exhibitors across HR, talent and learning technology categories, all in one place. This exclusive marketplace helps buyers and sellers meet, view solutions, and query experts. Hundreds of solutions will be on hand, presented and/or demonstrated. From learning and talent systems, content providers, outsourced services, mobile and social solutions, leadership and performance support tools, video, Web conferencing, to virtual learning platforms, it's all here.

### Master Classes

Sharpen your skills, develop plans and earn Elearning! Institute credits with Master Classes on Mobile Learning, Measurement, Sales Growth, Gamification, E-learning, LMS/TMS Selection or Video Production. (See pg 14)

### Elearning! Institute & HRCI

Earn certification credits from HR Certification Institute\*\* on selected sessions, and *Elearning!* Institute credits on all ELCE sessions. Learn about *Elearning!* Institute at [www.2elearning.com](http://www.2elearning.com).

### ELCE Virtual 10.03.13

Your ELCE 2013 registration will include access to ELCE Virtual. The free pass offers access to up to 5 pre-selected sessions. Upgrade your pass to All Access and view all ELCE Virtual sessions. No better way to see what you missed and share with your team than ELCE Virtual.\*

*\*Additional Fees Apply. \*\*Pending approval of credit. The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.*

***"This was a great conference. The attendees were very high level. I just went to a session with the chief learning officer from the U.S. Navy. I will definitely be back next year."***

—Pam Cocoa, CompressUS

## Top 10 Reasons to Attend ELCE

- 1** Network with 3000+ colleagues from ELCE and California HR Conference at luncheons, networking reception, book signings, and Tuesday night party.
- 2** Meet the *Learning!* 100 leaders and colleagues who are driving performance from HR, talent, learning and C-suite.
- 3** Attend conference sessions that meet your needs: Strategy & Leadership, Technology at Work, Best Practices, Research & Trends, *Learning!* 100, and Best of *Elearning!*
- 4** See the Best of *Elearning!* solution providers. Learn what their users say about them.
- 5** Get recognized. Earn *Elearning!* Institute credits just for attending ELCE sessions.\*
- 6** VIP access to event keynoters and speakers in Meet & Greet and book signings.
- 7** Become an expert with ELCE Master Classes: E-learning Fundamentals, Mobilizing Learning, L&D Measurement Essentials, Ferrari Studios Production & Tour, LMS & TMS System Selection, Gamification & Pathways to Sales Growth.
- 8** Visit 200+ booths displaying solutions at work in ELCE & California HR Conference Expo Hall.
- 9** Attend Innovation Theater sessions offer everything e-learning in short 20-minute nuggets.
- 10** The Hybrid Advantage. Share what you learned with your colleagues back home when ELCE Virtual goes live October 3<sup>rd</sup>, 2013. (Free or all-access passes available)

## KEYNOTES

Monday, August 26th 2013

### Opening Keynote:

8:15 AM – 9:15 AM

## How the Best Leaders Make Everyone Smarter



Liz Wiseman, Author and executive advisor

Are you a genius or a genius maker?

We've all had experience with two dramatically different types of leaders. The first type drains intelligence, energy, and capability from the people around them and always

needs to be the smartest person in the room. These are the idea killers, the energy sappers, the diminishers of talent and commitment. On the other side of the spectrum are leaders who use their intelligence to amplify the smarts and capabilities of the people around them. When these leaders walk into a room, light bulbs go off over people's heads; ideas flow and problems get solved. These are the leaders who inspire employees to stretch themselves and get more from other people. These are the Multipliers.

And the world needs more of them, especially now when leaders are expected to do more with less. In this highly engaging talk,

Liz Wiseman will share the research behind Multipliers and illustrate the resoundingly positive and profitable effect these Multipliers have on organizations – how they get more done with fewer resources, develop and attract talent, and cultivate new ideas and energy to drive organizational change and innovation. She'll introduce the five disciplines that distinguish Multipliers from Diminishers and provide practice tips for leading like a Multiplier.

What could your organization accomplish with access to all the intelligence that sits inside it?



### Keynote & Best of *Elearning!*

Awards:

11:15 AM – 12:30 PM

## Flat Army – Creating a Connected and Engaged Organization



Dan Pontefract

Author and director, TELUS Society is awash with social

technologies; employees want to be included in the conversations and decisions; and management is sorting out how teams should operate with traditional leadership models despite the new and technology-sophisticated social world order. The command-and-control management practices of yesterday don't apply to the new flat, connected and engaged army. In this session, Dan Pontefract shares what it takes to create a leadership culture that drives engagement, empowerment and encouragement among continued execution.

In this session, attendees will be able to:

- Identify key attributes for the connected leader;
- Recognize learning at the speed of need and how to effectively integrate new technologies; and
- Create a strategic leadership development plan to engage, empower and connect with employees.

Best of *Elearning!* awards to follow speaker.



### Closing Keynote:

4:00 PM – 5:00 PM

## Learning! 100 Panel: Building Smarter Companies



The *Learning!* 100 Award honors organizations who are innovative, high performing enterprises.

Meet three of the 2013 *Learning!*

100 award-winning organizations in this

session. Discover the innovations they've made in their enterprises; how their culture impacted their outcomes; and how they aligned their initiatives to the overall strategy and goals of their enterprises. Meet senior learning officers in both the public and private sectors, giving you a cross-industry view of innovations and how these different strategies helped them win *Learning!* 100 Awards.

In this session, attendees will:

- Learn how to align learning and

development with corporate strategies and objectives;

- Learn how to build a culture of innovation that supports individual learning; and
- Be aware of pitfalls and complications in the design of an effective learning program.



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## Tuesday, August 27th, 2013

### Opening Keynote:

8:15 AM – 9:15 AM

### The Talent Quest: Developing the NextGen Workforce



*Thomas Kalinske  
Vice Chairman LeapFrog*

In this session, you will get a glimpse of trends in early learning from the former chairman of today's top educational toy manufacturer. Tom Kalinske is the former CEO and chairman of

LeapFrog (NYSE), and now serves as its vice chairman. Tom was also the past president of Knowledge Universe, which invested in or started more than 30 companies utilizing technology to improve education.

As a result of these roles, Tom is privy to the research and technology that is being engineered in today's top educational toys, and he will share with you how these developments will impact the higher education and corporate learning worlds. Tom's unique perspective and experience will give you an early glimpse at the composition of tomorrow's

workforce and how their presence will impact tomorrow's learning programs. You will also learn how his companies are utilizing emerging technologies to deliver learning in many different venues — from early learners to learners with “special needs.” In addition to these current roles, Mr. Kalinske has previously served as CEO for Mattel, Sega and Matchbox. His range of experience from early learners through adult learning will give you a solid basis for shaping their learning programs over the next decade.



### Closing Keynote:

4:00 PM – 5:00 PM

### Lie to Me: The Science of Emotional Skills and Deception



*Dr. Paul Ekman  
President, Paul Ekman Group*

An overwhelming 83% of undergraduates lie on their résumés to obtain a job, but it's not limited to entry-level staffers. Almost 25% of résumés

for corporate president, vice president and board director positions contain false statements. Has lying become epidemic?

Dr. Paul Ekman is the co-discoverer of micro expressions. He has authored or contributed to 15 books on the topic, and is recognized as the pioneer in facial expression, deception and emotion. Dr. Ekman is the scientific consultant for the TV series, “Lie to Me,” and was included in Time magazine's annual list of the “100 most influential people in the world” in 2009.

In this session, Dr. Ekman will discuss the nine

motivations for serious lies, why lies succeed — as well as why and when they fail. Ekman will illustrate the behavioral clues to spotting lies using video examples, and will enable you to see micro expressions of concealed emotions. He will also discuss why and when micros occur, as well as what they do and don't tell you. And finally, he will demonstrate several online interactive training tools that can help you develop skills in this arena. Come to this “must-attend” session to see some of the latest tools and techniques to assist your management team.



## Wednesday, August 28th, 2013

### Opening Keynote:

8:15 AM – 9:15 AM

### Identity Leadership



*Stedman Graham, Author and educator*

Effective leaders in the 21st Century are relationship-focused. They inspire a sense of common purpose within the workplace by establishing relationships with and among their team rooted in trust, respect, and mutual appreciation. To cultivate these relationships,

a true leader must first develop a clear and authentic sense of self. Leaders must have a strong sense of their own identity. Stedman Graham developed Identity Leadership to uniquely focus on identity as a foundation upon which to build a plan for success as a leader.

Identity Leadership produces leaders who are self-aware and self-motivated to master and respond to the challenges of the leadership role. They possess an appreciation of learning and the wisdom to adapt new ways to learn. To achieve the goals of their organization, leaders must operate with a strong sense of purpose and integrity, take risks, understand the

importance of change and be ready for it.

Relying on the Nine-Step Success Process as a development platform, Identity Leadership enhances participants' self-awareness as a basis for leadership development. It is a guide leaders can build upon and continue to use as they move forward and navigate the future.

Graham's mission is to transform people from followers to leaders. He has authored 11 books, including his latest release “Identity: Your Passport to Success.” He holds a bachelor's degree in social work, a master's degree in education and an honorary doctorate in humanities.



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## GENERAL SESSIONS

Wednesday, August 28th, 2013

**General Session:**  
**11:45 AM - 12:30 PM**

### Global E-learning Trends



*Charles McIntyre, CEO, IBIS Capital*

The teaching model for most of the world for the last 100 years has been one teacher, 25 kids and a textbook. Despite the huge penetration

of mobile devices, tablets and the Internet, most students are told to switch them off before entering the learning environment.

At the same time, new forms of distribution will allow higher standards of education to reach vast new audiences. As Joel Klein, the CEO of Amplify (educational division of News Corp.), recently said, "Starting from now, digital technology will forever change the way we educate our students." The next five years will witness

a radical change in the way that education and corporate training will be designed, managed and delivered to the end user.

In this general session, Charles McIntyre, CEO of IBIS Capital, will present his predictions for global learning and e-learning. He will provide insight into the underlying trends, current innovation and key factors affecting the e-learning market. As a business leader, you have a strategic interest in the sector.



## BREAKOUT SESSIONS

Monday, August 26th

**9:45 AM - 11:00 AM**

**Keynote: Multipliers**

*See description pg 4*

**10:00 AM - 10:45 AM**

### **5 Pathways to Growth: How to Build a Winning Sales Organization**

*Speaker: Walter Rogers, CEO, CloudCoaching International*

Doing the right thing at the wrong time always equals failure! If you plant crops in the winter, you won't reap a harvest in the spring. Selling is no different. Like planting crops in the spring rather than the winter, a sales management system can ensure that your sales force is working on the right things at the right time.

To help sales organizations thrive in today's turbulent sales environment, entrepreneurs, authors and peak performance strategists Tony Robbins and Walter Rogers wrote "Pathways to Growth" specifically for organizations seeking faster, better and more predictable results. The book introduces a sales management system composed of nine essential disciplines that form a framework that ensures companies are consistently executing on the strategies that matter most to them

Attend this session to learn how to: Place emphasis on creating a regular cadence of discipline around team and individual activities; Leverage the team to infuse a culture of learning; and, Access the tools and concepts you need to break through and achieve your growth strategy.

### **5 Ways for HR to Think Like a Startup**

*Speaker: Sam Haider, Intuit, Inc.*

Intuit's HR team is thinking like a start-up to bring better products to the company's most valuable customers: its own employees. The result? More engaged employees and teams, taking charge of their development and careers.

In this session, you will learn: How the team took a product development

### TRACKS:

**5 Strategy & Leadership**

**5 Technology at Work**

**5 Best Practices**

**5 Research & Trends**

**5 Best of Elearning!**

**5 Learning! 100**

concept called *Learn StartUp* and applied it to build new products for employees; The top five mindsets/attributes of the HR start-up approach; What works and what does not for this approach through case studies and actual examples; and, The "secret sauce" of the HR start-up approach and how you can start applying it today.

### **5 Enterprise M-learning: From POC to Pilot to Production**

*Speaker: Robert Gadd, CEO, OnPoint Digital*

This session is designed to share hard-earned best practices gained by experienced teams across diverse industries who have pioneered the use of modern handsets, tablets and other smart devices to help prepare, deploy and support next generation training and development programs for their mobile workers, partners and customers. The session covers the full progression of effort starting with a simple, low-cost (even free) proof-of-concept effort whose success leads to a more structured and formalized pilot program that will, once measured and ratified, should result in a full production roll-out of an integrated, end-to-end enterprise mobile deployment.

In this session, you will learn: The proven processes for selecting the right tools, devices, audiences and objectives that can bring experience and confidence to training teams that have yet to introduce mobile options to address their field training, performance support and business communications needs; The three distinct phases teams go through when implementing mobile: simple proof-of-concepts, structured pilots, and fully scaled production deployments. Each phase will be summarized and explore the many things to know and think about; and, The lessons learned from others who have already taken the plunge into mobile learning.

### **5 Creating an Adaptive Learning Environment**

*Speakers: Dr. Jeannette K. Jones, RCC & Dr. Susan Malekpour, American InterContinental University*

American InterContinental University's learning initiative incorporates technol-



ogy to create a customized learning experience. Begun in the undergraduate general education courses, the initiative is expanding into content specific areas. This engaging presentation will share the adaptive process, discuss design considerations, provide a glimpse into the technology used, and present real-time case study experiences for participant discussion.

**11:15 AM – 12:30 PM**

**Keynote: Flat Army &  Best of Elearning! Awards**

See keynote description pg 4

*Speakers: Catherine Upton and Jerry Roche, Elearning! Media Group*

Immediately following the Keynote, the Best of *Elearning!* will be awarded. Attend the awards program to honor the best-in-class solution providers as voted by *Elearning!* magazine readers and user community. Approximately 25 product categories from authoring tools to video publishing will be named. A must-attend event for those seeking the best solutions. Keynote, awards and luncheon are included in two- and three-day conference passes. Attendance to keynote and awards does not require luncheon ticket. Lunch can be purchased separately at registration onsite or online.

**2:00 PM – 2:45 PM**

** Business Impact Research: the Learning Effectiveness of Game-Based vs. Traditional E-learning**

*Speaker: Bryan L Austin, Game On! Learning*

There has been a lot of attention given to the emergence of game-based e-learning in the corporate and government talent development environments. Are learners who complete game-based e-learning more capable back on the job compared to those using traditional e-learning?

This session will share research conducted to answer that question. The research strategy to measure training business impact will be made available to the attendees, as well as a summary of the research results. This not-to-be-missed session will be an eye opener for those looking to increase the business impact of training.

** Driving Innovative Workforce Development at the VA Acquisition Academy by Department of Veteran's Affairs**

*Speaker: Louisa H. Schaefer and Richard Garrison, Department of Veterans Affairs, VA Acquisition Academy*

The VA Acquisition Academy (VAAA) PM Fellows Program is an excellent model of a blended and holistic training program. Throughout the two-year experience, PM Fellows will participate in a combination of classroom and on-the-job training, allowing the participants to apply new skill sets to organizational challenges in real-time. The program also has a robust mentoring and coaching system, with individual mentors matched to each Fellow and a Coach dedicated to each cohort of Fellows.

The session will focus on: Components of the PM Fellows Program and the advantages to a blended and holistic learning model; How self-directed learning is incorporated into the program through specialty tracks and individual development plans; and, Technologies' role in the program.

**TRACKS:**

** Strategy & Leadership**  
** Technology at Work**  
** Best Practices**

** Research & Trends**  
** Best of Elearning!**  
** Learning! 100**

** Creating Irresistible Learning**

*Speaker: Kim Hannan, Equity Residential*

Creating irresistible training and learning involves a few simple steps. Join this session to discover how to transition the learning culture for your organization using tone, visuals and gamification. Participants will see examples of before-and-after learning resources, learn about how to add personality and tone that people will pay attention to, and see that gamification is much more than just adding a "Jeopardy" quiz to the end of an e-learning module. And, it's really not as hard as you think.


You will learn to: Create an engaging tone for learning communications; Use visuals for learning communications; and, Apply gamification concepts to traditionally "boring" e-learning, like software and compliance training.

** Leadership Development Game: From Analog to Digital**

*Speaker: Jeff Herman, Ph.D., Booz Allen Hamilton*

Booz Allen Hamilton's innovative Leadership Development team created an effective and large-scale board game, through which simulating leadership challenges helped leaders learn their strengths, weaknesses and better techniques for collaborating for success. In this digital age, however, an analog and intimidating board game was not the solution many clients were looking for. The game mechanics were sometimes obstacles for the leadership development goals of the game. The question arose: what would happen if the same game was delivered via iPad? This session explains the road that was taken to digitize a successful board game and the effectiveness of this endeavor.

You will learn to: Analyze the benefits of digital games for leadership development; Understand the process required to make an analog game a digital game; and, Harness ideas for successful games for leadership development.

** Best of Elearning!: Learning & Talent Management Systems**

*Speakers: Jerry Roche, editorial director, Elearning! Media Group and invited panelists*

Attend this panel discussion and meet the best-in-class learning and talent system solutions of 2013. See side-by-side comparisons. Hear what users say and get advice on which solutions may meet your needs.

**3:00 PM – 3:45 PM**

** Research: Mobile Learning Trends and Predictions**

*Speaker: Jason Haag, Analyst and Motif Lead, Advanced Distributive Learning Initiative, U.S. Department of Defense*

The Advanced Distributed Learning (ADL) Initiative has launched a new project to explore how education and training practitioners can best design mobile learning solutions. The researchers for the Mobile Training Implementation Framework (MoTIF) project, have conducted an extensive study of mobile training across the private and public sector.

In this session, Jason will share: The adoption rate of various mobile platforms; a review of platforms and applications currently used; Barriers to adoption; and, Projections of mobile learning usage.

Attendees will receive a free copy of the ADL's Mobile Training Study 2013.

## **S Learning! 100: Re-inventing Education in a Federal Agency**

*Speaker: Alice Muellerweiss, Muellerweiss and Associates, Inc.*

If you ever thought it impossible to transform learning in a large government agency — think again! Come learn about the strategy that led to a non-traditional training model that reached more than 200,000 employees nationwide in the first nine months that resulted in a staggering ROI. The presenter will share key components of the model, success factors, and lessons learned to design your plan to improve corporate learning. If you are interested in evolving or building your organization's learning model, this session is for you!

## **T Digital Asset Management for E-learning**

*Speaker: Josh Cavalier, CEO, Lodestone*

As corporate organizations move to more “tribal” learning, there is a huge opportunity for learners to contribute learning assets via mobile devices. This includes geo-tagged images, videos, text and audio recordings. By allowing learners to contribute and share knowledge there is a sense of ownership and inclusion in the process of knowledge transfer. Participants in this session will learn about creating digital assets from mobile devices, metadata, tagging and asset search and retrieval for learning purposes. Discover the cost and benefit of having such a system, and understand what is required to manage learner content creation.

## **E Best of Elearning!: Engagement Tools**

*Speakers: Jerry Roche, Elearning! Media Group and invited panelists*

Attend this panel discussion and meet the best-in-class social, mobile and video solutions of 2013. See side-by-side comparisons. Hear what users say and get advice on which solutions may meet your needs.

## **How MOOCs and Other Learning Technologies are Changing Education**

*Speaker: Keith Devlin, H-STAR Institute, Stanford University*

Dr. Devlin will describe some of Stanford's many projects investigating new ways to provide education, and share his experiences in the teaching of two very large scale MOOCs. He will also give us a glimpse at what the H-STAR Institute at Stanford University is working on - from how people use technology, to better designs that are being uncovered, to how technology continues to impact education and our lives - and speculate on what the education landscape may look like five to ten years from now.

Dr. Keith Devlin is a co-founder and Executive Director of the Stanford University's H-STAR Institute and a co-founder of the Stanford MediaX research network. He has written 32 books and over 80 published research articles.

## **4:00 PM – 5:00 PM**

### **Closing Keynote: Learning! 100 Panel: Building Smarter Companies**

See page 4 for details.

TRACKS:

**S Strategy & Leadership**

**T Technology at Work**

**E Best Practices**

**R Research & Trends**

**E Best of Elearning!**

**E Learning! 100**

## Tuesday, August 27th, 2013

**8:15 AM – 5:00 PM**

**8:15 AM – 9:15 AM**

### **Opening Keynote: The Quest for Talent: Developing the NextGen Workforce**

See page 5 for details.

**9:45 AM – 10:30 AM**

### **S Transforming a Workplace from Operational Excellence to a High-Performance Sales Culture**

*Speakers: Keri Ohlrich, Ph.D., ManpowerGroup and Steve Johnson, The Next Level Sales Consulting*

The Sales Transformation program has been in process for the last two years. During this session, the presenters will provide an overview of the business case for change, the unique approach, the scope of this enterprise-wide change, the results achieved to date, and the lessons learned.

Attend this session if you are looking to undertake a transformational change initiative. This will be extremely relevant for organizations that have a compelling environment/reason to change workforce behavior on a sustainable basis to capture a market opportunity and/or reposition/ reinvent themselves to be more competitive.

During this session, you will: Understand the key ingredients used to launch a successful transformational change initiative throughout the enterprise; Discover lessons learned and best practices for changing the behaviors of the workforce that lead to cultural change throughout the organization; and, Learn the three key strategies used to sustain the behaviors until they became the new culture.

### **S Coaching Partnerships: A Strategy to Achieve Success**

*Speaker: Terrie Long, Greenville Hospital System*

In this session, Greenville Hospital System (GHS) will share its success story of developing a partnership program for high-performing managers to work with managers of lower employee engagement workgroups. GHS will discuss its program design and implementation processes that have proven successful, as well outcome data that indicates the overall success of the program. Participants in the program saw an average improvement in Power Item scores from the employee engagement survey, of .42, compared to .31 improvement of non-participants. Commitment scores and Action Planning Readiness scores also improved at a greater rate for participants.

During this session, you will: Learn about the overall design/intent of the Coaching Partnership program; Gain insights into how to structure and implement a similar program in their organization; and, Have opportunity to see Coaching Partnership participant feedback regarding their perception of the program and how it supported their personal development as managers.





### **R State of Learning & Talent Management Systems Industry**

*Speaker: Michael Rochelle, analyst and partner, Brandon Hall Group*

Approaches to deploying learning and the development of talent are changing dramatically and at a rapid rate due to the diversity of learning styles brought on by Traditionalists, Baby Boomers, Generation Xs and Generation Ys. Adding to the complexity and difficulty in creating and delivering learning and talent development is that no one stands still anymore to learn or be developed — mobile and social tools are sorely needed. Lastly, the ethnocentric and gender diversity of these audiences also play a huge role driving language and cultural requirements that are broad ranging. The resulting impact on learning and talent technology has been huge and learning and talent technology providers are feeling the pressure and scrambling to keep up.

How does an organization leverage their talent and learning systems to address these dramatic changes? You need to get back to the basics.

### **I Best of Elearning!: Content Solution**

*Speakers: Jerry Roche, Elearning! Media Group and invited panelists*

Attend this panel discussion and meet the best-in-class content providers, services and resources. Learn about the pros and cons of custom, off-the-shelf and on-demand options. Hear what users say and get advice on which solutions may meet your needs.

### **I Learning! 100: Mobile Learning and Gamification at Cricket U**

*Speaker: John Moxley, Ph.D., Cricket Communications*

Cricket Communications is now in its second year of using mobile learning and gamification. The cuts and bruises have healed and the training wheels are off! Moxley will show user satisfactions results, the learning platform UI, initial games, and how the company is going beyond learning to reinforce behaviors. Attend this session if you want a hands-on experience that can help you take your first steps in mobile and gamification. John's sessions always rank 5 out of 5!

### **10:45 AM – 11:30 AM**

#### **R Research: Failure-Triggered Training Trumps Traditional Training**

*Speakers: Daniel Bilton and Kendra Herlig, Booz Allen Hamilton*

Join us for a review of the results and lessons learned from a blind study which showed that failure-triggered training can significantly improve learning transfer and on-the-job performance (as opposed to traditional training approaches). You will learn the methodology and outcomes of a study of nearly 500 employees over nine months that analyzed multiple performance improvement approaches for email phishing awareness and responses. Based on the results of the traditional post-tests, those training approaches were not good enough to support users on the job.

Is your training good enough? Should you be considering sustained training approaches? Come to the session to discuss the most effective instructional design approach in the study — an approach that used a combination of sustained training and triggering to significantly reduce improper responses to phishing attacks by 36%.

### **B Learning! 100: Launching Teaching and Learning Lab (TALL) at Defense Acquisition University (DAU)**

*Speaker: Chris Hardy, Ph.D., LPC, Defense Acquisition University, Department of Defense*

Share DAU's implementation of its unique facility and process to research and assess emerging technologies, methodologies and best practices for possible

deployment within both DAU's online and resident course offerings.

The TALL program at DAU: Provides faculty skills training; Supports pilots that incorporate new software and technologies; Investigates new technologies (e.g., 3-D virtual worlds); Provides realistic build conditions and challenges that may be experienced in DAU's production environment; Expands Web 2.0 usage (e.g., social media); Supports mobile initiatives and testing; Investigates integration of new tools and technologies; and, Gathers lessons learned/best practices for technology deployment.

### **I 5 Secrets to Professional Video for Learning**

*Speakers: Phil Ferrari, Ferrari Productions and Frank Mutascio, Websync.com*

More than 4 million YouTube videos are viewed a day. Video is the most effective way to convey concepts that connect with people. How can you leverage this instant learning media?

Join Phil and Frank to learn the key concepts of video production including: script writing, video styles, production elements, studio techniques and editing. A must-attend session for all attending Wednesdays Master Class/Tour to Ferrari Studios. Group meeting to follow session as well.

### **11:00 AM – 2:00 PM**

#### **B ASTD Membership Lunch & Learn \***

*Speakers: TBD*

Join this panel discussion with ELCE's top speakers. This facilitated dialogue promotes interactions and engagement from the audience. You don't have to be an ASTD member to join. Meeting includes lunch and requires separate registration and fee.

### **11:45 AM – 12:30 PM**

#### **B Extreme Optimization of Sourcing Effectiveness - How to have Sourcing and Recruitment Work Well Together**

*Speaker: Shally Steckerl, The Sourcing Institute*

With today's turbulent talent marketplace constraints, effectiveness only delivers average results. The extreme optimization of existing recruitment teams is required in order to establish talent identification practices that yield a virtuous cycle of sustainable competitive advantages. This advanced module shows leaders how to conduct an ingenious and innovative diagnostic to identify their team's development path and ways for them to improve how they work together. Learn how to easily compare the productivity and efficacy of sourcers to that of recruiters and be able to compare performance between them regardless of their diverse roles, experience level and industry specialties.

#### **B Changing FDIC's Culture With Leadership Development and Enrichment Training**

*Speaker: Dr. Thom Terwilliger, FDIC*

This case study shares the FDIC's approach to changing the culture through leadership development and enriching training during the financial crisis. This approach resulted in business success and moving the FDIC to the best place to work in government from being unrated in 2008, and recognition as an elite learning organization.

In this session, you will learn: The culture is expedited through a crisis, and refocusing training to meet on-demand needs for the business line; and, To use a strategic approach to growing the learning enterprise in support of the business proposition and in enriching the culture through a focused strategic approach.

## **B** Modular Learning: From Concept to Business Impact

*Speaker: Ken Hubbell, Ingersoll Rand*

The concept of modular learning has been a popular conversation piece in learning circles for decades. Over the past four years, Ken's team has taken the conversation off the drawing board and into their business to create a truly modular framework for scalable, sustainable learning. This session will showcase three practical examples of modular learning, provide some guidelines for implementing a similar strategy in your own businesses, and a preview of what is on the horizon with Tin Can API and other technology integration.

Key learning objectives are: Defining modular learning today; Applying a modular approach to meet your business objectives; Select the right delivery medium for each learning need; and, Integrating new learning technology into modular learning.

After this session, participants will be able to analyze their learning programs and apply modular techniques to improve learner engagement and program sustainability. Key takeaways include using the LMS for more than just tracking course completions and developing blended solutions that go beyond e-learning.

## **I** "Leaning Out" your E-courseware Development Process

*Speakers: David Haskins and Manon Bourgeois, Export Development Canada*

EDC began using Lean methodology with the objective of transforming business processes, and driving value into every step when serving customers. To embed the Lean training, the employee development team applied the Lean principles in reviewing the e-courseware development process in order to be more customer-centric, streamlined, with faster turnaround times and more predictable outcomes. In this presentation, participants will learn simple guidelines on how they can apply Lean principles to their own e-courseware process and view templates included in an instructional designer toolkit that was built to ensure continuous improvement and consistency.

In this session, you will learn: The basic principles of Lean, and how they can be applied to the e-courseware development process to be more customer-centric and streamlined for effective learning results; To identify how the instructional designer toolkit maintains continuous improvement in the e-courseware process and development; and, To apply basic principles and methodology of Lean to their own e-courseware development process using simple guidelines and templates presented during the session.

**11:45 AM – 1:30 PM**

## **B** CalSAE Regional Meeting and Luncheon

*Speakers: TBD*

Calling all association and non-profit leaders. You are invited to join the California Society of Association Executives' regional meeting on Tuesday at the Marriott Hotel. This is a great opportunity to network, learn and share with your association peers. Includes lunch and sessions. Separate registration required at [www.calsae.org](http://www.calsae.org).

**2:00 PM – 2:45 PM**

## **I** Drive Performance with Micro-Learning

*Speaker: Michel Koopman, getAbstract*

Micro-learning helps address immediate business needs within moments. For example, an executive taking a trip to China for meetings to solidify a business deal can learn about the core values that guide China's people, how to sell prod-

**TRACKS:**

**S** Strategy & Leadership

**T** Technology at Work

**B** Best Practices

**R** Research & Trends

**B** Best of Elearning!

**L** Learning! 100

ucts and services in China and the myths that persist about China in the West by reading the getAbstract summary, "What Chinese Want: Culture, Communism, and China's Modern Consumer."

Micro-learning incorporates learning activities into an employee's daily routine better. Nuggets of insights are presented in more engaging ways than traditional practices. The advantages micro-learning provides include availability and accessibility. Employees learn while on-the-move, and they have more time and independence for their learning activities. Micro-learning moments improve the performance and effectiveness of an activity. The aggregate effect of these moments is long-term talent development for a person and for an organization.

Attend this session to discover how companies provide workers with trusted and powerful micro-learning assets to ensure the greatest productivity and employee engagement.

## **S** Organizations Stop Growing When Leaders Stop Growing

*Speakers: Ravi Kulkarni and Lynn Whitney Turner, Clearvision Alliance*

Why do some businesses scale while others fail? The ultimate competitive advantage for any organization is in its people's ability to align, execute and renew itself faster than their competitors. (Organizational health: The ultimate competitive advantage, Keller/Price). To do so requires becoming a learning organization, and learning starts at the top.

## **B** Learning & Development Emerging Measurement Practices

*Speaker: Jeff Berk, KnowledgeAdvisors*

This presentation will share the latest topics on the minds of L&D practitioners as it relates to emerging measurement practices including executive reporting, social learning, scrap learning, strategic program measurement, and building a business case for analytics. Glimpse into the latest trends and challenges on the minds of thought leaders and practitioners and glean creative insights to augment your learning analytics strategies now and beyond.

## **I** Genghis Khan Never Used WebEx — But What If He Did?

*Speaker: Wayne Turmel, GreatWebMeetings.com*

In today's work world where virtual and remote teams are all the talk, it's important to remember that the foundations of team communication are as old as the ages, only the tools have changed. In this humorous, candid and relevant presentation we look at how Genghis Khan and the Mongols ruled half the known world in a time before technology. What did he know that today's project managers and leaders don't?

In this session, you will learn: What Genghis Khan and your team have in common; Three things great teams do to hold it together; and, How to assess your team's communication environment.

## **B** UCLA Mentoring/Coaching Program for Online Instruction and Facilitation

*Speaker: Dr. Carla Lane, The Education Coalition*

Online faculty development has become too complicated to cover even the basics in short training courses. Traditional training courses no longer meet the needs of SMEs who must produce media rich courses that create self-directed learners in a facilitated environment. Clearly, there are too many topics from



course development, instructional design, technology selection, media production, LMS posting, to facilitation. UCLA developed a new coaching/mentoring program that successfully did this for 70 courses in less than nine months. The method surmounted the obstacles for new SMEs effectively and efficiently and will guide the audience in doing this at their institutions.

**3:00 PM – 3:45 PM**

**S Authentic Leadership: Develop the Best, Inspire the Rest**

*Speakers: Michelle Maldonado and Tatiana Sehring, American Public University*

From Millennials to Boomers, today's work environments are more diverse and complex than ever before. Employees are asked to do more with less, to execute swift but sound decisions, and to produce successful outcomes to grow their organizations.

This presentation introduces emerging concepts of authentic leadership and their convergence with emotional intelligence, mindfulness and other personal leadership development principles that help support individual and workplace transformation. This presentation will help attendees understand their own personal leadership development journeys and how it impacts talent and organizational development.

**B L Learning! 100: Social Learning Communities Keep Users Engaged and Growing**

*Speaker: Jeanne Beliveau-Dunn, Learning@Cisco*

Many organizations and education institutions are seeking significant changes in instructional models and improvements in employee skills to achieve 2013 organization goals. Social learning communities have emerged as a primary strategy to achieve these goals. A prime example of this is the Cisco Learning Network, a comprehensive, worldwide social-learning community that has engaged millions of users in more than 270 nations.

Ms. Dunn will share how Cisco leverages a variety of tools and communities to help customers, partners and employees realize the benefits of social learning. You will learn: How to build a successful social learning network that keeps users engaged and growing; How social learning networks can boost business ROI; and, How to leverage social learning networks to benefit employees.

**I Elements of a Successful LMS Implementation Strategy**

*Speakers: Rachel Vital and Sheila Grangeiro, University of Miami*

You're getting an LMS! Your organization has invested time and money into the selection process, and a contract has been signed. You have a deadline by which the LMS must be implemented, and now you are in charge. How do you manage that change effectively? Where do you start? This session will explore best practices for communication and branding; building relationships with stakeholders; decision making; and process implementation.

**4:00 PM – 5:00 PM**

**Closing Keynote: Lie to Me: The Science of Emotional Skills and Deception**

See page 5 for details.

**Wednesday 8: 15 AM – 4:30 PM**

**8:15 AM – 9:15 AM**

**Opening Keynote: Nine-Steps to Success**

See page 5 for details.

**9:45 AM - 10:30 AM**

**B L Learning! 100 Panel: Learning Innovation at Work**

*Speakers: Joe DiDonato, Elearning! Media Group; Karl-Heinz Oehler, Hertz; Julliard School of the Arts (invited) and Department of Defense (invited)*

These *Learning!* 100 winners earned their honors in 2013 for re-inventing their organizations. Who would think an arts school would embrace e-learning to share the arts culture while promoting the talent of their students? Hertz re-invented the role for training and development, and now sits next to the CEO in driving enterprise performance. The Department of Defense re-engineered its entire learning ecosystem while every sector of government is being cut.

You will learn: How they re-invented their roles and ecosystems; The response from their staff, students and leaders; About their experiences, outcomes and programs; and, Tap their expertise and grow your network of experts.

**10:45 AM – 11:30 AM**

**S L Learning! 100: Learning Culture**

*Speakers: Jerry Roche, Elearning! Media Group; Derek Cunard, American Heart Association and invited speaker.*

Enterprises with a robust learning culture and HR ecosystem have 40% premium on their valuation versus those who lag. Yet, can one department really change an organization's culture? Join this session and share how two *Learning!* 100 organizations instill their learning cultures. The American Heart Association is a non-profit with a very small training team. Discover how the AHA empowers more than 1 million volunteers to spread the message "Learn to Live."

**11:45 AM – 12:30 PM**

**R Global E-learning Trends**

*Speaker: Charles McIntyre, CEO, IBIS Capital*

Strangely, one of the most important investments in the future has been overlooked for years, namely education. The teaching model for most of the world for the last 100 years has been one teacher, 25 kids and a textbook. Despite the huge penetration of mobile devices, tablets and the Internet, most students are told to switch them off before entering the learning environment.

This is all starting to change and the winds of disruption will open up the education and training markets to new ways of teaching and personal development. At the same time, new forms of distribution will allow higher standards of education to reach vast new audiences. As Joel Klein, the CEO of Amplify (educational division of News Corp.), recently said, "Starting from now, digital technology will forever change the way we educate our students." The next five years will witness a radical change in the way that education and corporate training will be designed, managed and delivered to the end user. There is already significant activity underway to address this new emerging educational landscape.

In this general session, Charles McIntyre, CEO of IBIS Capital, will present his predictions for global learning and e-learning. He will provide insight into the underlying trends, current innovation and key factors affecting the e-learning market. As a business leader, you have a strategic interest in the sector.

**1:45 PM – 2:30 PM****Learning! 100: Sales Performance**

*Speakers: Joe DiDonato, Elearning! Media Group; Tracy Rex, Verizon; and Laura Hackett, MillerCoors (invited)*

In 2012, three of the top five training priorities were sales related according to the 2012 E-learning User Study. In this session, meet two *Learning! 100* first-time honorees who unleashed their sales training programs to achieve outstanding results.

Miller-Coors' "Pop the Top" sales program was re-aligned to corporate goals and customer objectives. Through the sales academy and customer-storylines, the sales team achieved an increase of 75% in sales competency, 15% in close rates and 60% in customer partnerships. Verizon will also share its "Heroes Program."

Verizon's new CRM and social networking platforms enabled its global sales team to create a social learning and communication forum where 22,000 users have contributed more than 1 million collaborative suggestions and produced 315,000 opportunities since implementation. Verizon's "Hero Experience" was an innovative and intensive transformation experience. That experience leveraged a multi-week, pre- and post-enablement process that delivered lasting behavior change while creating a sense of global community and enthusiasm for the Verizon transformation effort. Tracy will discuss the process of nominating "Heroes" from 19 business units, the 3-day training session that laid out the Hero role, platform policies and procedures, and how they built a sense of community and open collaboration across their respective teams.

**2:45 PM – 3:30 PM****Learning! 100: CEO and CLO Partnership – Aligning Strategies and Goals**

*Speakers: Joe DiDonato, Elearning! Media Group, Veronica Zaman, Scripps Health (invited)*

This panel will discuss how top *Learning! 100* companies have successfully aligned their teams' efforts with their companies' strategies and goals. The panelists will discuss techniques and tools used to translate corporate objectives, goals, and strategies into departmental and individual goals for the learning organization. The attendees will also hear how that process might differ from company to company in different industries. Attendees will not only learn about the tools and techniques used to translate broad corporate goals into individual goals within the Learning and Development organization, they will also learn how progress towards those goals are measured and tracked. And finally, panelists will discuss how they coach team members to understand the relationship between their goals and the overall corporate strategies and initiatives. It's not as complex as it sounds. But the process requires a constant degree of vigilance and attention to keep the alignment current.

**3:45 PM – 4:30 PM****Learning! 100 Roundtable**

During ELCE, the 2013 *Learning! 100* are honored. These learning organizations are recognized for exceptional performance, robust learning cultures, innovation and collaboration. Meet these leaders at this roundtable discussion. Bring your questions, talk one-on-one or in a group around specific topics. This is your time to Network. Learn. Share.

**Wednesday, August 28th****8:30 AM – 4:30 PM****Master Class: Lights, Camera, Action!  
Ferrari Studios Tour and Class**

*Speakers: Phil Ferrari, Ferrari Productions, and Frank Mutascio, Websync.com*  
More than 4 billion videos are viewed on YouTube per day. Take your content to this next level.

Attend this workshop and learn the do's and don'ts of video production from a professional producer.

You are the producer, actor and script writer in this full-day workshop and studio tour. Producer Phil Ferrari will lead a team through the process of creating an interview format show. From script writing, talent recruitment, live video production, editing and collaboration, you will experience both sides of the camera.

As a participant, you will: Select script themes, roles and style of video production at planning session on Tuesday, August 27th; Participate in studio tour and demo giving a "show and tell" of studio techniques, based on the script options; Assume role in this interactive project to produce a video based on the scripts provided; Review fundamentals of editing, graphics and delivery via edit demo station; and, Deliver a finished video to share with your team and peers.

All participants in the Master Class should attend Ferrari's breakout session Tuesday, August 27th (10:45 - 11:30 AM) and the planning session afterwards to assume roles for the Class on Wednesday. You can be as active as you wish or participate as an observer.

Bus will depart Friday at 8:30 AM from the Marriott Anaheim and returns by 3:30 PM. Lunch is included in the workshop.

**9:45 AM – 4:30 PM****Master Class: E-learning Fundamentals**

*Speaker: Josh Cavalier, Lodestone*

This full-day workshop is targeted for individuals who are just getting started with e-learning. The presenter will breakdown the entire development process using real world examples and run through exercises to reinforce the concepts. Learn how to scope out a project, choose a proper level of interactivity, select media, and decide on an authoring tool. Find out the secrets to maintaining control of your e-learning projects.

Cavalier brings extensive e-learning development experience, technology implementation and vision. He founded Lodestone in December 1999, is in charge of Lodestone's e-learning consulting services, and leads the overall direction and operations across the United States. Prior to Lodestone Digital, Cavalier was one of the key resources leading the effort for streamlining Handshaw's e-learning development process and transition from CD-ROM delivery to the Web.

Cavalier also co-authored the book, *Dreamweaver MX Magic* and is a frequent speaker at e-learning conferences. He holds a bachelor's in fine arts from Rochester Institute of Technology.



9:45 AM – 12:30 PM

## Master Class: Pathways to Growth: How to Build a Winning Sales Organization



*Speaker: Walter Rogers, CEO, CloudCoaching International*

At the root of any successful sales transformation initiative is the intersection between technology, psychology, systems and metrics. Event-based sales training, even when linked with coaching, produces limited results. Creating true sales transformation and long-term and sustainable habits requires different thinking.

Walter Rogers, co-author with Tony Robbins of *Pathways to Growth* and sales coach, has studied high-performance sales teams for more than 20 years. When sales teams have a clear, companywide sales management system in place and align themselves around it, they are able to pursue and have clarity on critical objectives and their key metrics, anticipate and capitalize on changing market conditions, and ensure clear and rapid communication with their customers, inside their company and with their partners.

This action based workshop will help build a plan to:

- Determine which combination of nine critical sales management disciplines you must consider;
- How to organize them into a winning formula for your company; and
- How to build a plan to get your systems aligned to support you.

Ultimately, a system is a pattern and when a proven pattern is repeated long enough it becomes a pathway to growth that any organization can follow. When you join Walter in this workshop, expect to take action!

## Master Class: Mobilizing Learning in Action



*Speakers: John Moxley, Cricket Communications, and Jason Haag, Advanced Distributed Learning Initiative, Department of Defense*

What happens when you combine the Department of Defense with Cricket Communications, a wireless carrier? Answer: Solid research and hands-on experience from the world of mobile learning.

In this workshop, ADL's research will be combined with a practical case study. Executives should attend to learn about: mobile learning basics; best practices; planning and development options; tools; and, design considerations

John wraps up with his step-by-step approach to launching Mobile CU at Cricket Communications, including recent enhancements. From games to performance support, John has effectively launched Cricket into the world of mobile learning.

## Master Class: Learning & Development Measurement Essentials



*Speaker: Jeff Berk, COO, KnowledgeAdvisors*

This master class will provide an overview of the basic elements for doing both practical and repeatable learning measurement with resource limits and for doing the more exhaustive learning measurement when there is a strategic, visible or costly program. Factors such as smart sheets versus smile sheet, executive reporting, balanced performance indicators, change management and communicating results will be discussed and exercises will

facilitate the understanding of key points.

Jeffrey Berk is responsible for managing the internal and customer facing operations of the business and formulating strategic solutions. He led the Benchmarking Group at Andersen prior to joining KnowledgeAdvisors, and he brings a deep level of expertise in measurement and benchmarking. Jeffrey is a certified public accountant, holds an M.B.A. from the University of Chicago and is an adjunct professor at Loyola University of Chicago.

1:45 PM – 4:30 PM

## Master Class: Learning and Talent Management System Selection



*Speaker: Michael Rochelle, analyst and partner, Brandon Hall Group*

his Master Class will better acquaint you with the evolution of learning and talent technology and the key considerations that go into making the right decisions around which technologies are best suited for your organization. Many organizations are unhappy with their current systems but often for the wrong , and others want a system but are hesitant to choose because they are concerned about making the right choice. There are several important reasons why organizations are unhappy but they have one central theme: a sub-optimized selection process. Organizations today do not follow a step-by-step process to choosing a system to include proper user requirements gathering, developing of use cases, and proper testing of the system. The class will address these key issues with a particular focus on user requirements gathering and use case development. The session will be highly interactive learning session.

## Master Class: Gamification at Work



*Speaker: Robert Gadd, President, OnPoint Digital*

Gamification has moved beyond buzzword status and is quickly gaining traction across online and mobile worlds alike, as L&D teams look for ways to introduce game mechanics into their curriculums to drive engagement. This workshop begins with an overview of game-enabled learning environments and the various market conditions, solution providers and resulting behaviors that are driving enterprises to add game dynamics and mechanics into their learning programs.

Attendees will learn how simple game mechanics like point systems, achievement levels, leader boards, badges and trophies, and tangible reward systems help drive learner participation. The workshop will demonstrate how to distinguish between assignment-oriented formal learning interactions and informal learning interventions and the best methods from each discipline to drive engagement, improve knowledge retention and accelerate operational readiness.

Finally, the Master Class will present several use cases for successfully planning, introducing and managing game profiles in support of formal and informal learning interactions by online and on-the-go enterprise workers alike. Participants will even be able to take part in game-enabled learning exercises with fellow workshop attendees to experience gamification in a classroom setting.

# EL Enterprise Learning! CE Conference & Expo

August 26-28, 2013 | Anaheim Convention Center



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100 Convention Center Way  
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- Be the first to see new solutions announced at the show
- Learn about new solutions in the Innovation Theater

### Exhibit Hours

**Mon Aug 26**  
9:15 – 6:00 PM PT

**Tues Aug 27**  
9:15 – 2:00 PM PT

## ELCE Virtual Live on Oct. 3, 2013

Mark Your Calendar for ELCE Virtual. ELCE Conference Pass includes complimentary access to ELCE Virtual. Upgrade to All Access ELCE Virtual for only \$249/\$495. View hosted sessions online with live Q&A and network with experts.

## The Must Attend Event for 2013

ELCE 2013, in partnership with California HR Conference™, is the largest HR, learning and workplace technologies event, outside of SHRM National. Meet executives all charged with building smarter organizations at ELCE. Experience this event by selecting a package that best meets your needs.

## Value Packages to Match Your Needs

### BEST VALUE! FULL CONFERENCE (Mon-Wed)

- 3-day pass to ELCE sessions
- Includes breakfasts, lunches and Best of *Elearning!* Luncheon
- 7 keynotes, 60+ sessions, Innovation Theater
- Day 3 option of Master Classes or breakout sessions
- Admittance to Expo Hall and ELCE Virtual

**Early Bird: \$1795 (\$2195 after 7/16)**

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### ADD A MASTER CLASS (Wed)

Add a half, full or two day master class to your pass

**Early Bird: \$249-\$495 (\$349-\$595 after 7/16)**

### ADD A BOSSES DAY PASS (Mon or Tues)

Bring your boss along for only \$99.

- Must purchase 2 or 3-day conference pass
- Boss gains access to one full day ELCE sessions (Mon or Tues)
- 1 boss per conference pass
- Not combinable w/other offers

**Early Bird: \$99 (Not available after 7/16)**

### EXPO ONLY PASS (Mon-Tues)\*

- Access to sponsored sessions, keynotes, Innovation Theater
- Includes breakfasts, breaks
- Admittance to Expo Hall and ELCE Virtual

**Early bird: \$99 (\$145 after 8/25)**

### BEST OF ELEARNING! AWARDS AND LUNCHEON TICKET (Mon)

- Attend Monday Keynote and Best of *Elearning!* Awards
- Includes Monday Lunch

**Early bird: \$30**

### Learning! 100 AWARDS AND DINNER TICKET (Mon)\*

- Attend L100 Awards Reception
- Includes Monday Night Dinner

**Early bird: \$75 (\$99 after 7/16)**

### ELCE VIRTUAL ALL ACCESS PASS (Thur)

- Access all ELCE live and recorded session on 10/3/13
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**Early bird: \$250 w/ Conference Pass \$450 w/ Expo Pass**

**SPECIAL DISCOUNTS:** Public sector employees with qualifying credentials or groups of 3+ can earn 30% off full and two- day conference passes. Not combinable with Bosses Day passes.

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Company: \_\_\_\_\_  
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### 2. Your Profile:

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 EVP, VP, Director  
 Manager  
 Non-Management

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Corporate/Headqtrrs  
 Training/Development  
 HR/Talent  
 Finance/Acct/Ops  
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 IT/MIS/Technology  
 Other \_\_\_\_\_

**Industry:**

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Devpmt  
 Telecom/ TV/ISP/Utilities  
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 AEC  
 Professional Services  
 Federal Government  
 State/Local/County Gov  
 Military/Defense Contractor  
 Post-Secondary Education  
 K-12 Education  
 Non-Profit/Association  
 Supplier  
 Other \_\_\_\_\_

**Size of Organization**

50,000 or more  
 10,000-49,999  
 5,000-9,999  
 1,000- 4,999  
 500- 999  
 Under 500

**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  
 HRIS/Software  
 Outsourced Services  
 Social Collaboration  
 Testing & Assessment  
 Mobile Solutions  
 Games/Sims/3D  
 Web Conferencing  
 Video Solutions  
 Virtual Learning Environments  
 Other \_\_\_\_\_

### 3. Registration:

	Early (Before 6/16)	Standard (Before 7/16)	Retail (After 7/16)
All paid conference passes include Keynote speakers, Innovations Theater & Expo Hall.			
<input type="checkbox"/> Full Conference Pass (M-W) 3 day conference + Master Class Option+Meals	\$1795	\$1995	\$2195
<input type="checkbox"/> Two-Day Conference Pass (M-Tu) 2 day conference, Expo, Meals	\$1395	\$1595	\$1695
<input type="checkbox"/> Expo Pass* (M-Tu) 2-day sponsored sessions & Expo	\$99	\$129	\$145

**ADD A BOSSES DAY PASS\*\* (Mon or Tues)**

<input type="checkbox"/> Bosses Day Monday Pass	\$99	\$99	N/A
<input type="checkbox"/> Bosses Day Tuesday Pass	\$99	\$99	N/A

\*\*Must purchase w/ 2 or 3-day conference pass.

**ADD A MASTER CLASS (WED)**

Fee includes materials, lunch & Expo Pass

<input type="checkbox"/> E-learning Fundamentals 1 day (W)	\$495	\$549	\$595
<input type="checkbox"/> Ferrari Studio Class & Tour day (W)	\$495	\$549	\$595
<input type="checkbox"/> Sales Pathways ½ day (W)	\$249	\$299	\$349
<input type="checkbox"/> Mobile Learning in Action ½ day (W)	\$249	\$299	\$349
<input type="checkbox"/> Learning Measurement ½ day (W)	\$249	\$299	\$349
<input type="checkbox"/> LMS & TMS Selection Deep Dive ½ day (W)	\$249	\$299	\$349
<input type="checkbox"/> Gamification at Work ½ day (W)	\$249	\$299	\$349

**OPTIONAL EVENTS (NO OTHER DISCOUNTS APPLY.)**

<input type="checkbox"/> Best of <i>Elearning!</i> Awards & Luncheon	\$30	\$30	\$30
<input type="checkbox"/> <i>Learning!</i> 100 Awards & Dinner	\$75	\$75	\$99**
<input type="checkbox"/> ELCE Virtual All Access Pass (W/ Full or 2 day pass)	\$250	\$250	\$250
<input type="checkbox"/> ELCE Virtual All Access Pass	\$450	\$450	\$450

Total: \$ \_\_\_\_\_

Discount: (\$ \_\_\_\_\_)

**Total Due: \$ \_\_\_\_\_**

\*Qualified professional only. No vendors or suppliers.

\*\* Restrictions apply. See website for details www.elceshow.com

### 4. Method of Payment:

Visa  M/C  AmEx  Check # \_\_\_\_\_ Payable to B2B Media, PO Box 5417, Oceanside, CA 92052

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CSV \_\_\_\_\_

Cardholder's name (print) \_\_\_\_\_

Cardholder's signature \_\_\_\_\_ Date \_\_\_\_\_

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

# **EL** Enterprise Learning! **CE** Conference & Expo

PO Box 5417  
Oceanside, CA 92052

**REGISTER NOW & SAVE \$300**

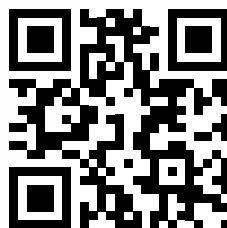
**[www.ELCESHOW.com](http://www.ELCESHOW.com)**

# **EL** Enterprise Learning! **CE** Conference & Expo

## **Building Smarter Companies**

Anaheim Convention Center,  
Anaheim, CA | August 26- 28, 2013

**[www.ELCESHOW.com](http://www.ELCESHOW.com)**



## **WHO SHOULD ATTEND?**

- Executive management
- HR, talent, OD executives
- E-learning, trainers, instructors
- Corporate university leaders
- Sales, marketing, customer service leaders
- Operations, supply chain, manufacturing professionals
- Learning & development leaders
- Web, program, software, developers
- IT, technology, MIS professionals
- Program, analysts, policy leaders
- Military officers, analysts, procurement, contractors
- State, local, county, federal leaders
- College, university, K-12 educators
- Association, membership, volunteer managers
- Event, meeting, education managers
- Performance support professionals
- Professionals aspiring to higher leadership roles