

November 2 – 4, 2011 | Las Vegas

DEVLEARN | 11SM

Expanding the Possibilities for Learning

It's not just DevLearn, it's ...

DEV

MANAGEMENT
TECHNOLOGY
STRATEGY
LEARNING
ENTERPRISE
KNOWLEDGE
PERFORMANCE

"This conference keeps me up-to-date on what's happening in eLearning in a variety of areas: tools, techniques, devices, applications. The conference is like a shot of adrenaline and I come back from DevLearn very excited about my job."

– Deborah George, California State University – Sacramento

"This was my first DevLearn conference and hopefully not my last. This was an awesome event! As a new Education Project Manager, I was so impressed at the level and wealth of information you all brought together under one roof. "

– Cheryl A. Hammons, Department of Veterans Affairs

"Thanks to DevLearn I am anxious to implement new processes and restructure my team for a more streamlined approach to creating our eLearning content. The event was well done, fun, and enlightening."

– Brian Savoie, Regulatory Affairs Professional Society

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Program Partners



As the leading event for eLearning professionals, **DevLearn 11 Conference & Expo** is expanding to offer an even more extensive program that will address every facet of learning across your entire enterprise. This year's event delivers everything DevLearn is famous for ... and so much more.

DEVLEARN ... where the expanding possibilities for learning are defined.

DEVLEARN|11SM

NOVEMBER 2 – 4, 2011
LAS VEGAS

Expand Your Possibilities...

Join your colleagues from around the world at the largest and most exciting learning technologies event in North America. This year we're gathering at the amazing Aria Resort in Las Vegas, the newest and most sophisticated convention center in the USA. Don't miss this incredible opportunity to explore, discuss, and define all the expanding possibilities for learning.

Who Should Attend

DevLearn 2011 is for learning professionals who are involved – in any way – in the management, design, and development of eLearning and performance-enabling technologies. Regardless of your level or role in your organization, at DevLearn you'll find the information, the resources, and the global network of professional colleagues you need to turbo-charge your success!

KEYNOTES

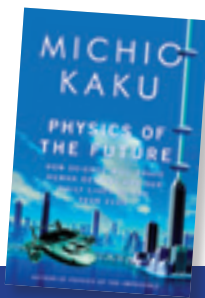
Learning, Technology, and the Physics of the Future



Dr. Michio Kaku

Host of Science Channel's *Sci Fi Science*
Author, *Physics of the Future*

Take a thrilling journey through the next one hundred years of breathtaking technological revolution. Join Dr. Michio Kaku, theoretical physicist, host of the Science Channel's *Sci Fi Science*, and bestselling author of several widely acclaimed books, as he takes us on this exploration of the revolutionary developments in technology, computers, and quantum physics that will forever change how we learn, engage, and live with technology.



Living and Learning in The Cloud



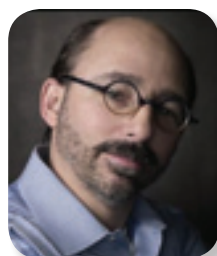
Tom Koulopoulos

Author, *The Innovation Zone* and *Living in the Cloud: The 21st Century Global Megatrend*

The Cloud is an often-misunderstood concept when it comes to learning. It's a classroom without walls, instructors, or curricula. It's where you meet and make friends in social networks and where conversations turn into communities. The Cloud is the new context for innovating business and society. Join Tom as he explores how we can use the Cloud to transform ourselves and our industry! Download his eBook, *Living in the Cloud*, for a sneak peak of this fascinating keynote (available for FREE on the DevLearn site).



Why the Future of Learning is Context



Steven Rosenbaum

Author, *Curation Nation*

In a world of overabundant data, the curator selects and shares the most relevant and useful information for the audiences and communities being served. This engaging presentation is based on the recently released book *Curation Nation* that surveyed more than 60 thought leaders and companies to explore and define the power of curation for brands, media, and consumers. Come to DevLearn to learn from Steven Rosenbaum, the father of user-generated video, how curation is the "New Magic" of the connected world.



Ignite! DevLearn Six New Big Ideas for Learning



Brent Schlenker

Program Director & Emerging Technologies Analyst, The eLearning Guild

Ignite! DevLearn offers you six BIG NEW IDEAS in six short, fast, and focused six-minute presentations. Do you have the next BIG IDEA for learning? We are committed to uncovering the new ideas and innovative thinking that rest unseen within our community, and DevLearn is your opportunity to be on the main stage. If you want to share your BIG IDEA, go to www.DevLearn11.com/ Ignite to learn more.



Thursday, November 3, 4:00p – 7:00p

The 7th Annual eLearning DemoFest is the ultimate showcase of eLearning demos. There are two ways to participate. You can demo your work, help the community learn from your efforts, and get great feedback. Or, you can just attend and see dozens and dozens of demos that are sure to give you great ideas. Either way, you don't want to miss this year's DemoFest. To learn more go to www.DevLearn11.com/DemoFest

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THEMES & FEATURED PRESENTATIONS

Expanding the possibilities for learning requires a sharp focus on many facets of the learning equation. DevLearn offers a deep exploration of these seven themes and the inter-relationships between them in these featured presentations.

MANAGEMENT



As a learning professional, you help your organization maximize its return on its largest ongoing business investment – its human capital. While cost-effectively training, developing, and retaining these valuable resources, you must develop both your management skills and all the management professionals in your organization. These DevLearn sessions will help you succeed with this enormous challenge.

Learning and the Management Pipeline

Featured Speaker: Michael Echols, EVP, Bellevue University Human Capital Lab, & Author of *Creating Value with Human Capital Investment*



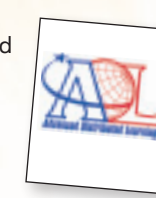
TECHNOLOGY



How do you know which of the many new and innovative technologies you can deploy will help you achieve your objectives? DevLearn, the leading conference for technology-focused learning professionals, is where new technologies emerge and their new possibilities are defined. You'll get answers about learning technologies at DevLearn.

Technology Trends on the Horizon: Where eLearning is Headed

Featured Speaker: Aaron Silvers, Community Manager & Learning Technologies Evangelist, ADL



STRATEGY



A successful strategy must address the who, what, when, where, and why of your organizational learning investments, plans, processes, goals, and objectives, while simultaneously addressing the technology central to its success. DevLearn offers ideas and new perspectives on successfully integrating all of today's learning technologies into your learning strategy.

Building a Learning Strategy to Address Today's Challenges

Featured Speaker: Lance Dublin, CEO, Dublin Consulting, & Co-author of *Implementing E-Learning*



LEARNING



Learning may occur as part of a training, education, or professional development program ... but it also occurs informally and socially among peers, or casually, as the learner may need. Technology increasingly augments learning, and DevLearn provides you with the ultimate showcase for new and expanding learning possibilities.

The New Learning Architect

Featured Speaker: Clive Shepherd, Director, FastTrak Consulting, & Author of *The New Learning Architect*



ENTERPRISE



Enterprise learning is critical to developing competitive advantage in a knowledge economy, and success depends on your ability to leverage learning technologies across your enterprise. Whatever your specific needs, the knowledge and insight you gain at DevLearn will guide you as you meet your challenges head on.

Integrated Talent Management Across the Enterprise

Featured Speaker: Kevin Oakes, CEO, The Institute for Corporate Productivity (i4cp), & Author of *The Executive Guide to Integrated Talent Management*



KNOWLEDGE



As a learning professional, you facilitate the development and distribution of people's knowledge, insights, and experiences, so you must put systems and processes into place – both formal and informal – that will enable you to harness, manage, and distribute this content. At DevLearn you will learn how to leverage knowledge and disseminate it in your organization.

Knowledge in the 21st Century: You Should Know Better...

Featured Speaker: Jay Cross, Consultant, Internet Time Alliance, & Author of *Informal Learning*



PERFORMANCE



Performance is a primary source of sustainable strategic advantage for organizations, and successful organizations incorporate performance assessments, support, and management into their learning and development strategies. DevLearn will give you the information you need to ensure that your workforce's performance is a key market differentiator.

Performance Boosters: Using Technology to Enhance How We Work and Learn

Featured Speaker: Allison Rossett, Professor, San Diego State University, & Author of *First Things Fast*



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OPTIONAL PRE-CONFERENCE CERTIFICATE PROGRAMS

You'll find detailed descriptions of all these certificate programs online at www.DevLearn11.com

Optional Pre-conference Certificate Programs offer new skills and knowledge that you can immediately put to work in your organization. All participants will receive a certificate documenting their participation in the workshop from *The eLearning Guild Academy*. This year we are offering both one-day and two-day certificate programs. Workshops will be held on Monday and Tuesday, October 31 and November 1, from 8:30a to 4:30p. **Separate fee-based registration is required.**



The *eLearning Guild Academy* offers certificate programs for eLearning professionals that are led by key industry leaders. Stay tuned for announcements about new face-to-face and online workshops.

Monday, Oct. 31

Tuesday, Nov. 1

Optional ONE-DAY or TWO-DAY Programs The following courses can be taken separately, or as a two-day continued course.

P3 Getting Started with Captivate for eLearning



Joseph Ganci, Dazzle Technologies

Using Captivate, you can create soft-skills learning and quizzes, combine media elements with presentations and interactivity, and enhance your learning with animations and effects, master slides, object styles, and audio and video improvements. Learn the features of both Captivate v5 and v5.5.

P4 Advanced eLearning with Captivate



Joseph Ganci, Dazzle Technologies

This workshop continues the excitement and learning of yesterday's P3. You'll learn more of the new features of Adobe Captivate v5 and v5.5, and advance to true use of all the great features of Adobe Captivate. You'll be able to create soft-skills learning and quizzes, combine media elements with presentations and interactivity, and add more animations and effects, among other things.

P5 Getting Started with Articulate for eLearning



Ron Price, Yukon Learning

Workshop participants will learn how to use all of the basic features of Articulate to create dynamic, interactive, and engaging eLearning. You'll get the hands-on practice and coaching needed to use the Articulate suite of tools – Presenter, Engage, and Quizmaker.

P6 Advanced eLearning Interactivity with Articulate



Tom Kuhlmann, Articulate

Workshop participants will learn to use Articulate tools to create interactive content like quick interactive knowledge checks, branched scenarios, and effective “pull” instruction that focuses less on the information and more on how the learner can use it.

P7 Producing Successful Synchronous Online Events



Chris Benz, The eLearning Guild

When adopting synchronous online technology for training or information delivery, you need to know how to manage the event-production process from inception through evaluation and post mortem. Learn the key elements of *The Guild's* process for successfully producing online events.

P8 Designing, Developing and Delivering Effective Synchronous Online Events



Karen Hyder, The eLearning Guild

A follow-up to P7, this workshop looks more closely at the feature sets of a variety of popular synchronous online platforms – including Adobe Connect, WebEx, GoToWebinar, and GoToTraining – and will address design, development, and delivery considerations for each.

P9 How to Put the Story in Storyboarding for eLearning



Kevin Thorn, AutoZone

Workshop participants will learn to use comic illustrations to incorporate visual communication in the design of eLearning. Without needing drawing or illustration skills, you'll learn the tips, techniques, and fundamental principles, like sequential art and visual storytelling, needed to communicate visually!

P10 Designing Next-generation Blended Learning Solutions



Clive Shepherd, FastTrak Consulting

Workshop participants will learn how to custom-build a high-impact learning solution, considering your organization's specific requirements, audience, constraints, and opportunities. You'll learn how to mix the social learning contexts, when to use learning technologies, and when only face-to-face will do.

CONCURRENT SESSIONS

You'll find detailed descriptions and a complete schedule of all these sessions online at www.DevLearn11.com

MANAGEMENT

Small Shop, Big Results: How to Achieve a Powerful Impact with a Small Team

Anya Wood, KPMG

Yours, Mine, and Ours: Copyright and Creative Commons in Education and Training

Michelle Lentz, Write Technology and Stevie Rocco, Penn State University

Learning Strategies for Management: Scaling Technical Training

Lin Laurie, Intuit

Blending ADDIE & PMBOK for Successful Training Projects

Allan Harris, Wells Fargo Bank

Agile Project Management for eLearning Development

Don Bolen, dbolen & associates

The Changing Role of the Instructional Designer

Mary McLean-Hely, The College Board

Learning Innovation at The Cheesecake Factory

Janet Clarey & David Mallon, Bersin & Associates

Letting It All In: Social Media and Policy in Your Organization

Michelle Lentz, Write Technology

Blending Collaboration and Training to Improve Performance

Kay Wood, Management Concepts

Forming a Centralized eLearning Design Team

Todd Dooley & Michelle Simek, WellPoint

12 Lessons Learned for New Learning Consultants

Trina Rimmer, Rimmer Creative Group

STRATEGY

You Say You Want a Revolution: Content Strategy Across Connected Devices

Brandon Carson, Yahoo! and Michelle Lentz, Write Technology

Co-designing Learning Strategies and Solutions with Business Leaders

Michelle Fanfarillo & Bill Harrison, Intel

Raising Competencies in a Disciplined, Organized Approach

Bob Murray & Jason Nelson, U.S. Government – Bureau of Engraving and Printing

Output Learning: Connecting Learning to the Business

Kasper Spiro, EasyGenerator

The High-impact Learning Organization of 2021

Janet Clarey & David Mallon, Bersin & Associates

Global eLearning on a Shoestring Budget

Marie-Laure Curie, PSI

How Social Technologies Connect Learners at Qualcomm

Victoria Nardone & B. J. Schone, Qualcomm, Inc.

ABCs of Selecting and Implementing a LMS

Mike Baker & Stacy Lindenberg, First Citizens Bank

Are We There Yet? An eLearning Journey

Renee Anderson, Xcel Energy

MOBILE LEARNING

Developing the Mobile Access to Supplementary Learning Objects System

Rovy Branon, University of Wisconsin – Extension and Moses Wolfenstein, ADL

mLearning Showcase: One Topic, Multiple Solutions, and Lessons Learned

Judy Brown, ADL

Design for Mobile: The Ups and Downs of the Small Screen

Tom Crawford, VizNetwork

What Google Breadcrumb Taught Me about Mobile Learning

Sarah Bloomfield, Google

Moving Flash to Mobile: Leverage Your Assets

Phil Cowcill, Canadore College

I'll Take My Rapid eLearning To Go

Tom Kuhlmann, Articulate

SERIOUS GAMES

Let's Play ... and Learn! Tools for Rapid Online Learning Game Development

Doug Kueker, Vivayic, Inc. and Claire Schneeberger, Monarch Media, Inc.

Serious Game-based Learning in School – Best-practice Examples

Hubert Egger, eLC bmukk Austria

Gamification: Using Game Mechanics to Enhance eLearning

Rick Raymer, NC BioNetwork

Theory into Practice for Instructional Game Design

Karen Burpee, Army Learning Support Centre, CFB Gagetown

Serious Enterprise Mobile Game Design

Jill Kirtland, SAP

Gamification: Learning for the Next Generation Workforce

Scott Randall, BrandGames

SOCIAL LEARNING

If You Build It Will They Blog? A Case Study of Marsh's Social Intranet

Lisa Chamberlin, Flex Design

Instructional Design vs. Creativity: Can There Be Only One?

Willi Savenye, ASU

Transforming Ugly 'eDucklings into Super eLearning Swans!

Kris Talyrn, Okland Construction

Going Global! Design for Working Across Borders!

Pamela Davis & Donna Miller, Delhaize America

Reaching Hard-to-Reach Learners with eLearning

Gillian Broadhead & David Patterson, Learning Light, Ltd.

The Elements of Interactive eLearning

David Anderson, Articulate

Scriptwriting for Engaging eLearning

Sarah Keshner, Sound80

DEVELOPMENT

Beyond Software Simulation: Using Captivate to Create Immersive Learning Experiences

Jan Gray, Blood Systems

Open Source and No-cost Applications for Designer-developed eLearning

Jared Palmer, Child and Family Support Services

“Faster, Better, Cheaper” Non-programming Development with SWISH Max

Jen Cason, TSYS

Designboarding: Leveraging Good Treatment for Your Content

Jane Bozarth, N. Carolina Office of State Personnel and Kevin Thorn, AutoZone, Inc.

Thriving as a One-person eLearning Designer

Lisa Goldstein, LKQ Corp

Leveraging Cloud Technologies to Scale for Organizational Growth

Parris Khachi & Khoa Lam, NetApp

The Use of Multimedia in Instructional Design

Chris Hansen, Guitar Center

Build a Learning Library in an Hour

Jenny Tsai-Smith & Marcie Young, Oracle Corporation

Build a Timed Game in Lectora

Rebecca Goldberg, Travelers Insurance

CONVERSION

Converting In-person Software Training for Live Virtual Delivery

Sean Putman, Altair Engineering

From Push to Pull: How We Moved Veterinary Education Online

Patrick Welch, IVG Veterinary Hospitals

Stepping Out into the Social Scene: Why You Don't Need a LMS

Jeannette Campos, Central Intelligence Agency

FEATURED LEARNING STAGES

DevLearn offers five unique learning stages for anyone attending DevLearn with either a full-conference or an Expo Only registration. These educational stages run throughout the event in the Expo and offer a wide range of presentations, discussions, and demonstrations. Don't miss these 65 GREAT learning opportunities!



Hosted by Koreen Olbrish,
Tandem Learning



The Emerging Tech stage at DevLearn is the place to go to discover the newest learning technologies.

It's also where our industry's leading suppliers showcase their new tools, technologies, products, and services.



Hosted by Frank Nguyen,
American Express



The Cloud offers both promise ... and pitfalls; and the Cloud stage offers a wide range of ideas, checklists, best-

practices, and strategies for deploying cloud-based and Software as a Service (SAAS) learning solutions.



Hosted by Jane Hart,
C4LPT



The Management Xchange showcases well-known learning experts, learning and training managers, and

executives who will share with you their knowledge, insights, and experiences on a wide range of management issues.



Hosted by Richard Culatta,
U.S. Federal Government



The Strategic Buyers stage will help you get a grip on the wide array of options available in today's market

and to become a more successful and strategic buyer of learning technologies, content, and services.



Hosted by Chris Benz,
The eLearning Guild



DevLearn's Virtual Learning stage will help you maximize your success by developing a comprehensive

understanding of the technologies and strategies for connecting and educating learners at remote locations using virtual classroom and Webinar technology.

Welcome Reception

Wednesday, November 2,
5:15p – 6:45p

Connect with conference speakers, colleagues, and eLearning suppliers at The DevLearn Expo Welcome Reception sponsored by Litmos. Celebrate your first day of the conference with a drink, a bite to eat, and browse the largest Learning Technologies Expo in North America!

Sponsored by



EXHIBITORS

As of July 29, 2011



Plus many more...

REGISTRATION INFORMATION

www.DevLearn11.com | +1.707.566.8990

Register online – it's fast, easy, and secure!

DevLearn 2011 Fees

Conference fees include the entire 2.5 day conference program, materials, beverage breaks, two lunches, and the Welcome Reception.

- \$0 USD (Guild Premium Members)
- \$1,196 USD (Guild Member & Member-Plus)
- \$1,495 USD (Guild Associates & Non-members)

To learn about Guild Membership, go to www.eLearningGuild.com

Pre-conference Certificate Programs

Optional workshop fees include instruction, course materials, beverage breaks, and lunch.

Two-day Workshops

- \$795 USD – If registering with DevLearn
- \$995 USD – Standard rate

One-day Workshops

- \$395 USD – If registering with DevLearn
- \$495 USD – Standard rate

Registration Discounts

Discounts that can be combined include standard Guild member discount, an early registration discount, one organizational discount, and a group discount.

Early Registration Discount:

Save \$100 if you register by end-of-day, Friday, September 16th.

Organizational Discounts:

Employees of Academic, Non-profit, or Government Institutions save 50%.

(Registrations using these discounts MUST be accompanied by documentation of your organization's status and your role there. Please fax to +1.707.566.8963 within 24 hours of your registration.)

Group Discount:

If you have three or more who want to attend, you can take advantage of an additional 10% group discount! For information, or to register your group, please call Steve Firpo +1.707.566.8990 X-306.



Aria Las Vegas!

All DevLearn activities will take place at the 5-Star Aria Resort & Casino, Las Vegas located on the Strip in the heart of CityCenter. The Aria combines state-of-the-art technology innovation with contemporary architectural design, making it the perfect home for DevLearn! All the fun and adventure of Las Vegas is at your doorstep.

Reserve your Room Today!

We've secured a Group Rate of \$179/night (single & double occupancy) at the Aria Resort & Casino, Las Vegas. To get this discounted rate, you MUST make your reservations by Saturday, October 8th!

Phone Reservations:

Call the Aria Resort direct – +1.702.590.7757

Online Reservations:

To reserve your hotel room online, go to: <http://bit.ly/DL11-Aria>

Managing Innovative Learning Technologies Across the Enterprise

Gregory Ketchum, TalentPlanet

Clicks, Bricks, and Millennials

Kate Day, Cisco Systems

Global Webinar Strategies for Training and Lessons Learned

Sarah Remijan, Rotary International and
Nora Zei, CCS

TECHNOLOGY

Crowd-accelerated Innovation: The Reincarnation of Reusable Learning Objects

Michael Allen, Allen Interactions

Thinking Outside the Bubble: Learning with the iPad in the Real World

Heather Johnston, University of Cincinnati

Developing Digital Literacy: Getting All Your eDucks in a Row

Tracy Parish, Southlake Regional Health Centre

Not Just for Geeks Anymore: Open Source for the Enterprise

Stephen Martin, Management Concepts

Building an In-house Video Production Studio on a Budget

Shonit Jain, Eyetography and
Eric Matas, American Medical Systems

Beyond SCORM: Supporting Future Learning Experiences

Mike Rustici, Rustici Software and
Aaron Silvers, ADL

Implementing SCORM in Serious Games

Kris Rockwell, Hybrid Learning Systems

HTML5 Authoring Tool Review

Judy Unrein, Artisan E-Learning

ENTERPRISE

Developing and Implementing Organization-wide eLearning Standards and Templates

Shari Brennan, Wells Fargo

Leveraging the Power of the Crowd in Yammer to Build a Culture of Learning

Stephanie Demiris, Deckers Outdoor Corporation

Using Enterprise 2.0 to Enhance Learning and Drive Business Initiatives

Chris Demery & Karen Weldon,
Domino's Pizza

Planning for Globalization: Case Study on Globalizing eLearning

Tim Darden, National Restaurant Association

Designing and Implementing the Next-generation Learning Experience

Vito Amato, Cisco

Improving Participation in Social Learning: A Client Case Study

Ben Betts, University of Warwick and
Simon Croom, Supply Chain Management Institute, USD

What Managers and Executives Need to Know about Social Learning

Jane Bozarth, N. Carolina Office of State Personnel

How to Integrate Social Learning into Your Online Platform

David Schnurman, Lawline.com

Social Media for Learning: Tools and Practices

Alfredo Leone, QuickLessons, LLC

Facebook: Fad or Powerful Learning Engine?

Terrence Wing, Liquid Learn

DESIGN

Accelerating Expertise with Computer Simulations and Whole-task Learning Environments

Dale Bambrick, Raytheon Professional Services and Ruth Clark, Clark Training & Consulting

Avoiding Clicky Clicky Bling Bling: Top Tips for Making eLearning that Sticks

Cammy Bear, Kineo

Embracing Employee Engagement: Communications that Captivate Your Audience

Mark H. Goldberg, Latham & Watkins LLP

How Experiential, Social, and On-demand Learning Trends Impact Your Design

Reuben Tozman, edCetra Training

Blended Learning: Innovative Solutions for a New Generation of Learners

Anthony Del Barto & Aisha Taylor,
ACS, a Xerox Company

One Learning Challenge: Three Designers Put Their Skills to the Test

Tracy Bissette, WeejeLearning

What's Your Story? Using Personas to Focus Your Instructional Design

Jennifer Cote & Brendan Peterson,
Salesforce.com

Designing for European Audiences: Cultural Awareness and Language

Anneli Haimi, Tellabs Oy

Converting Face-to-Face Events to eLearning Products

Fabiola Roll, AWWA

A Case Study in the Conversion of Dynamic Classroom Content

Michelle Sterling, Vis Activa Learning

VISUAL DESIGN

One Head/Two Hats: Tapping Hidden Resources for the Ultimate User Experience

Stuart Bender, CCC Information Services, Inc.

The Magic Touch: Interface Design Best Practices for Touch Screen Devices

Brian Berg, MediaKube, LLC

Remember the User: Improving Usability and Accessibility in Learning

Brian Dusablon, Insuperity

A Recipe for 508 Compliance: Cooking up Accessible eLearning

Laura Michalow & Rachel Ulm,
Zuma Learning

A Non-graphic Designer's Guide to Good-looking Learning

Mark Harter, Catalyst360

User Interface Design for Your LMS

Maureen Barlow, Tufts Health Plan

ANALYSIS/EVAL

A Better Understanding of Learners Leads to Better eLearning Design

Steven Yacovelli, TopDog Learning Group

Demonstrating the Value of Evidence-based Instructional Design

Eric Ellefsen & Brenda Sugrue, Kaplan, Inc.

Measuring Change: Authentic Assessment Ideas for eLearning

Jason Carroll, Innovative Communications Group and Jason Gibson, Kentucky Education Development Corporation

The Five Most Important Analysis Questions You'll Ever Ask

Ethan Edwards, Allen Interactions

The Technicalities of Assessing for Effective Gain

Neil Lasher, The Learning Coach

Understanding and Enhancing Learner Engagement

Steve Howard, NASCO

Applying Analytics to Instructional Design

Phil Ice, American Public University System

How to Effectively Evaluate eLearning

Steven Yacovelli, TopDog Learning Group

“DevLearn 2010 was a superb mix of socialization, cutting-edge technology, and invigorating ideas. This is the premiere event for anyone involved with eLearning.”

– Christopher Lepine, Christina Care Health System

“The best topics and content of any learning event. There were so many good choices I struggled to choose which sessions to attend.”

– Jeff Stepler, The Cheesecake Factory