LEARNING SOLUTIONS
CONFERENCE & EXPO ℠

March 21 – 23, 2012 | Orlando, FL

Co-located with

THE **eLEARNING FOUNDATIONS** INTENSIVE ℠

Today's Solutions. Tomorrow's Vision.

"I am very pleased with the ideas I came away with and truly energized by the many presentations and discussions. I'm looking forward to incorporating what I've learned into my work."

— *Andrea May*
VP, Instructional Design Services, Dashe & Thomson, Inc.

"Overall, the event was outstanding. My entire team attended and we all agree that it was extremely worthwhile. Looking forward to next year!"

— *Kathy Boucher*
Director, Distribution Development, Unum

"Learning Solutions exposed me to ideas that will challenge me to put better learning products out there for my learners. Thank you!"

— *Joel Gerbers*
Technical Training Manager, The Coca-Cola Company

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LEARNING SOLUTIONS
CONFERENCE & EXPO℠

MARCH 21 – 23, 2012 | ORLANDO, FL

4
Powerful General Sessions
3 innovative speakers plus 7 industry leaders will enhance your perspective on today's learning challenges. *See below.*

18
Guild Academy Certificate Programs
These one-day programs are taught by key industry experts and always sell out quickly. *See page 2.*

4
Learning Stages
Explore successful management strategies, best practices, and emerging tools and technologies from your colleagues and leading suppliers. *See page 3.*

100+
Concurrent Sessions in 14 Topic Areas
You will find a comprehensive array of topics and learning opportunities designed to satisfy every level of interest and challenge. *See pages 4 and 5.*

1
Dynamic Co-located Event

THE e**LEARNING FOUNDATIONS** *INTENSIVE*℠

See page 6 for details.

Discover Today's Solutions... and Tomorrow's Vision...

Learning Solutions Conference & Expo is for anyone focused on identifying, producing, deploying, and managing proven technology-based learning solutions — as well as those leveraging more traditional training modalities and all manner of blended learning. So whether you are leading your organization's training and development efforts, managing a transition to eLearning, or building world-class solutions, no other event offers you more of today's solutions ... and tomorrow's vision.

Join us March 21 - 23, 2012, in Orlando, FL, and discover the solutions you'll need to succeed.

Who Should Attend:

If you are focused on LEARNING in your organization in any of the following capacities, then *Learning Solutions Conference & Expo* is where you want to be in March 2012!

- Training Director
- Training Manager
- VP of Learning & Development
- Director of Human Resources
- Director, Training & Development
- Chief Learning Officer
- Senior Training Officer
- Learning & Development Manager
- eLearning Director
- Curriculum Manager
- Content Manager
- eLearning Project Manager
- Learning Technologist
- Instructional Designer
- eLearning Developer
- LMS Administrator
- eLearning Analyst

And anyone looking for proven learning solutions, including new tools, technologies, products, services, strategies, and best practices to deploy in their organizations right now!
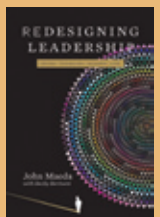
KEYNOTES

John Maeda
Author and President of the Rhode Island School of Design (RISD)

The Art of Leadership and Learning

In the first part of his candid, entertaining, and instructive talk, John Maeda uses perspectives from his various backgrounds — as an artist and designer, a technologist, and a professor — to discuss new leadership lessons. What are the opportunities and the limits of using social media in the new networked organization? What does leadership even look like today? And how can we adapt and move forward in our ever-changing innovation economy? In the second part of his presentation, Maeda argues that the critical thinking, critical decision making, and creative leadership embodied at RISD can lead us to an enlightened form of innovation — one where art, design, technology, and business meet.

Erik Wahl
Artist and Change Agent

The Art of Vision

As the landscape for business continues to change, a clear vision is the key to successfully navigating tomorrow's uncharted waters. The Art of Vision is a program specifically designed to help companies utilize unconventional wisdom and build a vision for their future. No matter what kind of organization — from small companies to large corporations — employees at all levels can better embrace the future by becoming more innovative. By breaking apart traditional thinking, Erik challenges and inspires his audiences to redefine commonly held assumptions and misconceptions about "creativity," "goals," "success," and "vision." Discover how you can sharpen your creative skills and identify a personal style for inspiring yourself and others to rethink vision and purpose.
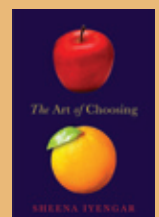
Sheena Iyengar
Author and Professor of Business, Columbia University

The Art of Choosing

Whether mundane or life altering, our choices define us and shape our lives. In this closing keynote presentation, Dr. Sheena Iyengar asks the difficult questions about how and why we choose: Is the desire for choice innate or bound by culture? Why do we sometimes choose against our own best interests? How much control do we really have over what we choose? Dr. Iyengar's award-winning research reveals that the answers are surprising and profound. Join her as she explores three main aspects of choice — Overload, Culture, and Creativity — combining them in different and unexpected ways to show you how your choices impact your organization, your learners, and yourself.

IGNITE!
Hosted by Brent Schlenker
The eLearning Guild

The Art of Ideas

We tasked six leaders of learning organizations to share their special idea, a unique perspective, and a thought-provoking presentation style that's sure to inspire you. This is a must-see mix of learning leaders who have been given one assignment: Deliver your BEST idea for learning.

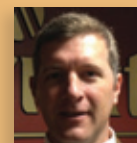**Thomas Hammond**
CLO, U.S. Strategic Command

William Ryan,
VP of Education, Almost Family

Joseph O'Malley,
Sr. Director, St. Luke's Health

Eric Parks, Dir. Ed.
Design, Amer. Society for Clinical Pathology

John Hart, Dir. of IT
Learning Solutions, Marriott Intl.

Kathy Adams
Dir. Learning Serv., Affinity Health

1

Monday, March 19: 8:30a – 4:30p

Tuesday, March 20: 8:30a – 4:30p

THE eLEARNING GUILD ACADEMY

One-day Certificate Programs
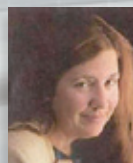
P1 – P6
Monday, March 19
8:30a – 4:30p

P7 – P18
Tuesday, March 20
8:30a – 4:30p

Choose from this selection of 18 focused Certificate Programs that you can attend to develop new skills and knowledge at *Learning Solutions 2012*. These one-day programs are taught by key industry experts and will surely sell out quickly. Every participant will receive a certificate of attendance from *The eLearning Guild Academy*.

Separate fee-based registration required.

REGISTER TODAY

www.LearningSolutions12.com
+1.707.566.8990

P1 A Manager's Guide to Social Media for Learning

Jane Bozarth, State of North Carolina

The eLearning Guild's report, *Social Media for Learning*, shows that learning departments are enthusiastic about using new social tools for learning, and believe the benefits. Join report author Jane Bozarth in exploring areas still proving challenging to managers and executives: concrete ideas for using tools to support learning, methods for encouraging collaboration rather than just pushing content, and ways to find and leverage informal learning where it's already happening.

P2 Innovative Performance Support: Strategies and Practices for Learning in the Workflow

Conrad Gottfredson & Bob Mosher, Ontuitive

Many training programs are at risk in today's economy because people don't see them as being tied closely enough to true business outcomes. Adding performance support can bridge that gap. Participants will learn the design, delivery, implementation, and maintenance side of solving this problem. You'll learn to successfully integrate and blend performance support into these programs to create a more robust and total learning approach.

P3 Project Management Essentials

Lou Russell, Russell Martin & Associates

Participants in this workshop will learn the flexible structure necessary to increase adaptability while battling chaos to deliver business results through learning. This hands-on (bring your project!) workshop will show you quick ways to develop a Project Charter to clear up project roles, goals, and accountability; develop a Project Plan; adapt to constant change while managing; and improve PM competence through better review.

P4 Introduction to Storyline

Ron Price, Yukon Learning

Articulate Storyline combines the simplicity, flexibility, and power that organizations need to teach learning concepts without having to settle or compromise. You will learn the key features of Storyline and get a basic understanding of how to begin using this tool to improve the types of eLearning courses you can develop in-house.

P5 The Accidental Instructional Designer

Cammy Bean, Kineo

Most of us working as instructional designers got here by accident, by showing an aptitude for training or expertise in a particular subject matter area. Workshop participants will explore eLearning as a profession, learning such things as making specific design decisions, deciding what approach to take with the content, or deciding what types of activities to create. You'll learn some shared vocabulary and examine frameworks that you can use to design eLearning projects for your organization.

P6 Creating Advanced Quizzes with Adobe Captivate

Pooja Jaisingh and Vandana Tarun Verma, Adobe Systems

Participants in this workshop will take their quiz-creating skills to the next level by working with advanced answer options, levels of feedback, randomization, and use of variables and advanced actions. After attending this workshop, you will be able to create multi-level quizzes, branched quizzes, and differentiate knowledge check questions from the main quiz. You will also be able to provide answer-level and attempt-level feedback.

P7 Multiple Format Learning Delivery: A Management View for Optimizing the Blend

Bryan Chapman, Chapman Alliance

Workshop participants will explore case studies of how leading learning organizations have found balance and adjusted their learning technologies, processes, and governance to ensure a highly successful learning practice. You will audit your own learning platform, establish a business case for new learning modalities, decide how and when to introduce emerging technologies, and discover how to keep your learners, staff, and senior management on the same page through innovative changes.

P8 How to Develop an Effective eLearning Strategy

Clark Quinn, Quinnovation

Organizations are implementing eLearning, but on a tactical basis without knowing how the elements fit together. This workshop pulls together the problems seen and responds to the underlying causes that arise when there is no clear strategy. You'll examine the different performance needs and map technologies to this framework. Then you will work systematically through each element: defining it, showing examples, discussing trade-offs, and providing a self-assessment and developing steps for an action plan.

P9 A Manager's Guide to Better Decision Making Thru Learning Analytics

Ellen Wagner & Phil Ice, Sage Road Analytics, LLC

Workshop participants will get strategic and tactical solutions that stakeholders at all levels can use to assess the effectiveness of learning solutions for all scenarios. You'll get a framework for assessing data sources across the enterprise and learn how to document the value of your learning initiatives.

P10 Leading Unruly Project Teams

Lou Russell, Russell Martin & Associates

Everyone says they are all for collaboration, but silos of departmental competition exist, and internal organizations compete actively against each other for budget and resources. Participants will learn to apply current research on organizational change, effective teams, and emotional intelligence to their project stakeholders. You'll learn to identify your stakeholders' strengths and blindspots, and build a plan to improve your project success through more effective collaboration.

P11 How to Design Effective and Engaging Interactive eLearning Exercises

Reuben Tozman, edCetra Training

Participants in this workshop will learn methods for assessing learning requirements and designing creative eLearning interactions outside of any specific toolset. You'll learn what learning and performance objectives are, so you can think about designing eLearning interactions that engage students at the most critical level (their learning needs). You'll learn to evaluate content and apply a tried-and-tested methodology for converting content into eLearning interactions.

P12 Visual Design for eLearning

Connie Malamed, Connie Malamed Consulting

Many instructional designers don't know where to start when it comes to graphic design. This workshop will address the creativity issue by discussing and practicing divergent-thinking skills as well as introducing the techniques involved in visual problem solving and design thinking. Topics include: space (using a grid, alignment, framing, white space, etc.), visuals (images and shapes), typography, visual hierarchy and focal point, as well as color and design principles, such as balance and visual weight, repetition, and contrast.

P13 Photeo: Maximum eLearning Impact with Animation and Photos

Stephen Haskin, S>Media

When you don't have the budget to make video for your eLearning, and Powerpoint is too limiting and Flash too time-consuming, there is another option — Photeo. Photeo is a "mash-up" of photos and other animation techniques that can provide an interesting and impactful visual option to more expensive and/or time-consuming methods. In this workshop, you'll get the foundation of the objective process for determining what media should be put into a Photeo "container" and how to create the final product.

P14 How to Build Interactive eLearning Fast with ZebraZapps

Ethan Edwards, Allen Interactions, Inc.

Workshop participants will learn the basic features and functionality of ZebraZapps, a new authoring and delivery technology, to easily and quickly create interactive and dynamic eLearning. Interactions created in ZebraZapps will center around an instructional design methodology for creating effective learning experiences with instructional interactivity. You'll learn to apply these principles in creating interactions in ZebraZapps.

P15 How to Create and Deliver eLearning Voiceovers Like a Pro

Andrew Sellon, Sellon Solutions, LLC

Are you the in-house voiceover talent for your organization? If your eLearning voiceovers don't engage the listener, you risk losing your audience and your message. You will learn the voiceover process from start to finish, from revising the script to enhancing impact through creating the final sound file. You'll learn key basic skills, apply them to revising scripts, read sample voiceover copy, and make practice recordings.

P16 From Good to Amazing: Intermediate-to-Advanced Articulate Studio

Michael Enders, Northcentral Technical College

Articulate software is one of the hottest solutions on the market for rapidly creating high-quality, interactive, and engaging eLearning. In this workshop, you will learn intermediate-to-advanced techniques and design skills that'll help you take your courses from good to amazing. You'll learn how to streamline your development process so that you can get more done in less time.

P17 Using Advanced Actions and Variations in Adobe Captivate

Pooja Jaisingh and Thejas V.R., Adobe Systems

This workshop will focus on using advanced actions and variables in Adobe Captivate. Participants will create an eLearning course from start to end. In addition to learning the basic operations of using advanced actions and variables, participants will learn to add decision-based branching, score-based branching, customized progress bar, complex interactivity, multi-language option, and advanced quizzing functionality to their eLearning courses.

P18 The Essentials of Producing Video for eLearning and Training

Jeff Harris, SkillQ

This workshop provides a road map for instructional designers who wish to produce, or manage, the production of video segments for training and corporate communication projects. Participants will learn how each step in the video production design workflow translates to the finished product. Working in groups, you will produce video interview segments, edit your work in Adobe Premiere Pro, and place the finished video in an eLearning lesson using Adobe Captivate.

Learning Stages

Learning Solutions offers four incredible learning stages open to anyone attending the event. Whether you're a full-conference participant or an expo-only attendee, discover time-tested management strategies, best practices, hottest topics, and most innovative new ideas in learning. These educational stages run throughout the conference in public areas, and you'll be able to select from a range of presentations, discussions, and demonstrations.

MANAGEMENT XCHANGE

Program Planner & Host: Lance Dublin, Dublin Consulting

Management Xchange offers practical approaches to addressing the key issues involved in successful eLearning management. The Xchange showcases well-known eLearning experts, eLearning and training managers, and executives who will share their knowledge, insights, and experiences on a wide range of eLearning management topics.

LEARNING TECHNOLOGY SHOWCASE

Program Planner & Host: Joe Fournier, Amerigroup

Learning Technology Showcase offers you the opportunity to see a wide range of new learning technologies. The Showcase sessions will include well-known eLearning experts and technology providers discussing how these technologies can be included in your learning initiatives and strategies. You can also see demonstrations of how these technologies can solve your current and future learning challenges.

THE CLOUD

Program Planner & Host: Reuben Tozman, edCetra Training

The Cloud is the latest technology to rock the learning world. Cloud technology offers so much promise ... but it also has pitfalls. The Cloud stage at Learning Solutions offers you a wide range of ideas, checklists, and strategies for deploying cloud storage and Software as a Service (SaaS) technology in your enterprise. Don't miss this opportunity to get all your questions about Cloud technology answered!

LEARNING MEDIA STUDIO

Program Planner & Host: Nick Floro, Sealworks Interactive Studios

Learning Media Studio offers you an opportunity to explore tools for creating and editing audio and video for eLearning and mLearning. These technologies provide greater access to previously difficult and expensive development processes — at a much lower cost. The Studio will showcase tools and best practices that will help make your Learning more engaging and effective through the use of audio and/or video.

Global Giveback Competition

eLearning Global Giveback Competition 3

LINGOs will announce the winners of its third annual eLearning Global Giveback Competition which brings together NGOs with course development needs and Instructional Designers and Developers who volunteer to develop the courses. Join us for the Awards Reception, and the opportunity to see the winning courses, on Thursday evening from 5:15p to 6:30p!

Morning Buzz

Jump-start your day with a hot cup of coffee, a group of professional colleagues, and some engaging discussion in one of these early-morning facilitated discussions. Led by key learning experts, you'll find no PPT presentations here ... just thoughtful discussion on topics of importance to you. So head on down and catch the Morning Buzz each day from 7:15a to 8:15a!

Mobile Conference App

Our 2nd generation app will enable you to get the most out of this event!

"I love this event and will attend every year I'm able! Learning new ways to create and manage content is invaluable, and the opportunities to connect is energizing."

— *Heather Horner*
   Global Learning Consultant
   Parsons Brinckerhoff

SCHEDULE

SUNDAY, MARCH 18, 2012

4:00p – 6:30p	Registration and Info Desk Open

MONDAY, MARCH 19, 2012

7:00a – 6:30p	Registration and Info Desk Open
8:30a – 5:00p	The eLearning Foundations Intensive – Day 1
8:30a – 4:30p	Pre-conference Certificate Programs

TUESDAY, MARCH 20, 2012

7:00a – 7:00p	Registration and Info Desk Open
8:30a – 5:00p	The eLearning Foundations Intensive – Day 2
8:30a – 4:30p	Pre-conference Certificate Programs
5:30p – 6:30p	Conference Orientation

WEDNESDAY, MARCH 21, 2012

7:00a – 6:00p	Registration and Info Desk Open
7:15a – 8:15a	Morning Buzz
8:30a – 10:00a	**Opening General Session: John Maeda**
9:30a – 6:30p	Expo Open
10:00a – 4:45p	Learning Stages Open
10:45a – 11:45a	Concurrent Sessions Block 1
11:45a – 1:00p	Lunch
1:00p – 2:00p	Concurrent Sessions Block 2
2:30p – 3:30p	Concurrent Sessions Block 3
4:00p – 5:00p	Concurrent Sessions Block 4
5:00p – 6:30p	Expo Welcome Reception

THURSDAY, MARCH 22, 2012

7:00a – 5:00p	Registration and Info Desk Open
7:15a – 8:15a	Morning Buzz
8:30a – 10:00a	**General Session: Erik Wahl**
9:30a – 4:00p	Expo Open
10:00a – 3:45p	Learning Stages Open
10:45a – 11:45a	Concurrent Sessions Block 5
11:45a – 1:00p	Lunch
1:00p – 2:00p	Concurrent Sessions Block 6
2:30p – 3:30p	Concurrent Sessions Block 7
4:00p – 5:15p	**General Session: IGNITE! Ideas on Learning**
5:15p – 6:30p	Global Giveback Competition Awards Reception

FRIDAY, MARCH 23, 2012

7:00a – 12:00p	Registration and Info Desk Open
7:15a – 8:15a	Morning Buzz
8:30a – 9:30a	Concurrent Sessions Block 8
9:45a – 10:45a	Concurrent Sessions Block 9
11:00a – 12:15p	**Closing General Session: Sheena Iyengar**
12:15p	Conference Ends

4

CONCURRENT SESSIONS

MANAGEMENT STRATEGIES

Transitioning Your Organization from Skill-based to Role-based Thinking
Shana Storey, Mgr. Learning Solutions, JetBlue Airways

Hybrid Learning Solutions for Organizations
Thomas Hammond, CLO, U.S. Strategic Command (DoD)

Upping the Leadership Ante through Stronger Competencies
Kathy Adams, Dir. Learning Services, Affinity Health System

Crafting a Mobile Learning Strategy to Ensure Performance Improvement
Eric Parks, Dir. of Ed. Design & Tech. & Dan Klosterman, Sr. Instr. Designer, Amer. Society for Clinical Pathology

Managing for Scale: Scaling-up Blended Learning Programs Internationally
Karen Chio, Sr. Program Officer, Management Sciences for Health

Mapping Your Course — Creating Strategic Training Plans
Phillip Weiss, T&D Mgr., Lawrence Berkeley National Laboratory

Transformation: Moving Beyond the eLearning Shop to Strategic Learning Partner
Caroline Lyons, Mgr., Learning Solutions, Canadian Tire Corporation, Ltd., and Susan Horsey, Learning Consultant, Horsey Communications

Creating Cross-functional Dialogue in Your Organization
Sonya Leeds, Instr. Designer II & Tracy Gies, Sr. Instr. Designer, Bellevue Univ.

Operating a Global L&D Organization
Janet Clarey, Sr. Analyst, Bersin & Associates

The Future Starts Now: Integrated Corporate Learning
Chris Frederick Willis, CEO, Media 1

CSFs for Learning Leaders: Integration, Value, Leverage, and Results
Lance Dublin, CEO, Dublin Consulting

A Functional Framework for Building an Adaptive Learning Environment
Steve Briner, Dir., Corporate Training, Comair, Inc. and Kevin C. Moore, CLO, TiER1 Performance Solutions

(Additional management sessions on the ManagementXchange stage)

MANAGEMENT XCHANGE℠

> *"This is one of the best* learning events I have attended and it was well worth the time spent!"
>
> — Debra Corda
> *Senior Instructional Designer Ceridian*

CASE STUDIES – LESSONS LEARNED

Leaders Can Learn Too! (Even at a Distance!)
William Ryan, VP of Ed., Almost Family, Inc.

Steps to Create Your Personal Learning Lab
Matt Murdoch, Global Dir. of Online Learning & Treion Muller, Chief eLearning Architect, FranklinCovey

Worldwide Professional Development without Planes, Trains, or Automobiles
Charles Kilfoye, Dir. of Instr. Tech. & Terrence O'Neil, Instr. Designer, Northeastern Univ.

PETCO's emBark Initiative: Tools, Processes, Patterns, and Pets
Mark Little, Mgr., CMO Business Solutions, PETCO and Kevin C. Moore, CLO, TiER1 Performance Solutions

Making Leadership Your Partner in Learning
Shannon Tipton, Global Head Online Learning, Rentokil Initial

No Budget, Low Tech, High Impact ARGs
Patrick Shepherd, Learning Technologies Ed. Specialist & Ryan Segrist, Ed. Specialist, U.S. Office of Government Ethics

Tim Hortons Supply Chain Passport Program: Building Bridges Across Teams
Karey Reilly, OD Mgr., Supply Chain, and Tim Hortons and Susan Horsey, Learning Consultants, Horsey Communications

Before "beforetheboycott.com" — Building a Civil Rights eLearning Course
Bob Stryker, Lead eLearning Designer & Nancy Lacroix-Shutter, Lead eLearning Designer, Best Buy

Managing a Successful Corporate Management eLearning Rollout
Linda Butler, Sr. Learning Specialist, Prudential and Cammy Bean, VP of Learning Design, Kineo

Skill Development Is More than Training
Eric Martel, Program Manager, Skill Development, Salesforce.com

Case Study: Helping Drivers Safely through Railway Crossings
Wende Corcoran, Dir. of Ed., Operation Lifesaver, Inc. and Lisa Stortz, Strategic Relationship Mgr., Allen Interactions

Improved Customer Service and Sales with eLearning — For FREE!
Erick Levy, Store Trg. Mgr., West Marine Inc. and Richard Mundell, CEO, Udutu – USA

Step into the Portal — Online Resource for Onboarding and Supporting Staff
Andrea Platt, Ed. Consultant & Lorraine Hughes, ID Consultant, St. Vincent Indianapolis Hospital

Choose Your Own Adventure: Designing Self Study for the Busy Professional
Christina Wakefield, AVP Curriculum Dev. & Adv. Sales Trg. & Susie Baker, Sales Trg. & Dev. Consultant, Colonial Life & Accident Co.

How to Get Better Results by Doing LESS Training
Mike Taylor, Learning Dev. Consultant, Amer. Electric Power and Patti Shank, President, Learning Peaks, LLC

MOBILE LEARNING

Creating an Inclusive Mobile Strategy for the Millennial Learner
Michael Casdorph, Dir., Instr. Support & Ed. Design & Roman Cibirka, VP for Instr., Georgia Health Sciences University

Enterprise Security for Mobile Learning
Robert Gadd, President, OnPoint Digital

How to Implement Mobile Learning as a Strategic Force
Jim Box, Mgr., Customer Advocacy, Learning@Cisco

Designing a Mobile Performance App: What You'll Need to Know
Connie Malamed, Principal, Connie Malamed Consulting

Drinking Our Own Champagne: Using mLearning for Sales Training
Philip Harriman, Sales Trg. Mgr., Element K

Moving QR Codes from Marketing to Learning
Stephanie Daul, Learning Dev. Consultant & Mira Mendlovitz, Learning Dev. Consultant, WW Grainger

Using iPads in Foreign Language Learning — A Pilot Study
Sandra Berman, Sr. Research Scientist, Defense Language Institute Foreign Language Center

Morphing Your Mother's Help Cards into Mobile Performance Support Tools
Nad Rosenberg, President, TechWRITE, Inc.

Instructional Design for Mobile Learning
Jeff Tillett, Mobile Learning Strategist, Float Mobile Learning

Mobile Content Authoring in a Post-Flash World
Chris Van Wingerden, VP Learning Solutions, dominKnow Learning Systems

PROFESSIONAL DEVELOPMENT

Leading in Insane Times
Lou Russell, CEO, Russell Martin & Assoc.

Writing an RFP and Selecting a Vendor
Marc Rosenberg, President, Marc Rosenberg & Assoc.

Business Acumen for Training Managers: Making the Numbers Work for You
Peter Frampton, President, Accounting Comes Alive

Creating and Delivering Presentations for eLearning Professionals
Tom Crawford, Principal, VizNetwork and Steven Yacovelli, Principal, TogDog Learning Group, LLC

Getting Stakeholders Aware and Onboard through Effective Marketing of Your eLearning Initiatives
Susan Loomis, Clinical Trg. Mgr. & Brian Via, Sr. Clinical Trg. Developer, Takeda Pharmaceuticals, Inc.

Panel Discussion: Tomorrow's Solutions from Today's Visionaries
Panel Moderator: Michael Allen, CEO, Allen Interactions

LEARNING AND THE CLOUD

Cloud Cover: Empowering Team Learning with "The Cloud"
Christopher Johnson, Instr. Technologist, Rollins College, Crummer Graduate School

How to Move from Instructional Developer to Content Curator
Reuben Tozman, CLO, edCetra Training Inc.

Course Development and Delivery with Google
Carey Hilgartner, Program Coordinator, Bow Valley College

eLearning in the Cloud
Robby Robson, Vice Chair, IEEE Computer Society

(Additional cloud sessions on The Cloud stage)

THE CLOUD

MEDIA

Applying Transmedia Storytelling Techniques for eLearning and Training
Elaine Rayburn, Research Scientist & Aaron Silvers, Community Mgr., ADL

Making the Most of Video
Mark Locke, Multimedia Training Specialist, SERVPRO® Industries, Inc.

So, You Wanna Create a Reality TV Training Video?
Laura Fried, Sales Learning Mgr. & Brent Campbell, Associate Marketing Mgr., Green Mountain Coffee Roasters, Inc.

Incorporating Podcasts as Part of Your Learning Strategy
Frank Morris, Sr. Proj. Mgr., Bank of Montreal, Institute for Learning and Joanne Mowat, Pres., The Herridge Group Inc.

Database-based Media Project Management
Kevin Dowler, Media Producer, Royal Canadian Mounted Police

(Additional media sessions on The Media Studio stage)

LEARNING MEDIA STUDIO

VISUAL DESIGN

Design for Communication: Strategies for eLearning Professionals
John DiMarco, Asst. Prof., St. John's Univ.

Transfer of Technology Using Standard Iconic Representations as Visual Cues
Kyle Johnson, Mgr. of Adv. Ops. & Deborah Foster, Adv. Projects Eng., Northrop Grumman

Effective Use of Color in Your eLearning Designs
Reashonda Breckenridge, eLearning Mgr. & Bryan Egle, Sr. eLearning Design Specialist, Wyndham Exchange and Rentals (RCI)

Better Photography for Your eLearning Course
Sumeet Moghe, Director, Knowledge and Learning Services, ThoughtWorks

How Type Affects the Learner/Viewer
Stephen Haskin, Principal, S>Media

SOCIAL MEDIA/SOCIAL LEARNING

A Practitioner's Guide to Starting an Employee-driven Learning Culture
Michael Kada, Group Mgr. Social Media Enterprise, Microsoft

Integrating Social Media into Your Learning Strategy — Local Success Stories
Jona Titus, Sr. Instr. Designer, Kaiser Permanente

Effective Social Media Uses for Organizational Onboarding
Mark Britz, Mgr. of Learning Solutions, Aspen Dental Management Inc.

A Manager's Practical Guide to Implementing Social Learning
John Niedzielski, Asst. Dir. of Learning Tech., Davenport University and Nemo Chu, Ambassador, Bloomfire

Social Learning and Dynamic eLearning ... Behind the Firewall
Monica Savage, VP Operations, Obsidian

Back to Basics: Using Social Media in a Blended Delivery Program
Stephanie Daul, Learning Dev. Consultant & Megan Marcello, Learning Dev. Consultant, WW Grainger

Social Learning: Engaging Learners through Integrated Discussion Groups
Maureen Kenney, Sr. Mgr., Distance Learning & April Faulk, Sr. Dir. of eLearning Technology, Amer. Bankers Assoc.

Using Blogs to Drive Both Informal and Formal Learning
Walter Wimberly, LMS Administrator, SunGard Public Sector

PROJECT MANAGEMENT

Leveraging Offshoring to Develop eLearning and Manage Operational Tasks
Brian Elmore, Learning Technologies Leader & Susan Lange, Process, Reporting, and Compliance Leader, PricewaterhouseCoopers, LLP

On the Track to an Organized Workflow
Kathy McLaughlin, Instr. Design Specialist & Ellen Newell, Instr. Design Specialist, Mayo Clinic

Turning Your Subject Matter Experts into Savvy Content Developers
Edward Reilly, World Trade Trg. Mgr., Mentor Graphics Corporation

Case Study: Using the Scrum/Agile Process in Developing Learning Paths
Rita Hartman, Sr. Software Consultant/Instructor, SunGard Public Sector

Why Six Sigma Matters to eLearning Initiatives
Karen Soskin, Mgr., Global Training, Roche

Building a Virtual eLearning Development Team
Sean Bengry, Mgr., Learning Strategy and Design, Accenture Academy

SME-driven Learning Content Development
Meta Rousseau, Learning Process and Standards Mgr., Baker Hughes

GETTING STARTED

The Truth about Social Learning
Jane Bozarth, eLearning Coordinator, State of North Carolina

Performance Support 101: Learning in the Workflow
Bob Mosher, Chief Learning & Strategy Evangelist, Ontuitive

eLearning from Scratch and with a Limited Budget
Marie-Laure Curie, Deputy Dir., Learning and Performance, Population Services International

Presenting Online: Intimacy, Immediacy, and Inquiry
Mark Schwier, Distance Learning Specialist, Portland State Univ.

The New Hire Challenge — A Blended Approach to Rapid Onboarding
Barbara Cotes, Mgr. of Trg. and Dev., CSX

Our LMS — What a Mess
Steve Foreman, President, InfoMedia Designs, Inc.

Your First Mobile Device Project: What You Need to Know
Stephanie Gabriels, Sr. Instr. Solutions Developer & Shannon Hobbs, Instr. Solutions Developer, JetBlue Airways and Michael Noble, CLO, Allen Communication

Implementing a Social Learning Platform from the Ground Up
Sumeet Moghe, Director, Knowledge and Learning Services, ThoughtWorks

Tech-integrated Learning Environments: Promoting Student-centered Learning
Katie Jacobson, Manager of Instructional Tech., Point Loma Nazarene Univ.

MEASUREMENT

Why Training (Too Often) Doesn't Work and What You Can Do About It
Patti Shank, President, Learning Peaks LLC

Changing Methods in a Changing World
Beth McGoldrick, Curriculum Mgr., RiverSource Insurance and John McGoldrick, Comm. Consultant, Titan Communication

How to Design Scenario-based Assessments
Iskandaria Masduki, Instr. Design Coordinator, Florida State Univ.

Augmented Reality Learning and Assessments with the Microsoft Kinect
Curtis Burchett, Technical Learning Architect, NetApp

Three Critical Concepts for Assessing Asynchronous Discussion Questions
Katharine Hixson, Assessment Specialist, Pearson Learning Solutions

Measuring Strategic, Visible, and Costly Learning Programs
Jeffrey Berk, COO, KnowledgeAdvisors

The ANSWER to Rapid Analysis: A Successful Implementation
Jo Anna Hatcher, Sr. Instr. Designer, Aggreko LLC and Barbara Matthews, Dir. of Learning Solutions, Allen Communication

INSTRUCTIONAL DESIGN

Simple Tips for Effective and Engaging eLearning
Tom Kuhlmann, VP, Community, Articulate

Instructional Design — From the Classroom to eLearning
Bill Reed, Instr. Designer, Coca-Cola

Skype for the Digital Classroom: Synchronous Communication & Collaboration
Sonya Leeds, Instr. Designer II & Donna Carter, Instr. Designer II, Bellevue Univ.

From Print to E: Interactive Books as an eLearning Platform
June Jamrich Parsons, Creative Strategist, MediaTechnics

Gamification: Beyond Badges and Leaderboards
Brenda Enders, Owner, Enders Consulting, LLC

Stop, Look, Listen, and Apply — Adding Contemplation in eLearning Design
Ray Jimenez, Chief Learning Architect, Vignettes Learning

Going Global: Designing Online Courses for a Global Audience
Chanda Carpenter, Learning Mgr. & Gillian Silvertand, Portfolio Mgr., The Nature Conservancy

Using Simulation for Online Compliance Training
Lynn Murphy, Instr. Design Consultant & Scott VanDeKeere, Instr. Design Consultant, St. Vincent Indianapolis Hospital

How to Design Simulation in Clinical Training
Rhonda Shea, Coordinator, Staff Dev. and Ed. & Keith Steinbach, Educator for Laboratory Services, Alberta Health Services

The Advantages of MOOCs for an International Learning Audience
Inge de Waard, eLearning Coordinator, Institute of Tropical Medicine

Creating Interactive eLearning that Doesn't Require a Mouse!
Sheryl Ewert, Learning Mgmt. Administration & Jason Bennett, Instr. Designer, The Univ. of Kansas Hospital

Trading Keystrokes for Context: A Layered Model for Strategic Systems Training
Michael Noble, CLO & Anna Sargsyan, Dir. of Instr. Design, Allen Communication

Avoiding the Information Overload Trap: Creating "Conversational" Learning
Neil Lasher, Managing Partner, The Learning Coach

INFRASTRUCTURE

The Training Ups and Downs of a LMS Upgrade — A Case Study
Danelle Koster, LMS System Admin. & Deborah Southan, LMS System Admin., Northrop Grumman — Electronic Systems

Maximizing Your LMS Potential
Nancy Dietz, Learning Tech. Specialist, Centra Health

Personalized Electronic Performance Support System Using LCMS and Metadata
Shane Verheyen, Trg. Mgr. & Sean Lee, Trg. Mgr., AAA

What's Next for the LMS — Going Global
Michelle Engelhart, HDU Learning Operations Lead & Debra Herriges, HDU Learning Operations Lead, Harley-Davidson Motor Co.

Making a Successful LMS Switch — A Case Study of DMA
Gina Scala, Sr. Dir. of Ed. and Prof. Dev., Direct Marketing Assoc. (DMA) and Jack McGrath, Pres., Digitec Interactive

eLearning Development in a Multi-facility Healthcare Organization
Marzena Cran, Ed. & Dev. Clinician & Debra Wingfield, Mgr., Hamilton Health Sciences

The Do's and Don'ts of Implementing a LMS and Interactive Learning Program
Gwen Parker, Dir. of Training & Amanda Newfield, Training Program Mgr., Louisiana Dept. of State Civil Service

DEVELOPMENT APPROACHES

Choose the Right Tool for the Job
John Hart, Dir. of IT Learning Solutions, Marriott International and Joe Ganci, President, Captivate Joe

How Long Does It Take to Create Learning?
Bryan Chapman, CLS, Chapman Alliance

Faster, Better, Cheaper: Non-programming Development with SWiSH Max
Jen Cason, Assc. Dir., Trg. & Documentation, Total System Services, Inc.

Using SharePoint as a Multifaceted Training Tool
Penny Spacht, Sr. Instr. Designer & Mary Rogers, Sr. Instr. Designer, Erie Insurance Group

Effectively Using Effects in Adobe Captivate
Jeff Blackman, eLearning Trg. Specialist, The Methodist Hospital System

Get It Together: Workflow Tips for Your Rapid Development
Joleen Cannon, eLearning Proj. Mgr. & Gloria Schramm, eLearning Proj. Mgr., Univ. of South Florida

Branding Your Course Library: A Management Case Study in Course Re-Skinning
Brian Savoie, Dir., Learning Tech., Regulatory Affairs Prof. Society

Using Captivate to Create Meaningful Interaction
Melissa Heath, Learning Tech. Team Leader & Larena Jackson, Learning Tech. Specialist, WellSpan Health

Help, Our Funding is Cut: Developing During Hard Times!
LeAnn Krosnick, Mgr., Instr. Design & Development, AKCEL, The Univ. of Akron

The Future of Learning Data
Avron Barr, Dir. of Strategic Communications, The LETSI Foundation

THE eLEARNING FOUNDATIONS INTENSIVE℠

Foundations Host and Planner

Marc Rosenberg is a leading figure in the world of training, organizational learning, and eLearning. He has written two best-selling books, *E-Learning: Strategies for Delivering Knowledge in the Digital Age* (McGraw-Hill), and *Beyond E-Learning: Approaches and Technologies to Enhance Organizational Knowledge, Learning, and Performance* (Pfeiffer).

The eLearning Foundations Intensive is a two-day event specifically for those with training management expertise, but limited experience in the design, implementation, or management of a successful organizational eLearning effort.

The program is divided into four sections to give you a solid foundation in the topics and issues you need to understand. Each section is carefully crafted and builds on lessons learned to lead you through a logical progression of topics to help you build the foundation of your eLearning strategy.

THE BIG PICTURE
Start with setting the strategy that will be the cornerstones of your eLearning efforts and essential to your future success.

THE TECHNOLOGY
Sort through the vast selection of technology options and focus on the tools and technologies that fit your needs.

NEW FRONTIERS
Learn about new platforms and technologies, including mobile and social learning, which may be part of your learning initiatives.

THE CORE ELEMENTS
Continue to build your eLearning knowledge by meeting, "up close and personal," with our faculty of eLearning experts.

Develop the Strategy to Succeed
Come away from every session with a solid understanding of vocabulary, concepts, and strategies, as well as checklists and resources to help ensure your success.

Learn from Industry Leaders
Sessions are led by some of the best-known and most highly-regarded experts and authors in eLearning, along with seasoned practitioners sharing their real-life experiences.

Build Your Professional Network
Meet colleagues from across the industry, and start building your eLearning network.

THE eLEARNING GUILD ACADEMY

All eLearning Foundations Intensive participants will receive a certificate of participation from *The eLearning Guild Academy.*

The Program
Separate registration fee required.

DAY 1: Monday, March 19

WELCOME AND OVERVIEW
Marc Rosenberg, Marc Rosenberg and Associates

THE BIG PICTURE

Setting Your eLearning Strategy
Marc Rosenberg, Marc Rosenberg and Associates

From ILT to eLearning Instructional Design: What You Need to Know
Patti Shank, Learning Peaks, LLC

THE TECHNOLOGY

Synchronous Tools for the Successful Virtual Classroom
Karen Hyder, Kaleidoscope Training and Consulting

Authoring Tools for Great Asynchronous eLearning
Patti Shank, Learning Peaks, LLC

Ensuring Your LMS Fits into Your Organization's Structure
Steve Foreman, InfoMedia Designs, Inc.

THE CORE ELEMENTS

The Elements of Successful eLearning Design
Patti Shank, Learning Peaks, LLC

Selecting a LMS: Spend Your Budget Wisely
Steve Foreman, InfoMedia Designs, Inc.

Virtual Classroom Tools: A Deeper Dive
Karen Hyder, Kaleidoscope Training and Consulting

Evaluation and Measurement: Keys to Success
Ellen Wagner, Sage Road Analytics

Implementation: Building Your Course is Only the Beginning
Lance Dublin, Dublin Consulting

Vendor Management/Developing an RFP
Bryan Chapman, Chapman Alliance

Training and Documentation: How They Are Different, and How They Are Not
Chris Benz, The eLearning Guild

Rapid eLearning Tools: Benefits and Tradeoffs
Judy Unrein, Artisan E-Learning

eLearning Standards: What You Need to Know
Aaron Silvers, ADL

DAY 2: Tuesday, March 20

WELCOME AND OVERVIEW
Marc Rosenberg, Marc Rosenberg and Associates

NEW FRONTIERS

Performance Support and Learning at the Moment of Need
Bob Mosher, Ontuitive

mLearning: Learning that Follows Us
Neil Lasher, The Learning Coach

Social Media and the New Face of Learning
Jane Bozarth, State of North Carolina

THE CORE ELEMENTS

Change Management: Getting Organizational Buy-in
Lance Dublin, Dublin Consulting

Managing eLearning Projects
Patti Shank, Learning Peaks, LLC

Using Multimedia in eLearning: What Works
Nick Floro, Sealworks Interactive Studios

Social Media and Tools
Jane Bozarth, State of North Carolina

Performance Support
Bob Mosher, Ontuitive

Working with I.T.: Challenges and Opportunities
Steve Foreman, InfoMedia Designs, Inc.

Games and Simulations
Brent Schlenker, The eLearning Guild

Cloud Computing: Implications for eLearning
Aaron Silvers, ADL

The New Blended Learning
Conrad Gottfredson, Ontuitive

mLearning: From Smartphones to Tablets
Neil Lasher, The Learning Coach

MOVING FORWARD

PANEL DISCUSSION: Join us for a unique and fun Q&A session with program experts, plus tips on getting the most out of the *Learning Solutions Conference*, as well as how to implement what you've learned back on the job.

The Faculty

Chris Benz | Jane Bozarth | Bryan Chapman | Lance Dublin | Nick Floro | Steve Foreman | Conrad Gottfredson | Karen Hyder | Neil Lasher | Bob Mosher | Brent Schlenker | Patti Shank | Aaron Silvers | Judy Unrein | Ellen Wagner

THE EXPO

Hours

Wednesday, March 21
9:30a – 6:30p
Thursday, March 22
9:30a – 4:00p

Welcome Reception

Wednesday, March 21, 5:00p – 6:30p

The *Learning Solutions* Expo Welcome Reception is an exciting opportunity to connect with colleagues, eLearning suppliers, and conference speakers, while enjoying a drink and even a bite to eat. The Expo Welcome Reception is always loads of fun!

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Learning Solutions 2012

Fees include the 2.5-day conference on March 21 – 23, materials, refreshment breaks, two lunches, and the Expo Welcome Reception.

- $1,196 USD (*eLearning Guild* Member & Member-Plus)
- $1,495 USD (*eLearning Guild* Associates & Non-members)

The eLearning Foundations Intensive

Fees include the 2-day program on March 19 & 20, materials, refreshment breaks, and two lunches.

- $795 USD — with Learning Solutions 2012 Conference registration
- $995 USD — standard rate

Pre-conference Certificate Programs

Fees include a 1-day workshop on March 19 or March 20, materials, refreshment breaks, and lunch.

- $395 USD — with Learning Solutions 2012 Conference registration
- $495 USD — standard rate

Registration Discounts

Discounts outlined below ONLY apply to *Learning Solutions Conference* registrations. 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, February 3, 2012.

Organizational Discounts: 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.

- Academic Institution Employees — 35%
- Government Employees — 35%
- Non-profit Employees —35%

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, Group Sales Manager, at +1.707.566.8990, ext. 306.

Learning Solutions 2012 Headquarters

All *Learning Solutions Conference* activities will take place at the Hilton in the Walt Disney World Resort located in the heart of downtown Disney! The fun and adventure of Disney World is at your doorstep.

Reserve your Room Today! We've secured a Group Rate of $169 (single & double occupancy) at the Hilton in the Walt Disney World Resort. To get this discounted rate, you MUST make your reservations by Friday, February 26, 2012.

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