PERFORMANCE SUPPORT

SYMPOSIUM | 2012 sm

SEPTEMBER 13 – 14 | BOSTON, MA

Connecting Learning to Performance

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PERFORMANCE SUPPORT SYMPOSIUM | 2012 ℠

Connecting Learning to Performance

September 13 – 14
Marriott Long Wharf, Boston

The Performance Support Symposium offers you an exceptional opportunity to discover how organizations can amplify investments in training, eLearning, and mLearning by offering employees performance support so they can perform successfully on the job.

You are invited to join other senior learning professionals in Boston for this deep exploration of strategies, technologies, and best practices for performance support.

The time for performance support is now.
Please join us!

This event is produced by *Learning Solutions Magazine* – your source for learning technology, strategy, and news. Visit us online at
www.LearningSolutionsMag.com

WHO SHOULD ATTEND

This program is created exclusively for senior training and HR professionals (CLOs, VPs, directors, and senior managers) who are responsible for overseeing employee development budgets and optimizing performance in their organizations. It's for leaders who want to drive significant increases in performance, demonstrable ROI, and clearly defined business outcomes.

"As our day-to-day work lives increase in reliance on technology, performance support will become part of the very fabric on how work gets done."

Chris Hardy, Director of Global Learning & Technology Center, DAU

THE PROGRAM

Learn from colleagues and thought leaders alike at the Performance Support Symposium. This is your opportunity to spend two intensive days with professional colleagues who are all focused on optimizing learning and maximizing performance across the enterprise.
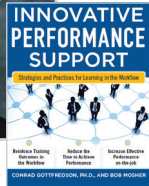
Our program is divided into three distinct tracks focused on the Strategy, the Technology, and the Best Practices for implementation of performance support systems. Bring several team members to ensure that you don't miss a single discussion and that you leave prepared to craft your own performance support plan!

See the complete program online at
http://pss12.LearningSolutionsMag.com

Learn from Organizations Like These…

3M · AMERICAN EXPRESS · Battelle · BOEING

DAU Defense Acquisition University · Health Care on the Move · HermanMiller

Huntington · intel · Knowledge Advisors · Liberty Mutual

Marriott HOTELS · RESORTS · SUITES · McDonald's · ontuitive · Sprint

Socialtext · St.Vincent HEALTH · Yum!

KEYNOTE SPEAKERS

The Missing Link: Connecting Learning to Performance Support

Bob Mosher, Global Chief Learning & Strategy Evangelist, Ontuitive
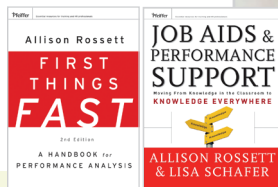
Thursday, September 13, 8:30am

Training is broken. It does not address the full spectrum of learning needs driven by changing new technologies and new business practices. ROI is impossible to identify if you're only addressing the knowledge "gain" part. These changes require a new model and approach – doing more with less AND having a greater impact.

This opening keynote presentation will explain a new and effective way to align with business goals and outcomes and have a measurable ROI. You will hear how to keep up and even ahead of the churn and how to reinvent and reuse existing learning investments like the classroom and eLearning in a more powerful way. You will see how to connect learning and performance support to create a more responsive and impactful approach, and how to reposition L&D as a strategic business partner focused on business outcomes.

Performance Support Comes of Age – But What Happens to Me and My Job?

Allison Rossett, Principal, Allison Rossett & Associates

Friday, September 14, 3:45pm

Performance support is all about solving problems. And with it comes change … sometimes to systems that have been working efficiently, and sometimes to individuals who resist trends. But performance support is here to stay, so it's up to organizations and learning professionals to utilize it as effectively as possible. The first step is getting everyone on board.

Fortunately, performance support has a lot to recommend itself. Dr. Allison Rossett explains how it changes what learning units promise, how it alters what they deliver, and how it changes our work and our value.

GENERAL SESSIONS

Overcoming Barriers to Successful PS Implementation

Moderator:
Conrad Gottfredson

Thursday, September 13, 3:45pm

There are many things that can prevent organizations from successfully implementing their performance support initiatives, from getting IT departments to adapt and support the technology to misperceptions about how long it would take and how much it would cost to build the program. In this session, panelists from six companies will share a variety of approaches and experiences, and you'll get ideas that will help you launch your own successful performance support efforts.

▶ Rose Lawyer – Huntington National Bank
▶ Frank Nguyen – American Express
▶ John Peterson – Sprint
▶ Marc Rosenberg – Rosenberg & Associates
▶ Jeremy Smith – Herman Miller
▶ Mary Woolf – Yum! Brands

IGNITE! Selling Performance Support to Stakeholders across the Enterprise

Host:
Marc Rosenberg

Friday, September 14, 8:30am

One of the biggest challenges of implementing a performance support (PS) initiative is simply getting support from your enterprise and stakeholders. We asked six learning leaders who have implemented successful performance support initiatives to share their insights on how to sell PS to the enterprise … in SIX minutes. In a fun, fast, and informative format, they will give you their "elevator speech" – providing you with six perspectives on how to get your PS initiatives rolling!

▶ Kent Barnett – KnowledgeAdvisors
▶ John K. Hart – Marriott International
▶ Mark Oehlert – Socialtext
▶ Carol Stroud – Health Care on the Move
▶ Mike Taylor – Battelle Memorial Institute
▶ Holly Whitcomb – 3M

STRATEGY

Build a winning plan…

Learn how to support and drive your business with efficient and cost-effective strategies for learning and performance.

Setting Your Performance Support Strategy

Marc Rosenberg, President, Rosenberg & Associates

Assuring That Your PS Initiatives Aren't Getting "Lost in Translation"

Mike Taylor, Director of Performance Improvement, Battelle Memorial Institute

Governance: Aligning Performance Outcomes with Corporate Goals

Carol Stroud, Principal, and Doug Stroud, Principal, Health Care on the Move

The ROI of Performance Support

Chris Hardy, Director of Global Learning & Technology Center, DAU

The Change Management Needed When Launching a PS Strategy

Rory Francis, Senior Instructional Designer, and Rose Lawyer, VP Curriculum Design and Development, Huntington National Bank

Performance Support Analytics

Kent Barnett, CEO, KnowledgeAdvisors

TECHNOLOGY

Leverage new technology…

Barriers to successful implementation of performance support are quickly being minimized by new technologies.

Jumpstart Business with Innovative and Holistic Approaches to Support

John Peterson, Director of Performance Support, Sprint

Single-source Publishing & Design Issues around Performance Support

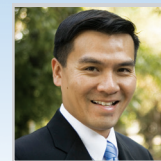Mary Woolf, Director of Learning Technologies, Yum! Brands

Social Media is the BEST Performance Support

Mark Oehlert, Director, Customer Success, Socialtext

Frenemies: Transforming Your Relationship with IT

Frank Nguyen, Director of Learning Innovations, American Express

The Essence of Mobile: Performance Support "To Go"

Clark Quinn, Principal, Quinnovation

Sixty Minutes to Performance Support

Jessica Carter, Solutions Consultant, and Keith Lynip, Director of Professional Services, Ontuitive

"In a time where people 'Google' everything, just-in-time performance support is an absolute must and is expected by top performers!"
Rose Lawyer, VP Curriculum Design and Development, Huntington National Bank

See complete descriptions and speaker bios online at
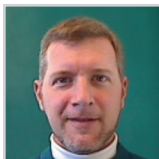**http://pss12.LearningSolutionsMag.com**

BEST PRACTICES
Implement with confidence…

Implementing performance support is less of a challenge than it used to be. Learn how from colleagues who have succeeded!

Communicating about PS from Concept through Measurement

Jeremy Smith, Senior Learning Solutions Manager, Herman Miller

Learning Experience and Performance (LEaP): Design @ Warp Speed

Conrad Gottfredson, Chief Learning Strategist, Ontuitive

Using PS for a Global Technology Upgrade at Marriott International

John K. Hart, Director of Learning Strategy & Innovation, Marriott International

Learning Strategy Readiness Review: Making a Case for PS Agility

April Creasey, Manager, Learning Management Operations, The Boeing Company

Panel: Strategies for Ensuring a Successful First PS Project

▸ Bernadette Floyd – McDonald's
▸ Cara Hadley – Liberty Mutual
▸ Molly Petrof – St. Vincent Health System
▸ Holly Whitcomb – 3M Company

The Journey from Formal Learning to Performance Support

Lory Lanese, Manager of EUT Point of Performance, Intel

SCHEDULE & AGENDA

This program offers you a highly focused two-day event that will enable you to develop a comprehensive understanding of performance support strategies, technologies, and best practices. Each discussion session block offers one session in each of the three tracks.

THURSDAY
SEPTEMBER 13, 2012

"CEOs may value training, but they value performance even more. Investing in performance support is not just smart learning strategy, it's smart business strategy."

Marc Rosenberg,
Author, *Beyond E-Learning*

Time	Event
7:30am - 8:30am	Continental Breakfast
8:30am - 10:00am	General Session – Bob Mosher
10:00am - 10:30am	Refreshment Break
10:30am - 11:45am	Discussion Sessions – Block 1
11:45am - 12:45pm	Lunch
12:45pm - 2:00pm	Discussion Sessions – Block 2
2:00pm - 2:15pm	Refreshment Break
2:15pm - 3:30pm	Discussion Sessions – Block 3
3:30pm - 3:45pm	Refreshment Break
3:45pm - 5:00pm	General Session – Panel Discussion
5:00pm - 6:30pm	Reception

FRIDAY
SEPTEMBER 14, 2012

Time	Event
7:30am - 8:30am	Continental Breakfast
8:30am - 10:00am	General Session – IGNITE!
10:00am - 10:30am	Refreshment Break
10:30am - 11:45am	Discussion Sessions – Block 4
11:45am - 12:45pm	Lunch
12:45pm - 2:00pm	Discussion Sessions – Block 5
2:00pm - 2:15pm	Refreshment Break
2:15pm - 3:30pm	Discussion Sessions – Block 6
3:30pm - 3:45pm	Refreshment Break
3:45pm - 5:00pm	General Session – Allison Rossett

LOCATION & LODGING

Boston Marriott Long Wharf
296 State Street
Boston, MA 02109

The Boston Marriott Long Wharf is the Performance Support Symposium headquarters hotel, and all conference activities will take place there. **Reserve your room now!**

"Times have changed, with new strategies, tools, technologies, and practices. If you looked at performance support anytime over the last 20 years and decided it wasn't right for you … it's time to look again!"

Frank Nguyen, Director of Learning Innovations, American Express

All conference participants need to make their own room reservations.

Learning Solutions Magazine has established a special negotiated rate of $259 USD a night, available through August 22, 2012 (unless the hotel sells out early). This group rate is also valid three days before and after the event, in case you would like to extend your stay.

Online reservations can be made here:
http://bit.ly/pss12hotel

Call +1.617.227.0800, or toll-free within the USA at +1.800.228.9290.

If you call to make your reservation, remember to mention that you are a part of the Performance Support Symposium group to ensure that you receive our special group rate.

REGISTRATION INFO

Your registration fee includes the entire two-day event, all materials, beverage breaks, two continental breakfasts, and two lunches.

$1,595.00 USD – Standard Rate

Registration Discounts

The following discounts may apply to your registration fee for the Performance Support Symposium 2012. You can combine a standard eLearning Guild membership discount, one early registration discount, one organizational discount, and a group discount for substantial savings.

Membership Discounts

eLearning Guild members are eligible to save 20% or more on their event registration.

Early Registration Discount

Save $200 if you register by end-of-day, **August 3, 2012.**

Group Discount

Groups of three or more from the same organization qualify for a 10% discount. All group registrations must be made through Group Sales. To set up a group registration, please contact Group Sales at +1.707.566.8990.

Organizational Discounts

There is a 35% discount if you're employed by any non-profit organization, government agency, or academic institution. To validate your registration at this special discounted rate, you MUST provide documentation of your organization's status and your full-time employment with that organization. Please fax to +1.707.566.8963 within 24 hours of your online registration.

Cancellation Policy

Visit http://bit.ly/pss12reginfo to review our cancellation policy.