PERFORMANCE SUPPORT | 2013 SM
SYMPOSIUM

SEPTEMBER 9 & 10 ▷▷ BOSTON, MA

TRANSFORMING
PERFORMANCE
▷▷ **ACROSS THE ENTERPRISE**

Performance support puts lessons, messages, and support exactly where they need to be—at work, even at home, smack-dab in the middle of the task.

Allison Rossett, Principal, Allison Rossett & Associates

The argument for performance support is now stronger than ever. The changing nature of learning and work, new advances in technology, and new economic realities make it time to get on board.

Marc Rosenberg, Principal, Marc Rosenberg and Associates

REGISTER BY JULY 26 AND SAVE! ▷▷ WWW.PSS13.COM | +1.707.566.8990

PERFORMANCE SUPPORT | 2013℠
SYMPOSIUM

TRANSFORMING PERFORMANCE
>> ACROSS THE ENTERPRISE

September 9 & 10 >> **Hyatt Regency, Boston**

The *Performance Support Symposium* offers you an exceptional opportunity to discover how you can optimize investments in training, eLearning, and mLearning by integrating performance support across your organization.

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

>> *It's time to transform performance across your enterprise.*

WHO SHOULD ATTEND

The program is ideal for senior L&D, training, and HR professionals (CLOs, VPs, directors, and 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.

" *This event helped me immerse myself in performance support. I now have a better idea of where to start and the tools to get there. Thank you!* "

Jean Avison
Vice President, Learning & Development

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 includes more than 30 sessions, divided into five distinct tracks: Strategy, Case Studies, Implementation, Innovation, and Solutions. Bring several team members to ensure 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 >> **WWW.PSS13.COM**

PROGRAM CHAIR

Frank Nguyen
Director of Learning Innovation, American Express

Frank Nguyen has managed learning strategy for various Fortune 500 companies. He has written numerous articles and books on eLearning, instructional design, and performance support. His published work on PS was recognized in 2008 by ISPI.

Learn from organizations like these ⌄

AMERICAN EXPRESS · BAE SYSTEMS · Bank of America · BOSTON UNIVERSITY

Children's MEDICAL CENTER · Cigna · FIRST CITIZENS BANK · Huntington

Jack in the box · PayPal · pelephone · PG&E Corporation

SAINT VINCENT · United States Coast Guard · xerox · YAHOO!

KEYNOTE & GENERAL SESSIONS

25 YEARS LATER: THE EVOLUTION AND TRANSFORMATION OF PS

Hosted by:
Allison Rossett & Frank Nguyen

In this opening session, we'll recap the evolution of performance support since its inception, how and why organizations have come to revisit this old discipline, and the exciting possibilities that lay ahead in the not-too-distant future.

▸ Matthew Hanzel—American Express
▸ Rose Lawyer—Huntington National Bank
▸ John Low—Carney
▸ Marc Rosenberg—Marc Rosenberg and Associates

ZEN AND THE ART OF CHANGE MANAGEMENT

Speaker:
Peter de Jager, Technobility

Performance support offers the opportunity to change, even transform, departments and organizations. Approaching change as if it were a performance support project, this presentation will explore how to achieve the greatest improvement in the performance of change management.
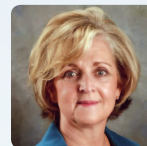
HINDSIGHT IS 20/20: PS LESSONS LEARNED

Hosted by:
Clark Quinn

This panel of performance support experts will discuss how organizations have successfully integrated PS into their learning strategy. Learn practical strategies and approaches you can apply immediately in your organization.

▸ Beth Daniel—Bank of America
▸ Eric Davidove—Yahoo!
▸ Megan McKee—Children's Medical Center Dallas
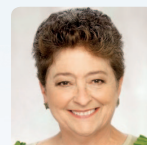▸ Molly Petroff—Saint Vincent Health Center

STRATEGY

Find the right methodologies and tools to build a business case for PS, demonstrate its success, and nurture its growth in your organization.

Performance Support Strategy—Where Do You Start?
Beth Daniel, Senior Vice President, Bank of America

Performance Support: Transforming the Learning Organization and the Learner
Allison Rossett, Principal, Allison Rossett & Associates

Creating a Performance Support Strategy for Success
Marc Rosenberg, Principal, Marc Rosenberg and Associates

Moving Organizations to the Performance/Innovation Zone
Randall P. Jensen, Solution Services Manager, TDS

Performance Support "To Go"—mLearning's Natural Niche
Clark Quinn, Executive Director, Quinnovation

Selling Performance Support to Your Stakeholders
Marc Rosenberg, Principal, Marc Rosenberg and Associates

Compliance and Performance Support: A Balancing Act
Matthew Hanzel, Director Regulatory Training, American Express

CASE STUDIES

Explore comprehensive case studies of performance support implemented in a variety of business and government organizations.

Mobile + Performance Support: A Match Made in Heaven

Megan McKee, Manager of Education Implementation and Design Quality, Children's Medical Center Dallas
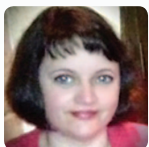
**Learn Today, Perform Today:
Integrating Training and Performance Support**

Rose Lawyer, Vice President of Curriculum Design & Development, Huntington National Bank
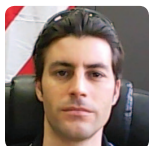
**From Push to Pull:
Online Process Guides at Boston University**

Bill Stewart, Director of Reporting, BUWorks, Boston University and Jonathan Atleson, Senior Instructional Designer, EPI-USE America

Sales Playbook: Enabling Self-sufficiency Through PS

Eric Davidove, Senior Director, Learning Operations and Platform & Tricia McCloskey, Program Manager, Measurement and Performer Support, Yahoo!

**The 360 Degrees of Performance Support
—The Pelephone Case Study**

Yanay Zagury, Director of Learning Development and Technologies, Pelephone Communications

Increasing PS Accuracy Through Content Owner Enablement

Denise Myers, Program Manager—Jack's University, Jack in the Box

**Starting Small: Transforming a
WBT Project into Performance Support**

Elena McLemore, Campaign Manager, PG&E and Jonathan Atleson, Senior Instructional Designer, EPI-USE America

IMPLEMENTATION

Discover best practices that will make your next performance support project more efficient and effective.

Performance Support: How to Make It Happen

Steve Foreman, Principal, Infomedia Designs and Marc Rosenberg, Principal, Marc Rosenberg and Associates

**Budgeting for Performance Support Solutions
—The First Step to Success**

Arun Prakash, Executive Vice President, Strategic Relationships, InfoPro Learning

Extending the Learning Blend with Performance Support

Gary Wise, Learning Development Director, Intellinex—A Xerox Company

User-experience Design's Dependence on Performance Support
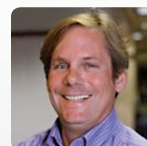
Jonathan Mann, Senior Design Manager, PayPal

**Making Something Out of Nothing:
PS on a Shoestring Budget**

Kim Stewart, Chief Learning Officer & Suzi Dunford, Vice President of Learning Consulting, First Citizens Bank

**Turning the Ship: Steering Your
Organizational Culture Toward Performer Support**

Molly Petroff, Education Specialist, Saint Vincent Health Center

The ABDs of Performance Support @ Cigna

Philip Jackson, Senior Performance Consultant, Cigna

INNOVATION

Examine current and emerging technologies that can improve performance by transforming how employees interact with support.
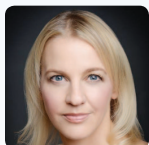
Using the Performance Support Spectrum to Set Your Strategy

Bob Mosher, Global Chief Learning and Strategy Evangelist & Conrad Gottfredson, Chief Learning Strategist, Ontuitive

Performance Support to Drive Ongoing Employee Development

John Low, Chief Creative Officer, Carney

Using Personalization to Create Next-generation Performance Support

Dawn Poulos, Vice President of Marketing, Xyleme

Developing USCG Officers Using Tablet–based Performance Support

Ed Beale, Commander (Ret.), US Coast Guard

Mobile PS: State of the Art, Circa 2013

David Dick, Principal, W.D. Dick & Associates

Architecting a Performance Support Ecosystem

Marci Paino, Lead Business Architect, Learning Transformation, American Express
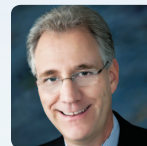
Accelerating Performance Support Through Collaboration and KM

Andrew Muras, Advanced Learning Manager, BAE Systems

SOLUTIONS

Learn about performance support solutions and the organizations that can help you implement PS across your enterprise.

How to Use Performance Support for Onboarding

Mark Hellinger, President and CEO, Xyleme

Do You Know When You Don't Know?

Hilik Harari, Vice President Product & Marketing, Kryon Systems

Take a PS Maturity Deep Dive: Learn from the Best of the Best

Bob Mosher, Global Chief Learning and Strategy Evangelist & Conrad Gottfredson, Chief Learning Strategist, Ontuitive

Content Is King, Context Is God: Connecting the Two

Matt Baker, Vice President of Sales for US & John Hall, Director of Product Management, Ontuitive

▸▸ **Plus More to be Announced!**

LEARNING SOLUTIONS MAGAZINE

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

SCHEDULE

MONDAY
SEPTEMBER 9, 2013

7:30a – 6:30p
Registration & Information Desk Open

7:30a – 8:30a
Continental Breakfast

8:30a – 10:00a
General Session:
Panel Discussion

10:00a – 10:30a
Break

10:30a – 11:45a
Discussion Sessions Block 1

11:45a – 12:45p
Lunch

12:45p – 2:00p
Discussion Sessions Block 2

2:00p – 2:15p
Break

2:15p – 3:30p
Discussion Sessions Block 3

3:30p – 3:45p
Break

3:45p – 5:00p
Discussion Sessions Block 4

5:00p – 6:30p
Reception

TUESDAY
SEPTEMBER 10, 2013

7:30a – 5:00p
Registration & Information Desk Open

7:30a – 8:30a
Continental Breakfast

8:30a – 10:00a
General Session:
Peter de Jager

10:00a – 10:30a
Break

10:30a – 11:45a
Discussion Sessions Block 5

11:45a – 12:45p
Lunch

12:45p – 2:00p
Discussion Sessions Block 6

2:00p – 2:15p
Break

2:15p – 3:30p
Discussion Sessions Block 7

3:30p – 3:45p
Break

3:45p – 5:00p
General Session:
Panel Discussion

LOCATION & LODGING

Hyatt Regency Boston
One Avenue de Lafayette ⟫ Boston, MA 02111

The Hyatt Regency Boston is the *Performance Support Symposium* headquarters hotel. All activities will take place at the Hyatt.

All symposium participants need to make their own room reservations. *The eLearning Guild* has secured a special group rate of $259 USD per night, available through Sunday, August 18, 2013 (unless the hotel sells out early).

Hotel Reservations

Online Reservations:
http://bit.ly/pss13-hyatt

Toll-free Within the USA:
+1.888.421.1442

Direct to the Hyatt Regency Boston:
+1.617.912.1234

REGISTER BY JULY 26 AND ⟫ SAVE $200

WWW.PSS13.COM | +1.707.566.8990

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* 2013. 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. Learn more at http://www.eLearningGuild.com/PSS13

Early Registration Discount: Save $200 if you register by end-of-day, July 26, 2013.

Organizational Discounts: Employees of academic, nonprofit, or government institutions save 35%. (MUST be accompanied by documentation of organization status and role. Please fax to +1.707.566.8963 within 24 hours of registration.)

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, ext. 306.