

INTRODUCING

focusonSM

LEARNING 

JUNE 8 - 10 • AUSTIN, TEXAS

**MOBILE.
VIDEO.
PERFORMANCE SUPPORT.**

Produced by



**“Everything attendees have
come to know and love about
mLearnCon and *Performance
Support Symposium* is
now a part of *FocusOn
Learning* with
an exciting
additional
**focus on
video.”****



David Kelly, Senior Vice
President & Executive Director,
The eLearning Guild

REGISTER BY
APRIL 22 AND
SAVE \$100!
FOCUSON16.COM/NEW

MEDIA PARTNERS

GOLD SPONSORS

SPONSORS



focusonSM

LEARNING

JUNE 8 - 10, 2016 • AUSTIN, TEXAS

 **MOBILE.**

 **VIDEO.**

 **PERFORMANCE SUPPORT.**

We are excited to announce the *FocusOn Learning 2016 Conference & Expo*! This new event focuses on trends that are changing the future of learning. *FocusOn Learning* expands on the discussions from *mLearnCon* and *Performance Support Symposium* and now includes video! There has been a growing interest in video for learning in recent years, and questions surrounding video use have reached a crucial turning point. *FocusOn Learning 2016* brings these dynamic discussions together like never before!

Join us in Austin as we explore the trends that are changing the future of learning!

KEYNOTES

This year we're featuring three inspiring keynotes that explore how today's cutting-edge technologies are transforming the ways we live, work, and learn.



DESIGNING THE FUTURE

Scott Dadich

Editor-in-chief, *WIRED Magazine*



HOW DATA IS CHANGING LEARNING AND PERFORMANCE

Soraya Darabi

Cutting-edge Digital Entrepreneur



THE GREAT DEBATE: WHERE IS ELEARNING HEADED?

Bob Mosher, APPLY Synergies

Megan Torrance, TorranceLearning

Mark Lassoff, LearnToProgram Media

Brenda Enders, Enders Consulting

WHO SHOULD ATTEND

FocusOn Learning is for eLearning, training, media, and performance support professionals who want to understand how mobile, video, and performance support technologies can enhance and support learning and performance.

EXPLORE TRENDING HOT TOPICS IN LEARNING
FOCUSON16.COM/NEW



learning and performance support, enabling new possibilities and opportunities. *FocusOn Mobile* broadens the industry-leading conversations of *mLearnCon* that explore cutting-edge examples of mobile being used to transform learning and performance support.

Mobile technologies have fundamentally changed the ways we connect, interact, and consume information. They have also transformed how we look at

MOBILE FEATURED SESSIONS

Using Beacon Technology to Contextualize mLearning



ANN ROLLINS & TOM PIZER
GP Strategies

Realizing the Real Potential of Mobile



CHAD UDELL
Float



Video has rapidly become the primary medium through which we access information. Video is more accessible to learning professionals than ever before, and advancements in technology allow for increased interactivity. *FocusOn Video* explores how you can put video to work in your organization and maximize its possibilities with mobile and performance support.



THE GROWING INTERSECTION OF KEY TRENDS

The overlap between mobile, video, and performance support continues to grow. *FocusOn Learning* examines this intersection from all sides.



Traditional training methods are not enough to support today's fast-moving organizations. Learning professionals need to adopt new methods to support the workforce at the moment of need, within the workflow. *FocusOn Performance* examines the growing interest in performance support and how these methodologies and technologies are transforming the way organizations approach supporting their workforces.

VIDEO FEATURED SESSIONS

Using Video for Learning in the YouTube Era



TY MARBUT
Ty Marbut
Instructional Video

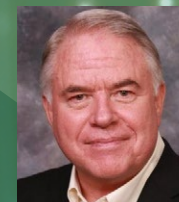
Video Production Framework for Decentralized Creation



ANGIE MILLER & MARC DONELSON
Time Warner Cable

PERFORMANCE SUPPORT FEATURED SESSIONS

Mobile: The Killer APP for Performance Support



CONRAD GOTTFREDSON
APPLY Synergies

Performance Support in Context: Learning and Development in Flux



CLARK QUINN
Quinnovation

REGISTER BY APRIL 22 & SAVE \$100!

CERTIFICATE WORKSHOPS



Optional *eLearning Guild Academy* pre-conference activities offer a broad range of educational opportunities to help you master the skills that will make a difference in your career. Take a deep dive on a tool or topic, and develop new skills and expertise that you can apply immediately in your work!

All participants will receive a certificate documenting their participation from *The eLearning Guild Academy*.

Separate fee-based registration is required. See page 7.

Choose from 17 optional one-day pre-conference certificate programs you can attend while in Austin.

Monday, June 6, 8:30a – 4:30p



INTERACTIVE VIDEO FOR STORYLINE 
David Anderson, Articulate




GETTING STARTED WITH MOBILE LEARNING
Sarah Gilbert, meLearning Solutions



VIDEO PRODUCTION FOR ONLINE TEACHING AND ENGAGEMENT
Ty Marbut, Ty Marbut Instructional Video



INTERACTING WITH THE REAL WORLD—USING BEACONS 
Anthony Altieri, Omnes Solutions



TRACKING LEARNING WITH THE XAPI AND PHONEGAP 
Przemyslaw Pawluk & Agnieszka Palalas, Mobi-Learning

Tuesday, June 7, 8:30a – 4:30p



CREATING MOBILE SOLUTIONS WITH ADVANCED FEATURES OF STORYLINE 2 
Ron Price, Yukon Learning



BUILDING A RESPONSIVE DESIGN LESSON USING ADOBE CAPTIVATE 
Joe Ganci, eLearning Joe



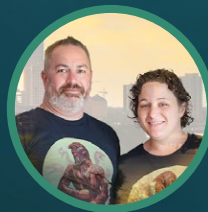
DEVELOPING A MICRO-PERFORMANCE SUPPORT SOLUTION
Molly Petroff & Jill Wiley, Saint Vincent Hospital



ENABLING THE “70” OF 70:20:10
Bob Mosher & Conrad Gottfredson, APPLY Synergies



GUERRILLA VIDEO TECHNIQUES FOR BEGINNERS
Thomas Spiglanin, The Aerospace Corporation



XAPI CAMP

Aaron Silvers & Megan Bowe, Making Better

xAPI Camp is a one-day pre-conference experience filled with case studies, problem solving, and networking. At *FocusOn Learning*, xAPI Camp narrows its focus to the mobile, video, and performance support opportunities of the Experience API.



HOW TO BUILD YOUR ORGANIZATION'S MOBILE LEARNING STRATEGY

Brenda Enders, Enders Consulting



BUILDING LEARNING COMMUNITIES TO SUPPORT PERFORMANCE

Julian Stodd, Sea Salt Learning



LEVERAGING MOBILE TO CREATE COMPREHENSIVE TRAINING SOLUTIONS

Art Kohn, Portland State University



PERFORMANCE TO GO: COGNITIVE SCIENCE, MOBILE, AND PERFORMANCE SUPPORT

Clark Quinn, Quinnovation



EDITING LEARNING VIDEOS WITH ADOBE PREMIERE 

Mark Lassoff, LearnToProgram Media



YOUTUBE U—LEVERAGING THE WORLD'S BIGGEST VIDEO PLATFORM 

Sam Rogers, Snap Synapse

LEGEND



Bring Your Own Laptop® (BYOL®) session

Find complete descriptions and more details about these pre-conference workshops at FocusOn16.com/New

FOCUSON16.COM/NEW

CONCURRENT SESSIONS


MANY OF THESE SESSIONS INVOLVE DISCUSSIONS THAT EXTEND ACROSS MULTIPLE FOCUS AREAS

focus on MOBILE




FocusOn Mobile explores cutting-edge examples of mobile being used to transform learning and performance.

PS SMS-based Performance Support System
Prasoon Nigam, Stratbeans

Moving Front-line Management Development from the Classroom to the Field 
Chip Cleary & Cammy Bean, Kineo

Site-level Learning at ExxonMobil
Christine Link, DLC

V Performance Support and Video
PS Microlearning: The Perfect Marriage 
John Boring, Accelerate Mobile Apps

How to Deliver Bite-sized Learning
Monica Kraft, Xyleme


Identifying and Planning a Mobile-first Project 
Jacob Bodnar & Phillip Neal, Maestro

Innovative Solutions: Using Real-world Practice in Mobile Learning
Angie Generose, SkillStore

V The ABCs of xAPI: Lessons Learned and Shared 
Robert Gadd & Dave Smelser, OnPoint Digital

Beyond Content: Using Mobile to Foster and Manage Informal Learning
Mike Bleyle, Pract.us

V xAPI-enabled Interactive Video for a Mobile World
Dave Smelser, OnPoint Digital and Jeff Joannis, Th3rd Coast Entertainment

Upskilling: All I Need Is My Phone 
Emily Foote, ApprenNet

PS The Keys to Crafting an SMS-based Campaign to Reinforce Training
Vincent Han, Mobile Coach


Advanced Augmented Reality: OCR Case Study on Facial Detection and More
Chad Udell, Float


On Demand and Just in Time: Using Interactive PDFs for Side-by-side Training
Britney Cole, GP Strategies and Sara Berry, Comcast

Responsive Design: Rewriting the Rules of eLearning
Chris Van Wingerden, dominKnow Learning Systems


The Mighty Text Message
Lauren McDonald, Medtronic

Getting Started with Mobile Implementation 
Keith Tyler & Stevan Anas, St. John Ambulance

Building Your Own Mobile Templates in Storyline 2 
Ron Price, Yukon Learning

Mobile Learning Metrics You Should Measure (But Probably Don't) 
George Churchwell, Tech 2000


Sprint University: Kindling a Mobile Learning Culture
Beverly Bensing, Sprint


Augmented Reality in Teaching and Training Practice Using ARIS 
Agnieszka Palalas & Przemyslaw Pawluk, Mobi-Learning

focus on VIDEO



FocusOn Video explores the possibilities that video provides organizations for learning and performance.

M Interviewing Your Way to Content-rich Learning 
Michele Medved, MBM Training Services


M Indie eLearning Shorts—Knocking Their Socks Off in Five Minutes or Less 
Laura Love & Deb Drexler, Northrop Grumman

Virtual VA IT Campus: Lessons from the Deep End
Stephen Crounse, IT Workforce Development

Making Video Brain-friendly
Hans de Graaf, KCOL

M Using Virtual Reality to Impact the Bottom Line
Kizzy Dominguez, K Parks Consulting

PS Video Training for Simultaneous Practice in the Kitchen
Emily Wood, Oregon Child Development Coalition

Interactive Video: Creating the Best of All Training Worlds 
Art Kohn, Portland State University


M Mirror and Model: Dual-purpose Video for Leadership Development
Eric Kammerer, Domino's


Television-based Video Distribution Options
Mark Lassoff, LearnToProgram Media


M Interactive Videos, Video Analytics: Turning Learner Attention into Engagement 
Roger Woehl, Exaltive

Creating Question-embedded Videos to Increase Engagement and Retention
Brian Pitts, University of California—Davis

Promoting the Learning Experience Through User-generated Videos
Melissa Council, Sierra Nevada Brewing

Effective Video for Learning on a Shoestring Budget 
Thomas Spiglanin, The Aerospace Corporation

Making the Case for Development with Video 
Cindy Pascale, Vado


M Video Lessons: Big Impact on a Small Budget 
Sarah Rogers & Peter Velinov, St. John Ambulance

Creating High-quality Training Videos on a Tight Budget 
Leila Ortega & Jason Bramlette, Cisco Systems

M Migrating Flash Video Content to Mobile-ready HTML5 Delivery
Nishan Joomun, Knowledgeone

M Augmenting Your Reality: Using Interactive Video
Destery Hildenbrand, Rockwell Collins

PS Video on Demand: Keeping Success in the Workflow
Jason Maloy, State Farm Insurance

M Creating a Responsive Mobile Performance Support Module 
Kirsten Rourke, Rourke Training and Josh Cavalier, Brightstream TV

focus on PERFORMANCE



FocusOn Performance examines how performance support methodologies and technologies are transforming how organizations support their workforces.

Designing for the Moment of Apply
Beth Daniel & Conrad Gottfredson, APPLY Synergies

Performance Support in Practice at The Nature Conservancy
Chanda Carpenter, The Nature Conservancy

M Atomic Performance Support! Mobile App for Nuclear Medicine Production
Joseph Suarez & Tim McClurg, Cardinal Health

Gamifying Change Readiness: Priming the Moment Of Apply
Dustin Shell & Jennifer Cahill, TIER1 Performance Solutions


Providing Site-specific Performance Support Using QR Codes
Srividya Kumar, Learnnovators

Using xAPI to Blur the Lines Between Performance Support and eLearning
Rob Houck, LearnShare and Megan Torrance, TorranceLearning

M From Rock to Rock Star: Jump-start New-hire Performance
Edward Beale, N Plus One Group and Bill Parry, Invaluable

How Performance Support Saved the Classroom!
Bob Mosher & Conrad Gottfredson, APPLY Synergies

A Low-cost Performance Support System for Retail Users
Kangmei Yang, Sears Holdings Corporation

An Effective Performance Support Tool for the Budget Constrained 
Hal Christensen, QuickCompetence

Succeeding with Performance Support in the Land of the Never-ending Project
Rory Francis & Rose Lawyer, Huntington National Bank

Keeping Performance Support Solutions Relevant in a World of Constant Change
Jeremy Smith, Herman Miller

A New Training Ground: Performance Support in the Field
Nolan Myers, Inkling

Measure the Unmeasurable: How Mobile Can Transform the 70:20:10
Jamie Davidson, Pathgather

Agile Project Management for Performance Support Projects
Megan Torrance, TorranceLearning

Performance Support for Performance Support: How to Best EnABLE Your Teams
Conrad Gottfredson & Beth Daniel, APPLY Synergies and Stephen Pappas, Panviva



Boost Individual and Group Performance Using Pervasive Digital Worlds
Carlos Sanchez-Lozano, Integrated Digital Strategy Consultant

The ACT Principle: The Key to Effective Performance Support
Scott McCormick, Float


Don't Reinvent, Just Redesign: Strategies for Repurposing eLearning
Mary Montgomery & Kimberly Herb, PA Early Intervention Technical Assistance

REGISTER BY APRIL 22 & SAVE \$100!

PS Extending LRSs and xAPIs for Event-driven Blended and Adaptive Learning
Umesh Kanade & Maheshkumar Kharade, Harbinger Systems


You Already Know How to Build mLearning (You Just Don't Know It)  
Mike Taylor, Mindset Digital

Mobile Training with PhoneGap and xAPI
James Kingsley, eLearning Brothers

Using Trivantis Lectora 16's New Responsive Design 
Joe Ganci, eLearning Joe, Nancy Reyes, eLearning Brothers

Create Offline Mobile Applications 
William Hoang, Couchbase

How Diner Dash Shook Up Life Time's Mobile Learning Game
Tara Aiken, Life Time Fitness

Quick Mobile Testing Tools for LMS Admins and Non-techies 
Tom King, Bluewater Learning

eLearning Everywhere
Ian Huckabee, Principled Technologies


Mobile Mindset: Alternate Delivery Method or Fundamental Shift in Education?


Brenda Enders, Enders Consulting

Building a Business Case for mLearning Within Your Organization
Shahin Sobhani, SwissVBS

Mobile Learning Globe Trekking: Plan It Right from the Start
Tammy Olson, Cargill


cmi5: An Example Implementation of the New SCORM
Art Werkenthin, RISC


Photoshop Tips for Mobile Content 
Phil Cowcill, Development Made Simple


Size Matters: Research on Small-screen Learning 
Stephen Haskin, Industrial Strength Learning

PS Access Ready: Mobile-first Design in an Open-source Environment
Page Chen, Remote-Learner.net

Scaffolded Design for Mobile Learning
Julian Stodd, SeaSalt Learning

Make Mobile Social 
Urbie Delgado, Connect the Dots

Mobile Learning Solutions: Getting to Yes! 
John Delano, Saltbox

Growing Mobile Competencies Across the Enterprise 
Joseph Fournier, Anthem

Create Effective Virtual Whiteboard Videos with Your Tablet
TJ Palazzolo, Oracle

Using Bite-sized Video Vignettes to Accelerate Values-based Leadership
Brian Passell, Superior Energy Services and Eric Pierce, St. Charles Consulting Group




BRING YOUR OWN LAPTOP® (BYOL®)


Take learning to the next level. In these sessions you will bring your mobile device or laptop, with the software being discussed installed, and have the unique opportunity to learn hands-on, following along with an instructor step-by-step. You'll have access to practical files, leave with a completed module, and gain practical knowledge!

Insider Insights into Video Localization
Susan Bowles, Local Concept

The Anatomy of a Video-based Simulation
Dan Keckan, Cinecraft Productions

Developing Whiteboard Videos Using VideoScribe and Adobe 
Mark Heid, Sungevity

Video and Audio Production for eLearning in the YouTube Era 
Ty Marbut, Ty Marbut Instructional Video

M Building Interactive HTML5 Video with Adobe Edge Animate 
Jeff Batt, Learning Dojo


Data-driven Meets Learning: Using Analytics to Measure ROI and Improve Design
Camille Metzinger, OSIssoft

What Do Viewers of Video Really Want?
Matthew Pierce, TechSmith


M Coaching SMEs to Produce Rock-star Videos
Debbie Richards, Creative Interactive Ideas and David Curtis, Aramco

Interactive Video for Training: Examples, Analytics, and Playbook
Jake Winders & Renee Haran, Nutanix

Best Practices and Innovations for Video Captions
Ben Cruz, Google

Using Video Effectively: Ten Tips and Tricks 
Nicole Sy, The Nature Conservancy

How Disruptive Learning Technologies Deliver Higher Knowledge Levels
Anders Gronstedt & Carol Clark, Gronstedt Group

Practical Strategies for Producing Animated Video on a Budget 
Amy Som & Kevin Ryan, University of Arizona Center for Integrative Medicine

Hit 'Em with Your Best Shot: Pro-quality Video Production on a Budget
Stuart Bendert, CCC Information Services

From Databases to Simulations: Leveraging Interviews with SMEs
Patricia Franklin, The Learning Alchemist

SESSION LEGEND

-  Bring Your Own Laptop® (BYOL®) session
-  Includes mobile discussion
-  Mobile Foundations session
-  Includes video discussion
-  Video Foundations session
-  Includes performance support discussion

Blending xAPI Analytics, DITA, and BPM for Next-gen Performance Support
Fabrizio Cardinali, Skillaware

The EnABLE Framework: Effective Learning and Performance Support Together
Ryan Sarpalius, Pacific Gas & Electric

How to Kick-start Performance Support in Your Organization
Yanay Zaguri, Kryon Systems

Tailoring Performance Support to Your Audience
Pandora Bryce, Bank of Montreal Institute for Learning

Adopting an EPS Strategy? Readiness, Set, Go!
Gary Wise, Intellinex—a Xerox Company

Applying Performance Support Across the Learning Continuum
Molly Petroff, Saint Vincent Hospital

Forgetting What We Know: Re-conceiving Performance Support as Performance Learning
Morris Davis, Drew University

M Performance Support in Context: Learning and Development in Flux
Clark Quinn, Quinnovation

Delivering the Goods: Developing a Performance Support Proof of Concept
Candice Kramer, Apply Learning

How Grainger Moved from Strategy to Reality with a Multi-national Performance Support Program
Jeff Merrill, WW Grainger; Paul O'Keeffe, Accenture; and Barry Smith, Assima

Performance Support Technologies: Who Are the Stakeholders?
Malcolm Poulin, ANCILE Solutions

TWO WAYS TO BUILD YOUR SKILLS FROM THE GROUND UP



Mobile Foundations consists of carefully selected sessions exploring the major areas of mLearning you need to understand before launching your own mobile learning effort.



Video Foundations consists of carefully selected sessions exploring the major areas of video creation, planning, and execution you need to understand in order to harness the potential of video for learning.

EXPO+ PASS

AN EXPO PLUS SO MUCH MORE!

Attend the Expo, Reception, Learning Stages, Hospitality Suites, and DemoFest!

THE EXPO

The *FocusOn Learning* Expo offers you an outstanding opportunity to explore a highly focused collection of key vendors offering leading learning technologies, tools, products, and services—all conveniently assembled under one roof.

EXPO RECEPTION

Celebrate your first day of the conference with a drink and a bite to eat at the *FocusOn Learning* Expo Reception. Connect with conference speakers, colleagues, and leading eLearning suppliers.

Sponsored by: 



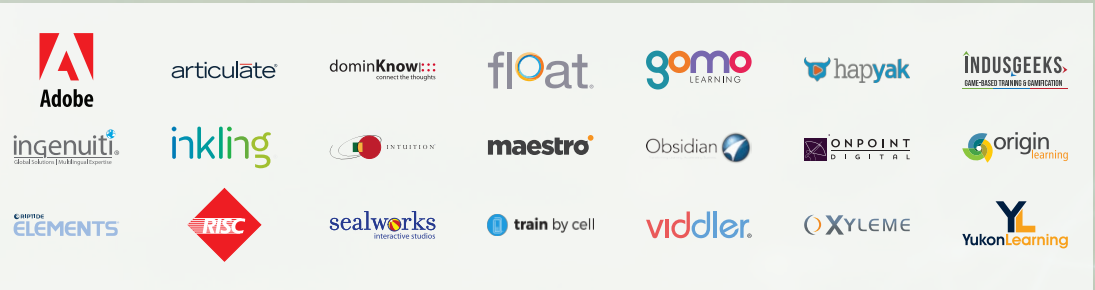
HOURS

WEDNESDAY, JUNE 8
9:30a – 6:30p

THURSDAY, JUNE 9
9:30a – 3:00p

EXHIBITORS

As of February 23, 2016



To exhibit, please contact Cheri Lynch at +1.603.465.7786

PERFORMANCE SUPPORT HOSPITALITY SUITES

Hospitality suites offer you an excellent opportunity to meet with leading performance support vendors in a personal setting. Learn about their products and services, participate in special programming, and engage in one-on-one conversations with experts who can help you think through your specific performance support challenges.



This year's hospitality suites will be hosted by:



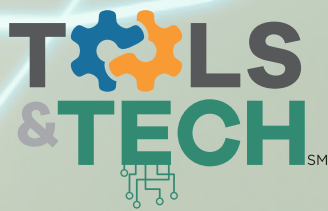
DEMOFEST



DemoFest is a collective surge of inspiration, learning, and networking. This is the ultimate opportunity to see more than 40 real-world mobile, video, and performance support projects created by your peers and industry innovators, all together in one place!

LEARNING STAGES

Explore two educational stages in a high-energy environment! These learning stages feature over 25 educational sessions showcasing the best practices, hottest topics, and most innovative new ideas in learning.



Discover the technologies that are transforming learning and performance.



Examine how to incorporate today's hottest technologies into your strategy.

SCHEDULE

MONDAY, JUNE 6

8:30a – 4:30p	Pre-conference Certificate Workshops
---------------	--------------------------------------

TUESDAY, JUNE 7

8:30a – 4:30p	Pre-conference Certificate Workshops
---------------	--------------------------------------

WEDNESDAY, JUNE 8

8:30a – 10:00a	Opening General Session—Scott Dadich	
10:00a – 4:45p	Learning Stages Open	
10:45a – 11:45a	Concurrent Sessions—Block 1	
1:00p – 2:00p	Featured Session—Realizing the Real Potential of Mobile	Concurrent Sessions—Block 2
2:30p – 3:30p	Featured Session—Mobile: The Killer APP for Performance Support	Concurrent Sessions—Block 3
4:00p – 5:00p	Featured Session—Using Video for Learning in the YouTube Era	Concurrent Sessions—Block 4
5:00p – 6:30p	Expo Reception	

THURSDAY, JUNE 9

8:30a – 10:00a	General Session—Soraya Darabi	
10:00a – 2:45p	Learning Stages Open	
10:45a – 11:45a	Featured Session—Using Beacon Technology to Contextualize mLearning	Concurrent Sessions—Block 5
1:00p – 2:00p	Featured Session—Performance Support in Context: Learning and Development in Flux	Concurrent Sessions—Block 6
2:30p – 3:30p	Concurrent Sessions—Block 7	
4:00p – 5:00p	Concurrent Sessions—Block 8	
5:00p – 7:00p	DemoFest	

FRIDAY, JUNE 10

8:30a – 9:30a	Featured Session—Video Production Framework for Decentralized Creation	Concurrent Sessions—Block 9
10:00a – 11:00a	Concurrent Sessions—Block 10	
11:15a – 12:30p	Closing General Session—The Great Debate: Where Is eLearning Headed?	

REGISTRATION



FOCUSON LEARNING FEES

\$0 USD	Guild Premium Member
\$1,356 USD	Discounted rate for Guild Member and Member-Plus
\$1,695 USD	Standard rate for Guild Associate and non-member

To learn about *Guild* membership, go to eLearningGuild.com/FO16

OPTIONAL PRE-CONFERENCE CERTIFICATE WORKSHOPS

\$0 USD	Guild Premium Member
\$395 USD	When combined with FocusOn Learning registration
\$495 USD	Standard rate for Guild Associate and non-member

ADDITIONAL SAVINGS!

Early Registration Discount: Save \$100 if you register by end-of-day, Friday, April 22.

Organizational Discount: Employees of academic, nonprofit, or government institutions save 35% (documentation required).

Group Discount: Groups of three or more from the same organization save an additional 10%. For more information, please contact Steve Firpo at +1.707.387.1877.

Student Rate: Current full-time students of accredited academic institutions are eligible for a registration rate of \$495. For information, please contact David Kelly at +1.707.387.1889.

JW MARRIOTT AUSTIN

All *FocusOn Learning 2016* activities will take place at the JW Marriott Austin, located in the heart of downtown and within walking distance of great food and live music.



RESERVE YOUR ROOM TODAY!

We've secured a group rate of **\$229/night** at the JW Marriott Austin. This special rate will be available through **Friday, May 13, 2016**. Last year the room block sold out, so make your reservations early!

PHONE RESERVATIONS

+1.888.236.2427 toll-free
+1.512.474.4777 direct

ONLINE RESERVATIONS

FocusOn16.com/JW

REGISTER BY APRIL 22
SAVE \$100!