March 14 - 17, 2005 • San Francisco, CA

**eLearning Producer**

CONFERECE & EXPO 2005

*It’s all about the Learning...*

...at the Premier Conference for e-Learning Design, Development, and Management Professionals.

**Inspire!**

What Great Leaders Do

*Lance Secretan*

Author, Speaker, Consultant

**The Art of the Start: Strategies for Internal Entrepreneurship**

*Guy Kawasaki*

Author, Speaker, Entrepreneur

**e-Learning Gurus, Challenges and Solutions**

*David Holcombe*

Co-founder, President & CEO, The eLearning Guild

*Meet us in San Francisco! Register Today!*

[www.eLearningGuild.com](http://www.eLearningGuild.com)  +1.707.566.8990
“The eLearning Guild’s eLearning Producer Conference was more engaging and applicable than any other conference I attended this year. The presenters and attendees understood and addressed key industry challenges and issues, provided valuable solutions and resources.”

Joe Pellegrini
e-Learning Manager
Cintas Corporation

“I have a multi-media development and education background, but no formal experience with instructional design, so seeing the practical applications of instructional design theory was EXTREMELY stimulating. Great conference.”

Paige West
Interactive Learning Producer
Paynter Institute

“This was my first experience with The eLearning Guild — I was very impressed. All of the speakers were helpful, knowledgeable, down to earth, and really interested in an exchange of ideas. Nice group. Nice atmosphere. I like the culture.”

Jeanne Christian
COO, Care2Learn.com
This conference is about the intersection of e-Learning technologies and learning. It’s about the e-Learning strategies and practices we employ to bring about measurable change in knowledge and performance. So... just what is “e-Learning?” We prefer this definition...

"e-Learning is the use of Internet technologies to create and deliver a rich learning environment that includes a broad array of instruction and information resources and solutions — the goal of which is to enhance individual and organizational knowledge and performance.”

— Marc Rosenberg

The eLearning Producer Conference & Expo is designed to enable every participant — whether you are just getting started or you’re ready to integrate your e-Learning with information management and performance support efforts — to find the information and resources they need to succeed. We’re inviting the best minds in the industry to come and share what they’ve discovered. We’re inviting your peers to share their best practices and their practical application of proven techniques. We’re inviting you to come learn, share, and network with this community of engaged e-Learning producers.

**Why Attend?**

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**What’s Inside?**

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**Who Should Attend?**

This conference is focused on the tools, technologies, techniques, strategies and best practices for designing, developing, and managing e-Learning regardless of the context in which they are applied. You will find a robust flow of information and rich cross-fertilization of ideas across industry and functional boundaries. No matter what industry you are in, no matter what tools you use, no matter what course topics you are producing, if you are directly involved in e-Learning in your organization, you should attend.

At this conference you will...

- Spend two and one-half days learning and networking with hundreds of other e-Learning professionals who do exactly what you do
- Find yourself completely immersed in your most critical issues
- Focus on a variety of strategies and techniques for designing, developing and managing e-Learning that you can immediately put to work in your organization
- Discover tips and techniques for ensuring that your strategies optimize the success of your organization’s e-Learning efforts
- Explore new tools and technologies for developing and managing state-of-the-art e-Learning
- Develop a more complete understanding of best practices in e-Learning management

You don’t have to be a Guild Member to attend!

This conference is open to all e-Learning professionals — even if you are not a Member or Associate of the Guild. However, Guild Members do receive a 20% discount on event registration fees as a standard membership benefit. We encourage you to consider joining the Guild now, because the 20% discount off this event alone is more than the cost of membership! (See pages 18-19 for details)

**Register Today!**

www.eLearningGuild.com
+1.707.566.8990
Get a head start on your conference experience...

The Conference Orientation Session
Monday 5:30p - 6:30p
This session offers all participants an opportunity to hear from conference program managers about how the conference is organized and why it is organized as it is. You’ll discover tips for getting the most out of the program to ensure you have a great conference experience. This session will also give you an opportunity to ask questions about tracks, sessions, speakers, etc. so you can plan your conference more effectively.

The e-Learning Orientation Session
Monday 5:30p - 6:30p
E-Learning, like any technology-based field, is overrun with specialized language and acronyms. Terms such as LMS, SCORM, AIC, ASP, HTML, LOs, SCOs, and SWFs just to name a few... the list is endless and growing. This session will offer participants who are new to e-Learning an opportunity to develop an understanding of the fundamentals of e-Learning terminology. You’ll also have an opportunity to get answers to some of your questions about the basics of e-Learning.

Find out what’s coming up at...

The eLearning Guild Annual Membership Meeting
Wednesday 4:15p - 5:15p
Once a year Guild Members and Associates gather to get an update on what’s new with The eLearning Guild and to make suggestions for the coming year’s efforts. Here is your chance to learn how you can become more active in the Guild, and to share your insights and suggestions! Non-Guild members are encouraged to attend and learn more about the Guild, and the many benefits membership has to offer.

Monday, March 14

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<th>Time</th>
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<tr>
<td>7:00a - 6:00p</td>
<td>Registration and Information Desk Open</td>
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<tr>
<td>8:30a - 4:30p</td>
<td>12 Pre-Conference Workshops (See pages 6 &amp; 7)</td>
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<tr>
<td>5:30p - 6:30p</td>
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Tuesday, March 15

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<tr>
<td>7:00a - 5:30p</td>
<td>Registration and Information Desk Open</td>
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<tr>
<td>7:00a - 7:00p</td>
<td>Exhibit Area Open</td>
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<tr>
<td>7:00a - 8:15a</td>
<td>Breakfast Links — By Region</td>
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<tr>
<td>8:30a - 10:00a</td>
<td>Opening General Session: Lance Secretan (See page 5)</td>
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<tr>
<td>10:30a - 11:45a</td>
<td>Concurrent Sessions: Block 1 (See page 9)</td>
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<tr>
<td>11:45a - 1:15p</td>
<td>Lunch</td>
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<tr>
<td>1:15p - 2:15p</td>
<td>Concurrent Sessions: Block 2 (See page 10)</td>
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<td>2:45p - 3:45p</td>
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<tr>
<td>4:15p - 5:15p</td>
<td>Concurrent Sessions: Block 4 (See page 12)</td>
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<tr>
<td>5:00p - 7:00p</td>
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<td>Dinner Groups in San Francisco</td>
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Wednesday, March 16

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<td>Breakfast Links — By Topic</td>
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<td>8:30a - 9:45a</td>
<td>General Session: Guy Kawasaki (See page 5)</td>
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<td>2:45p - 3:45p</td>
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<td>4:15p - 5:15p</td>
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Thursday, March 17

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<td>8:30a - 9:45a</td>
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<td>10:15a - 11:30a</td>
<td>Closing General Session: David Holcombe (See page 5)</td>
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<tr>
<td>11:30a</td>
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These three General Sessions are designed to help you improve your leadership skills, align your efforts with the core business drivers in your organization, and provide you with insights and solutions to some of your thorniest issues.

**Tuesday, March 15, 2005**
8:30a - 10:00a

**Inspire!**
What Great Leaders Do

Lance Secretan  
*Author, Speaker, Consultant*

We all yearn to be inspired. Yet today, many people are drifting in organizations and teams that operate from a place of fear. Within the hearts of people everywhere, there is a yearning for something different. We are looking inward and outward, and we are asking questions. Some of the answers are timeless — the world’s greatest leaders have known them all along. From Mahatma Gandhi and Thomas Jefferson to Martin Luther King Jr., Nelson Mandela, and other great contemporary leaders — one attribute has been shared: they aimed not to motivate, but to inspire. What are the unique qualities found in these leaders? And how can you apply their style of leadership to your business?

Based on his latest book, *Inspire!,* this presentation will show you how to inspire others and yourself — the prerequisite for personal and organizational transformation. We can create more productive, fulfilling workplaces that encourage engagement and contribution from employees. We can build workplaces based on shared best interest and selflessness, rather than self-interest and cynicism.

Lance Secretan is a pathfinder and one of the world’s foremost thinkers about leadership, inspiring people at work and reawakening spirit and values in work and life. A master teacher, Dr. Secretan works with a gifted worldwide faculty changing the lives of people and companies and revolutionizing the way they think about leadership. He is the international bestselling author of 13 books on leadership, an award-winning columnist, philosopher, corporate coach, and one of North America’s most sought-after speakers.

**Wednesday, March 16, 2005**
8:30a - 9:45a

**Innovate!**
The Art of the Start: Strategies for Internal Entrepreneurship

Guy Kawasaki  
*Author, Speaker, Consultant*

Guy Kawasaki motivates managers to unleash entrepreneurial thinking at established companies, and helps them foster the creativity that their companies need to stay ahead of the pack. He also illustrates the benefits of treating every company as a startup.

This enlightening presentation is based on Guy Kawasaki’s latest book, *The Art of the Start,* published in September 2004. In this book, Guy draws parallels between entrepreneurs starting new companies and employees in established companies who are trying to create a new product or service or position themselves as a business within a business. Both of these types of entrepreneurs, despite their different environments, need to learn the field-tested, battle-hardened lessons of how to position, pitch, brand, make it rain, evangelize, build a team, and raise internal or external capital. Guy will inspire you to move from ideas to action. He will show you how to think, act, and implement like entrepreneurial revolutionaries of innovation and change.

Guy Kawasaki is the author of *The Art of the Start,* the Managing Director of Garage Technology Ventures, and a columnist for Forbes magazine. Previously, he was an Apple Fellow at Apple Computer, Inc. He is the author of eight books including *Rules for Revolutionaries,* How to Drive Your Competition Crazy, and *Selling the Dream.*

**Thursday, March 17, 2005**
10:15a - 11:30a

**Insight!**
e-Learning Gurus, Challenges and Solutions

David Holcombe and Panel*  
*Co-founder, President & CEO*

The eLearning Guild

*Mr. Holcombe will be joined by Clark Aldrich, Ruth Clark, Lance Dublin, Marc Rosenberg, Will Thalheimer, and Sivasailam “Thiagi” Thiagarajan.*

Why depend on the views of one guru when you can have the views of six? Here is your opportunity to gain insights into the most challenging issues facing e-Learning professionals every day!

How do we know they are the most challenging? Because every participant in the room will contribute to determine which issues we focus on. In this highly engaging closing session we will cull the most important questions, the hottest issues, and the thorniest challenges from the audience. Then, our panel of esteemed industry gurus will be challenged to address and debate them in this focused e-Learning solution-fest. Whatever you do, don’t skip this closing session! We’re going to learn lots and have some fun along the way.

David Holcombe’s life-long commitment to the education of professionals working in computer training, computer technical support, information design & development, Knowledge Management, online Help design & development, CBT, WBT, and e-Learning design, development & management illustrates his belief that where all these disciplines intersect is where we will truly be able to enable human knowledge development and performance. He organizes conferences that have enabled tens of thousands of participants to leverage information technology to improve human knowledge and performance.

*Mr. Holcombe will be joined by Clark Aldrich, Ruth Clark, Lance Dublin, Marc Rosenberg, Will Thalheimer, and Sivasailam "Thiagi" Thiagarajan.*
Maximize your time with comprehensive skill development in one of these optional one-day Pre-Conference Workshops. Upon completion of any one of these intensive workshops you will receive a Certificate of Completion from The eLearning Guild.

P1 — DESIGN

The e-Learning Apprentice: A Real-World Problem-based Workshop for e-Learning Designers

Ruth Clark, Clark Training & Consulting and Eric Parks, Ask International, Inc.

Join your team of fellow apprentices to design, develop, and test an asynchronous e-Learning lesson with insufficient time and budget. During the morning, your team will convert job analysis data into e-Learning storyboards. After you have produced your lesson, you will test it with your colleagues and then adjourn to the board room where the results will be evaluated to determine which teams pass and which teams fail! Your hosts Ruth Clark and Erik Parks will work with you to debrief your lessons, and in that process will define ways to assess course “success” or “failure,” determine which instructional strategies led to success and why, and discover how different team roles and processes lead to effective and efficient course design.

P2 — MANAGEMENT

Blending at Warp Speed: Delivering Maximum Value with e-Learning

Con Gottfredson, Conduit TecKnowledge
Bob Mosher, Microsoft Learning

Blended learning approaches tend to be more “off the cuff” than deliberate. They are often only a series of learning events strung together using different modalities. There exists a need for these groups to work together to support learners. This workshop will help you assess the instructional merits of your current learning solutions and craft a plan to optimize your learning offerings with processes and practices you can implement to maximize your Return On Instruction (ROI).

P3 — DESIGN

The e-Learning Simulation Game Design Workshop

Clark Quinn, OtterSurf Laboratories

The case has been made that the way to make really meaningful learning is to create scenarios, role-playing simulations, and to challenge learners to make decisions and see the consequences play out. This is all well and good, but how do you actually go about designing such learning environments in a systematic way? This workshop will show you the alignment between the elements of education and “engagement” that gives us a framework for doing effective simulations. It will provide solid principles and hands-on practice to develop skills, and the confidence to create learning that sticks. You will work through examples to learn the critical decision points and a systematic process that leads to engaging and effective learning experiences.

P4 — DEVELOPMENT

PowerPoint to Flash: How to Create Engaging e-Learning Content with PowerPoint-to-Flash Products

Paul Clothier, LearnHost

This workshop will provide you with an introduction to some of the most-often-used PowerPoint-to-Flash products that enable rapid e-Learning development. You will study the salient features of each of the different tools, and use them to create e-Learning content. What starts out as simple PowerPoint content will be transformed into interactive and engaging e-Learning. You will learn why you would want to convert your PowerPoint content to Flash, the advantages and disadvantages of converting, and which tools is best suited to your e-Learning needs. By the end of the workshop you will have a good understanding of the capabilities and power of some of the best PowerPoint-to-Flash tools, a ton of creative e-Learning ideas, and some really effective e-Learning templates to take back to work and use in real projects.

P5 — DEVELOPMENT

Tools for Creating Effective e-Learning: Combining Authorware, Flash, Captivate, and Breeze

Joe Ganci, Dazzle Technologies Corp.

This hands-on workshop will show you how to create efficient, effective and fun e-Learning using four of the most commonly used tools: Authorware, Flash, Captivate (formerly RoboDemo) and Breeze. Through examples and exercises you will learn tricks and techniques that will help you be a better e-Learning developer. You will also learn the strengths and weaknesses of these authoring tools when they are used together. Some of the techniques shown in this session can also be applied when using other e-Learning authoring tools. You will get a CD with trial versions of Macromedia Flash, Authorware, and Captivate along with the tools and exercises that you will be using throughout the day.

P6 — DESIGN

Faster, Cheaper, Better: An Alternative to the ISD Model for Designing and Developing e-Learning Courses

Sivasailam (Thiagi) Thiagarajan, The Thiagi Group

Most e-Learning design models are pale replicas of the ISD model created for another time and another type of learner. Their application to current day realities results in a waste of time and other resources. Current alternatives are rigidly linked to expensive, elaborate, and constraining platforms. This workshop presents a really different e-Learning design model that is faster, cheaper, and BETTER. It is a truly blended approach that uses existing resources to form the basis for web-based training that does not patronize the learner with a mix of bullet slides and multiple-choice questions. This “hands-on” workshop will practice what it preaches. Workshop participants will learn — and apply — e-Learning design principles after viewing, analyzing, discussing, and borrowing real-world examples.
Workshops require separate paid registration and each workshop is $395.00 USD (discounts do not apply). Hurry! Space is limited.

P7 — DESIGN

e-Learning Instructional Design 101
Patti Shank and Eric Replinger, Learning Peaks, LLC

If you are somewhat new to designing instruction but need to design online instruction, you’re probably confused (and maybe even nervous) about how to proceed. In this workshop, you’ll learn how to apply the ADDIE instructional design model (analysis, design, development, implementation, and evaluation), adapted for e-Learning, in order to prepare a high level design blueprint for specific content. This workshop will specifically help you determine what instructional outcomes are needed and make a plan for evaluating results, selecting high-value instructional activities, considering blending options and media for these activities, and evaluating a variety of existing instructional materials to see how these design principles can be applied. The workshop emphasizes immediate application of these concepts and is geared specifically towards the needs of people new to designing e-Learning.

P8 — DESIGN

Where’s the Passion: Instructional Designing for Emotional Impact
Margaret (Maggie) Martinez, The Training Place, Inc.

Understanding the impact of emotions on the thinking and learning processes helps professionals improve instructional strategies and provide superior instruction. This workshop is based on research showing that many students learn more effectively with targeted interventions that tap into our passions. It highlights proven instructional design strategies that leverage learning, memory, and motivation. Current research unravels the mystery of how individuals actually want and expect to learn differently. Particular attention will be given to the biology of learning, the importance of “making connections to create meaning and solve problems,” and the role of emotion in learning, memory, and performance. You will gain an understanding about why some design strategies work, or don’t work, and will acquire a palette of design strategies.

P9 — MANAGEMENT

From Piloting to Planning: A Toolkit for e-Learning Strategy Development
Sam Herring & Mike Flanagan, Intrepid Learning Solutions

In an ideal world, training organizations would have a complete strategy in place before implementing e-Learning technology. In reality, many organizations find themselves having completed successful pilots, but still being without a plan. This workshop is for the managers and leaders of those organizations: those who’ve introduced learning technology only to face the question of “Now what?” In this workshop, you will be introduced to a consulting methodology and given a set of tools that you can use to develop a strategic roadmap for current and future e-Learning implementations. You will learn the key stages, drivers, and decision points for organizational e-Learning planning, and you will be shown how to use the appropriate tool at each phase.

P10 — MANAGEMENT

The A to Z Guide of e-Learning Technology for Managers and Supervisors
Thomas Toth, dWeb Studios, Inc.

Do you get frustrated with your team and feel like they are speaking a different language when they start talking about e-Learning? Do you know whether your team should be designing in ASP, PHP or ColdFusion? Or even what those things are? What do you need to know about all the technology out there? How can you communicate with your e-Learning designers? This workshop will answer some of those basic and intermediate questions about the technology behind the delivery of e-Learning. You will learn how to build your “Dream Team,” gain an understanding of design approaches, and acquire a solid understanding of e-Learning tools and technology.

P11 — DEVELOPMENT

Making Video as Easy as PowerPoint
Stephen Haskin, University of Michigan, Department of Surgery

Your boss asked you to complete an e-Learning course and you need a video — but you don’t have the budget. You’ve got three days! Have you ever wanted to make video, but were afraid to dip your feet in the water? “Making video looks hard. Look at all that equipment.” This workshop will show you that you can make better than serviceable video, and it doesn’t have to cost a trip to the moon. The day will be spent making a real video production without special equipment. All you’ll need to bring (and it’s not mandatory) is your laptop. During the day you will write a script, shoot the video and edit it to final form.

P12 — DESIGN

Designing and Teaching Great Online Synchronous Courses
Karen Hyder, The e-Learning Guild
Mark Bucceri, Centra

Moving to online training using a synchronous tool like Breeze, WebEx, Elluminate or Centra can be as challenging as teaching blindfolded with one hand tied behind your back — but it doesn’t have to be. Whether you’re developing and delivering training on HR policies, new technologies, customer service skills or any other content, this workshop will help you design lesson modules that deliver your message to online learners. More than the basics, this course shows you how to make the most of the advantages of synchronous online training without getting burned by the disadvantages. Also, participate in the online follow-up sessions two weeks after this in-person session. Join Karen Hyder, the Guild’s own Online Forum’s Moderator (in person) and Mark Bucceri (virtually) for this engaging, experiential and illuminating workshop.

www.eLearningGuild.com • +1.707.566.8990 Register Today!
Connect with Your Industry Colleagues...

Of course you will learn things in the information-filled sessions at The eLearning Producer Conference & Expo. But we also offer you many ways to tap into your e-Learning community, expand your professional network, have in-depth conversations with your colleagues, and just have fun at the many networking and social activities you’ll find here.

The Welcome Reception
Join all your fellow conference participants at The Welcome Reception! It is a perfect opportunity for you to enjoy a drink and a bite and then meet some of your conference colleagues, the speakers, and many of the key industry vendors that will be present. Tuesday 5:00p - 7:00p

Breakfast Links™
Each morning between 7:00a and 8:15a you can start your day with Breakfast Links and take advantage of this great opportunity to meet with other participants with whom you have things in common.

Tuesday: Link up with others from your geographic region
Wednesday: Link up with others based on special topics and common interests
Thursday: Link up with others from your industry

Dinner Groups
San Francisco has some of the world’s best restaurants and a truly vibrant night life. Join one of many Dinner Groups and head out on the town for an evening of fun with your new-found colleagues! Dinner is on you... but the fun is in San Francisco!

Connect with Key Industry Authors
The Conference Book Store is the place to find the latest and greatest books on e-Learning, training, and performance improvement. You will also have opportunity to meet and talk with many of the leading authors in our field.

Bookstore hours:
Monday, March 14 — 2:30p - 5:00p
Tuesday, March 15 — 7:00a - 6:00p
Wednesday, March 16 — 7:00a - 5:00p
Thursday, March 17 — 7:00a - 12:00p

Super Sessions

**Thursday March 17, 8:30a - 9:45a**

**801 - ALL**

**Beyond e-Learning: New Approaches to Managing and Delivering Organizational Knowledge**
Marc J. Rosenberg, Principal, Marc Rosenberg and Associates

The e-Learning field is rapidly changing. New approaches to learning and performance support are supplementing e-Learning. These include Knowledge Management, Communities of Practice, and workflow learning. How can informal, informational activities coexist with the formal instructional side of learning? How does this impact training management now and in the future? This session presents a strategic perspective and reveals ways to think about what e-Learning really is and what it can and cannot do.

**802 - ALL — PANEL DISCUSSION**

**Macromedia Tools — Current Tricks and Future Directions**
Panel Facilitator: Paul Clathrier, Principal, LearnHost

Almost 92% of Guild members indicated that they use one or more of Macromedia’s tools to create or deliver their e-Learning programs. Since so many e-Learning producers use Macromedia tools they have a high interest in how to maximize these tools and what the next versions of these tools will be. This panel of Macromedia experts will share how to make the most of these tools, and insights into Macromedia’s strategies for e-Learning.

**803 - ALL**

**Almost Everything You Know About Learning Objectives is Wrong: What the Research Says**
Will Thalheimer, Principal Researcher, Work-Learning Research

Everybody knows how to write learning objectives, right? But most objectives produce no learning benefits. Did you know that Mager’s rules for writing objectives are useful in some situations and debilitating in others? This session will review the research on learning objectives, distinguish between performance objectives and learning objectives, show how it can be dangerous to base evaluations on instructional objectives, and provide practical guidelines for how to use objectives.

**804 - ALL**

**Efficiency in e-Learning**
Ruth Clark, Clark Training & Consulting
Frank Nguyen, Intel Corporation

Learn how to apply cognitive load theory to text, graphics, and audio in ways proven to speed learning and/or improve learning outcomes. This session previews the forthcoming book Efficiency in Learning on applications of cognitive load theory. This is an update to the seven (plus or minus two) guidelines for managing limited working memory capacity. You will learn about proven techniques you can use to create e-Learning that leads to faster learning, better learning or both.

**805 - ALL**

**The “Four Door Approach” for Designing Cost-effective e-Learning**
Sivasailam “Thiagi” Thiagarajan, President, The Thiagi Group

This session uses demonstrations, discussions, and activities to explore different aspects of Thiagi’s Four-Door Model for e-Learning design: the library that incorporates and integrates available content resources, the playground that features different types of fast-paced games to challenge participants toward fluent mastery of facts and concepts, the café where participants reflect upon open-ended questions and share their ideas, and the torture chamber that gives two chances to demonstrate your mastery by taking a performance test.

**806 - ALL**

**Learning by Doing: Simulations, Games and e-Learning Pedagogy**
Clark Aldrich, Virtual Leader & Lead Designer, SimuLearn

Computer games change expectations, the way students learn, and they even change what can be learned. This session will discuss a model for educational content called Learning By Doing. It covers the strategy, selection, design, and deployment of educational simulations ranging from very simple to very complex, from using no technology to the cutting edge technology of computer games and beyond. You will learn about the trade-offs, hard decisions, risks, and balancing acts necessary for success, as well as the benefits.
activity. Learn ten techniques for helping individuals emotions appropriately in the context of trainer tools and understanding how to support human based rationale for using emotions as instructional the classroom? This session will present a research- online learning and ensure a smooth transition from

How can emotions be used to improve learning out-

Margaret Martinez, CEO, The Training Place, Inc.

Outcomes
Using Emotions to Improve Learning

104 - DEVELOPMENT

LMS Selection and Deployment: Case Study with Nebraska Medical Center

Catherine Heck, Director of Nebraska Medical Center Learning Network, Nebraska Medical Center Guenther Weydauer, Senior Technical Consultant, Intrepid Learning Solutions

What problems would be solved and opportunities created by using an LMS? How should you evaluate competing LMS products? What problems are encountered in an LMS deployment? Learn the answers to these questions in this case-based presentation that details the process followed in evaluating competing solutions, and in the deployment of the solution selected.

107 - DEVELOPMENT

E-Learning with Dreamweaver MX: Creating Learning Applications

Betsy Bruce, Principal Consultant, Betsy Bruce e-Learning

Creating an e-Learning application with Dreamweaver is much more complicated than simply creating Web pages. In this important session you’ll learn best practices for using Dreamweaver to create e-Learning, including Cascading Style Sheets, behaviors for creating interactions, creating a fixed window, using layers, and adding navigation. You’ll learn to use the free CourseBuilder and Learning Site extensions, how to add SCORM calls, and then test for SCORM compatibility with the free ADL Test Suite.

106 - DEVELOPMENT

Swift 3D — Create and Manipulate 3D Objects for Use in Flash MX 2004

Thomas Toth, President, dWeb Studios, Inc.

Do you want to create and manipulate 3D objects in Flash? Flash MX 2004 does not have the ability to easily create these objects, but Swift 3D can do it! Create and manipulate your 3D objects in Swift 3D and save them directly as an SWF file for import and use in your Flash projects. This inexpensive, but extremely powerful, piece of software will add a third dimension to your Flash based e-Learning project.

105 - DEVELOPMENT

So... You Think You Know How to Implement Learning Objects? Prove It!

John Schultz, Analyst, State Farm Insurance Casey Garhart, Learning Consultant, IBM

How do you implement an organization-wide learning object development strategy without creating chaos? This session provides a case study of how State Farm Insurance resolved many of the issues that impact moving to a learning object design strategy. You’ll learn how they used a series of proof of concept efforts focused on process changes, business rule changes, and production techniques. They were able to showcase ideas, make critical business decisions, and minimize risk to their implementation.

109 - MANAGEMENT

Partnering for Rapid e-Learning Design and Development

Scott MacPherson, Sales Director, VeriConsult, LLC Phil Antonelli, Senior Learning Specialist; Heather Karimi, Program Manager; and Arnie King, Learning Manager, IntellineX

How can a medical device manufacturer train its geographically dispersed sales force on new sales tools in time to meet aggressive end-of-year sales quotas? The answer is rapid e-Learning that neither sacrifices quality nor increases development cost. The solution involves the right mix of content, commitment, collaboration and communication. Learn how members of the Ortho-Clinical Diagnostics/IntellineX team will share how they went from initial design to full deployment of four hours of e-Learning in six weeks.

110 - MANAGEMENT

E-Learning Deployment for Driving Business Growth at HP

David Robbins, Global Knowledge Manager, Hewlett-Packard Corporation Eric Parks, President & CEO, ASK International

How did HP leverage a combination of e-Learning and performance support technology to achieve one of the most successful mergers in business history? How did transforming the organization using e-Learning help propel business growth and profits? This session explores the answers to these questions through a case study of how effectively utilized e-Learning technology can maximize business transformation. Technologies discussed and demonstrated include: HP Virtual Classroom (HPVC), Remote Access Interactive Lab (RAIL) and Learning Content Management solutions.

111 - FEATURED PANEL DISCUSSION

Author! Author! — The e-Learning Tools You NEED to Know Panel

Facilitator: Tony Karner, President, Tech Empower Macromedia may be used by a majority of e-Learning producers but there are hundreds of tools being used to develop and deliver e-Learning. This panel of experts will share with you their experiences in using tools in various categories including streaming media, authoring tools, audio and video production, add-ons, and other tools that will help you create your e-Learning programs.

www.eLearningGuild.com • +1.707.566.8990 Register Today!
Expanding Your Vision, Influence and Resources

Con Gottfredson, President, Conduit Technology
Bob Mosher, Director, Microsoft Learning, Microsoft

Rather than being seen as overhead, technology advances can now position e-Learning initiatives to deliver value to the organization that they were not able to before. This session will show you how your e-Learning programs can deliver strategic and instructional value to your organization. You will learn how to build e-Learning initiatives that contribute to the success of your organization on different levels.

Are We Asking the Right Questions?
Allison Rossett, Professor, Department of Educational Technology, San Diego State University

Who could question the importance of evaluation? It’s agreed that it’s a priority, and it’s honored in ASTD, IBSTPI, and ISPI competency documents. And when it comes to an organization relying upon e-Learning, measurement becomes even more critical. But how much evaluation actually occurs? How robust is it? How might it use, and then enhance, emergent e-Learning initiatives? When measurement happens, what value does it add to our organizations and how can we make it more meaningful?

The e-Learning Idea Factory — Part 1
Patti Shank, Managing Partner, Learning Peaks, LLC

Do you need to improve the instructional value, ease-of-use, and “wow factor” of your e-Learning content? Borrow great ideas from some of the industry’s best instructional designers and developers. This session will showcase ideas valued for their ingenuity, applicability to myriad settings, and ease of implementation. Ideas will be described, and implementation details that you can use when adapting these ideas for your own use will be provided. Engage in discussion with the presenter, and question the innovators themselves.

Intellectual Property Management of Learning Objects in a University
Donald Costello, Senior Lecturer, University of Nebraska — Lincoln

If you develop standardized learning objects (LO’s) in an educational environment, you need to know whether the LO development is a “work-for-hire” or part of a traditional teaching contract. These questions present challenges of Intellectual Property Relationship with the University and the establishment of Digital Rights Metatags in the SCORM specification. This session will introduce the LO to SCO process and concentrate on the various decision options linked to existing and potential University policy.

Session Block 2
Tuesday, March 15, 1:15p - 2:15p

“Overall, I was pleasantly surprised at the high quality of the sessions. Most speakers were very interactive, and even those who weren’t great speakers.”

Jody Underwood, Development Scientist, ETS

Introducing Flash and Authorware Scripting — Part 1
Joe Ganci, President, Dazzle Technologies Corp.

The main skill that separates novice from expert Flash and Authorware developers is the use of each application’s scripting language. Learn the principles of good scripts and how they will allow you to create code more quickly with fewer bugs. Learn how the four fundamentals of scripting apply to the creation of more flexible, adaptable, maintainable, and efficient applications. Deliver on the promise of self-paced, customizable coursework and deliver to your client exactly what he or she requires.

LAMP for e-Learning: An Open Source Alternative to an Expensive LMS
Jonathan Trefla, Senior Engineer, RWD Technologies

Using Open Source software is an inexpensive alternative that can provide you everything you need from an LMS, but without the associated cost. This session will discuss the use of LAMP (Linux, Apache, MySQL, PHP), a common Internet platform, and how it can be used to handle some core LMS functionality. These functions include bookmarking, user registration, and reporting.

Streaming Rich Media Presentations for e-Learning
Mark Pressman, Producer, Eventwebcasting

Liven up your e-Learning with streaming media presentations that attract student attention. This session demonstrates how to create compelling presentations for your e-Learning program with streaming media audio and video. The presenter will showcase the latest tools, demonstrate ease-of-use, and describe the use of streaming media in e-mail campaigns and web conferencing. Learn why audio and video content is so effective in retention of information and skills, and how to archive audio and video for future employees.

Expanding Your e-Learning Development Resources through Outsourcing
Sam Herring, Executive Vice President, Research and Consulting, Intrepid Learning Solutions

For training organizations challenged to do more with less, outsourcing can be an effective solution. This session will address key outsourcing issues from a managerial perspective, offering attendees a primer on the key factors to making a successful outsourcing decision. It will provide practical tools and resources to help e-Learning managers make smart decisions about when to partner and when to keep work in-house, and will also address best practices for making an outsourced development relationship run smoothly.

Role-based Sales Simulations: A Washington Mutual Bank Case Study
Aaron Rawlins, e-Learning Design Supervisor, Washington Mutual Bank, Retail Bank Division
Eric Parks, President & CEO, ASK International

Are you considering using role-based sales simulations in your training? Are you prepared for the challenges involved in designing, implementing, and deploying them? This case study relates how a needs analysis for Washington Mutual Bank’s 21,000 financial center employees determined the need for media-rich role-based simulations. In three years they’ve created 60 product knowledge courses with over 50,000 accesses and a 76% completion rate. Learn how they met the challenges, and the importance of measuring success.

Changing Your Learning Management System: A Case Study
Marilyn Mitchell, Director, Professional Development & Enterprise Learning, Konica Minolta Business Solutions U.S.A., Inc.
Gary Woodill, Chief Learning Officer, Operitel Corporation

When software is too difficult and too counter-intuitive to use, managers may need to change vendors. In this case study, you will learn how a major corporation came to the decision to change its LMS. You’ll learn about the problems and issues with the first LMS, the difficulties in attempting to resolve those issues, the process of searching and finding a replacement LMS, and how well the new LMS is meeting the needs of Konica Minolta.

LMS Technology and Implementation Panel
Facilitator: Joe Pulichino, Director of Research, The eLearning Guild

There are dozens of Learning Management Systems on the market and that number changes frequently due to mergers, acquisitions, the start up of new companies and the collapse of former market leaders. Not only are the players changing, the systems themselves are adding or changing features and capabilities at warp speed. This select group of LMS vendor representatives will give you a inside view of what is happening to the technology and ways you can cope with ever-changing implementation requirements.
“I found the conference to be outstanding! I attended many EXCELLENT sessions and wish I could have cloned myself to attend all of them.”

David Perry, e-Learning Systems Analyst, Ford Motor Company

305 - DEVELOPMENT

Introduction to Flash and Authorware Scripting — Part 2
Joe Ganci, President, Dazzle Technologies Corp.

The main skill that separates novice from expert Flash and Authorware developers is the use of each application's scripting language. Learn the principles of good scripts and how they will allow you to create code more quickly with fewer bugs. Learn how the four fundamentals of scripting apply to the creation of more flexible, adaptable, maintainable, and efficient applications. Deliver on the promise of self-paced, customizable courseware and deliver to your client exactly what he or she requires.

306 - DEVELOPMENT

Lose the Tables! Use CSS to Lay Out Your e-Learning
Thomas Toth, President, dWeb Studios, Inc.

Tables were originally created in HTML to allow tabular data to be displayed in an easy to read format. It took a creative designer to figure out that you can also use tables for layout, and the use of tables changed. With current browsers now recognizing and displaying the layout attributes of CSS, the time is NOW to lose the tables! Separate your content from presentation by using CSS to lay out your e-Learning pages!

307 - DEVELOPMENT

LMS Domain Management: What Is It and Why Is It Important?
Guenter Weydauer, Senior Technical Consultant, Intrepid Learning Solutions

Is your organization considering adopting a single LMS for the entire enterprise? Must a single LMS provide business units with the autonomy to customize their learning programs, assume responsibility for training administration, and collect and report on performance measures unique to their programs and organizations? This session describes how to evaluate your organization's needs for robust domain management, and then how to evaluate a product's ability to handle multiple business units through domain management.

308 - MANAGEMENT

Growing and Managing Your e-Learning Team
Con Gottfriedson, President, Conduit TechKnowledge
Bob Mosher, Director, Microsoft Learning, Microsoft

Many training groups need to transition their classroom training teams into an e-Learning development team. Other organizations need to start from scratch in developing an e-Learning team. For those groups already developing e-Learning, they are looking for ways to enhance their team's skills and effectiveness. During this session you will learn about resources, you will be provided guidelines, and you will discuss approaches to help you fulfill this vital leadership responsibility.
Usability and Learnability in e-Learning
Shailesh Shilwant, Creative Director, and Amy Haggarty, Learning Strategist, Convergys

Usability has been a key factor in the product design and software industries, but has not been widely practiced in the e-Learning industry yet due to lack of awareness, to lack of standards and decreasing costs and timelines. This session looks at the lack of defined usability guidelines in the e-Learning development process and how that affects the learner experience. It also will build a case for standard guidelines that can help designers and developers.

Blended Training & Support for Software Applications
Karlin Albert, Educational Research and Design Leader, Granite Construction
Tony Karre, CEO, TechEmpower, Inc.

Organizations have a wide variety of mechanisms they can use to train and support users when they roll out new software systems. The challenge is understanding the range of options, understanding the impact of each option, making good choices that lead to a cost-effective, efficient means of ensuring end-user performance, and then executing on it. This presentation uses a recent rollout of a new version of JD Edwards ERP as a case study, and also draws from other leading organizations to illustrate these issues.

“Talking” SCORM with ASP.NET
Jeffrey Rhodes, Chief Technical Officer, Platte Canyon Multimedia Software Corporation

Need to make SCORM Runtime Environment calls from ASP.NET? Curious about how to dynamically generate JavaScript? Wonder what tools are available to help? Want to learn more about SCORM? If the answer to any of these questions is yes, this session is for you. You’ll learn how the U.S. Army, and other organizations, is using ASP.NET to create training content while still making the necessary SCORM calls. This is becoming an increasingly necessary task.

Rapid e-Learning Development for Non-Programmers
Christopher Dunn, Instructional Developer, and Ampario Cox, Instructional Developer, Automatic Data Processing (ADP)

How can you produce quality e-Learning from start to finish in a sales training environment without being a programmer? This session will teach you how to produce best-in-class e-Learning using common tools. You’ll learn to use PowerPoint to storyboard the training, Articulate to animate interactive PowerPoint slideshows and publish e-Learning; and Captivate to design and develop simulations. You’ll be able to quickly produce e-Learning with the skills you have and without using programming teams.

Project Management Tools to Guide Process and Practice
Michael Noble, Courseware Manager, Allen Communication Learning Services

The success of our projects depends on effective and frequent communication between team members — from the stakeholders to the SMEs. A new class of web tools, project management portals, can enhance your team’s communication — internal or external, in the next cubicle or the next continent. This session will show how project management portals can be used to report and track feedback, exchange documents, allow design collaboration, manage tasks and timelines and facilitate rapid prototyping.

Developing e-Learning with a Globally Distributed Workforce: A Roundtable Discussion
Barbara Lovullo, Manager, Creative Services, and Ray Pifferrer, Learning Strategist, Convergys

“Off-shoring” is often thought to mean paying people lower rates for technical work, but it can also be a positive business practice that enhances the end result. In this facilitated discussion of the benefits and challenges of working with geographically and culturally diverse teams, you’ll learn about a unique and innovative global development process. You’ll identify best practices of working with a culturally diverse team, and discover ways to leverage team diversity to create successful, cutting-edge e-Learning.

Destination LCMS: The Journey to an Enterprise Learning Content Management System
Jane Johnson, Learning Technologies Consultant, and Darryl Toney, Manager, Enterprise Learning Technologies Group, Agilent Technologies

Can a large, distributed organization centralize their vast store of learning content in order to reduce self-paced e-Learning development costs and shorten the development cycle? Is it possible to leverage the technology to better share, translate and reuse existing learning content across the enterprise? Learn how Agilent Technologies accomplished these goals, and more, in a case study of their yearlong endeavor to select and implement an enterprise-wide learning content management system (LCMS).

The Next Best Thing is...
Ron Miazga, Director of Learning and Intranet Services, Univar USA Inc.

Synchronous e-Learning has moved beyond static PowerPoint slides. Organizations are using their synchronous platforms for more than simple courses or meetings. The next wave of synchronous learning will include exciting elements such as Flash video segments, enhanced interactivity, “Site Pals,” and learning bites. This session will explain these new elements and show how you can successfully promote this new age of synchronous learning to your students and your organization.

The e-Learning Transformations in Higher Education Panel
Facilitator: Ellen Wagner, Director, Global Education Solutions, Macromedia

A report by EDUCAUSE entitled “Barbarians at the Gate” notes that e-Learning is transforming higher education institutions in the U.S. Faced with increasingly diverse student population, changes in funding, and demands for online education, e-Learning has provided strategies to help higher education respond. This panel will look at examples of e-Learning in higher education practice and will focus on techniques, methods and programs that can be effectively used in corporate and government learning settings.
**“Absolutely a great conference!**

**Bring back Thiagi!”**

Carolyn Wilson, Corporate Claims Trainer, Progressive

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**S01 - FEATURED SESSION**

**Low-budget e-Learning: Cheap but NOT Tacky Techniques for e-Learning**

Sivasailam (Thiagi), Thiragarajan, President, The Thiagi Group

Growing up in an impoverished environment, Thiagi and his friends improvised balls from rubber bands (which, in turn, were created out of discarded inner tubes.) What they could not improvise, they trained themselves to imagine. Today, in relative affluence, Thiagi brings the same philosophies *small is beautiful and cheaper is better* to the design of e-Learning. In this session, he provides alternatives to complex and costly platforms. Attend this session to steal cheap — but not tacky — ideas.

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**S02 - DESIGN**

**10 Tactics That Support Successful Synchronous Delivery**

Karen Hyder, Online Facilitator, The eLearning Guild

When you move your training and meetings to a synchronous online format, you and your participants must change the assumptions and expectations you have about communication and interaction. Things that were natural and available in the classroom and the conference room no longer exist, while new challenges have emerged. This session will offer 10 key factors you can start to use immediately that will help you prepare, deliver and evaluate synchronous online learning.

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**S03 - DESIGN**

**Share and Share Alike: Discovering Solutions for YOUR e-Learning Challenges**

Susan E. Berry, VP e-Learning, Bank of America

E-Learning authors seldom get a chance to work with others to solve common problems or discuss new ideas in design and development. Let’s work together to create the best. This discussion session will allow you to bring forth your issues around designing for e-Learning, and work with others to brainstorm solutions. We will drive to the root cause of the problem, and work together to identify creative ways to solve it using interactive brainstorming techniques. You should walk away with new ideas and possible solutions, and be part of the brainstorming process!

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**S04 - DESIGN**

**Designing e-Learning that Captivates Different Learning Styles**

William Gauthier, Director of Training Technology, CCA Global Partners

Capitalize your learners! Designers and programmers often overlook the different ways people learn, known as learning styles. This session describes the various learning styles and details how to design e-Learning that fits many different learning styles. We will focus on techniques to keep the learner’s attention. Discover the specific steps you can take to include quick and easy elements into e-Learning to improve learners’ retention and eagerness to come back and learn more.
E-Learning e-Volution: Keeping Your e-Learning Strategy in Sync with Your Organization's Needs

Lance Dublin, Lance Dublin Consulting

E-Learning is now an integral part of every organization’s training strategy. But your group’s needs are constantly changing, so your e-Learning strategy must evolve to continue to add value. In this session you’ll learn to recognize the key stages in your organization’s e-Learning evolution; know when to transition to the next stage; and make that transition successful. Join the dialogue with Lance Dublin on how you can ensure your e-Learning strategy is producing optimal results for your organization.

Increasing Cultural Awareness Through e-Learning

Jeff Mitchell, Learning Solutions Manager, Allen Communication Learning Services

Many organizations are dealing with culture issues in a variety of environments and training personnel who are geographically dispersed. This presentation addresses using e-Learning to accomplish language and cultural awareness training. It focuses on the issues of synchronous and asynchronous learning and the opportunities in honing in on the specific needs of each learner. It will also describe the off-the-shelf tools that are available for language and culture training.

Secrets from the Learning Research: Designing e-Learning that Works

Will Thalheimer, Principal Researcher, Work-Learning Research

Effective e-Learning must support the human learning system, not work against it. Everything we do should unfold from a deep understanding of how human learning works to create performance. You’ll learn how to utilize learning research to build effective e-Learning and blended learning solutions. You’ll help to solve critical e-Learning-design dilemmas, examine real-world examples of successes and failures, and hear the latest thinking on how e-Learning’s unique capabilities can be utilized to increase learning and minimize forgetting.

Lights, Camera, Learning in Action: Teaching in Videocollaboration

Matthew Ellis, e-Learning Coordinator, Federal Reserve Bank of Philadelphia

Videocollaboration can be a highly effective synchronous virtual classroom tool. It can complement blended learning, help to build teams, and manage the costs of delivering training. But there are few experienced instructional technologists and designers with experience designing for videocollaboration. This session will identify the challenges, and present the instructional design elements and facilitation strategies needed to create a dynamic virtual classroom. Learn the “TV broadcast” approach necessary to design and deliver live, synchronous learning.

Importing Data Into Your Flash e-Learning Applications

Dan Carr, President, Dan Carr Design

If you’re a developer who needs to import data into your Flash e-Learning applications, but have not discovered the commands for doing so, this session is for you. This session provides an overview of the options available for importing content into Flash. You’ll be able to identify the commands that import content and data, and you’ll see easy-to-follow examples that demonstrate the commands at work. Basic scripting knowledge would be helpful, but not necessary.

Using Layers in Dreamweaver to Create Dynamic Interactions

Tricia Luke, Staff Technical Training Specialist, QUALCOMM, Inc.

Do you develop e-Learning using Dreamweaver? Want to learn how to add interactivity to Dreamweaver pages without having to learn another tool, or how interactivity can be used to more effectively illustrate concepts or to simulate software steps in an exercise? Learn to use layers, along with built-in behaviors, in Dreamweaver to create dynamic client-side interactions. This session includes demonstrations of both animations and software simulations to create a richer user experience.

Digital Photography in e-Learning

Stephen Haskin, Director of Digital Video, University of Michigan

Photography in e-Learning coursework can illustrate key points and make it more visually dynamic. But if you can’t use a professional photographer, grab your digital camera (or cell phone) and make your own photographs. In this fast-paced session you’ll learn how to select a camera, get professional-looking photographs, get your photos into coursework, avoid and correct common blunders; make ordinary people look like superheroes; and use easy Photoshop techniques to make your pictures ready for the Web.

E-Learning Warning Signs: Critical Considerations for Learning Executives

Marc J. Rosenberg, Principal, Marc Rosenberg and Associates

Do you know how well your e-Learning initiatives are doing? Did you jump in before you were ready? Have you defined e-Learning too narrowly? Learn the warning signs of an e-Learning program in trouble, and avoid becoming marginalized or insignificant, or worse, of failing altogether. In this session you will score yourself using a checklist of warning signs and then learn ways to improve the overall health and sustainability of your program.

Building an Online Learning Solution for Performance Management

Don Kraft, Senior Manager, Human Resources Learning & Development, Genentech

Norman Kurtin, CEO, Re:Mind, LLC

Like many organizations, Genentech needed to train all of its employees on how to use their performance management process and web-enabled tool. This session will explain how Genentech used a blended online learning solution to support its performance management process. You will hear about the business case for automating the performance planning and review process. You will also learn a strategy for developing online, just-in-time learning modules, simulations and performance support tools.

Do It Again: Creating a Custom, Scalable Project Development Methodology

Chris Frederick Willis, President, Media 1 Interactive, Inc.

WOW! You’ve successfully completed your first online learning projects and your customers want more! This case study will show you how a custom e-Learning developer ensured future success. By working with their local branch of the Small Business and Technology Development Center they reviewed, refined, and documented their own internal development process for multiple e-Learning projects. You’ll learn how to apply these lessons to your organization — to develop and document your own custom, scalable project-development methodology.

Panel on F-Learning: What Comes After e-Learning

Facilitator: Jay Cross, Chief Scientist, Internet Time Group

Are you ready for the future of learning and knowledge management? Do you understand the potential impact on learning of technologies such as RFID, pervasive computing, network interoperability, aware software, and power computers in your telephone? Stretch your thinking beyond a 12-month horizon and prepare for long-term decisions in this session in which a thought-leader panel will describe and discuss projects and trends that foreshadow the future of learning and knowledge management.

“It’s reassuring to know that when I pay my Guild conference fee I am paying for education and training concepts, not for vendor marketing commercials.”

Tamara L. Christensen, Manager Training & Documentation, APICS
**Session Block 7 | 15**

**Knowledge Management and e-Learning**

Brandon Hall, Lead Researcher, CEO, Brandon-Hall.com

Technology has transformed learning, adding online courses and live e-Learning sessions to classroom-based instruction. It also enables people to learn through collaboration, communities of practice, access to experts and mentors, and access to answers through knowledge banks and distributed data. When workers are provided with the technological tools to access the knowledge within their organization and share their own knowledge, the organization’s intellectual capital increases. This presentation examines how numerous available Knowledge Management technologies are applicable to learning.

**Approaches to Online Learning Design—Metaphors, Taxonomies, and Metrics**

David Shoemaker, Director of Learning Solutions, eCornell

Building an online curriculum requires systematizing the rapid design and development of learning experiences to ensure pedagogical integrity and effectiveness, while staying on time and within budget. eCornell developed the Learning Molecule, a learning-design model that provides a shared vocabulary for collaboration, a problem-based pedagogy structure, a set of reusable multimedia design templates, and metrics to measure learner, production, and instructor effort. Learn to apply this model to the design of your own e-Learning courseware.

**Rules of Engagement: Make e-Learning Effective to Achieve Higher Results**

Margaret Harmon, Director of Development, and John Czworkowski, Senior Editor, ScienceMedia, Inc.

E-Learning must engage, motivate, assess, and ultimately adapt to the student. This session will present many examples of how this can be done using different approaches and the flexibility of Flash to engage the learner in different ways. Once you know what is possible, it is easier to visualize your training in new and exciting ways. See several demonstrations of state-of-the-art media tools used in new ways to induce learner interaction with the learning content.

**Analyze your Learners Before Diving into “E”**

Steven R. Yacovelli, Visiting Faculty, University of Central Florida

Why analyze learners for their instructional delivery preferences before implementing e-Learning? Learn what can occur if e-Learning leaders don’t explore the often-overlooked challenge of analyzing learner’s attitudes toward computers and e-Learning, and their self-reported computer competence. You’ll learn about an instrument that can benchmark learner’s levels in these three areas, the trends seen in a pilot study of many adult learners, and you’ll brainstorm tactics to use if your learners aren’t at the level you’d hoped for.

**Working with Video in Your Flash e-Learning Applications**

Dan Carr, Dan Carr Design

Add video to your e-Learning applications. Flash is becoming a popular format for web delivery of e-Learning applications. The introduction of Flash MX 2004 in Summer of 2003 added many new ways of including content in your Flash applications, including the ability to use video (FLV). In this session you will learn the basics of working with Flash video, and tips, tricks, and issues related to the technology.

**Introduction to Making Your e-Learning Section 508 Compliant**

Flo Wolfe Sharp, eCurricula Designer, First Coast Service Options, Inc.

This session will explain how Section 508 impacts the developer’s job, and what the developer can do to meet the challenge. It is a broad overview of three important areas: the requirements of the law, how to test for accessibility compliance, and development techniques to achieve compliance. You will leave this session empowered with the ability to find more information on your own and to meet the basic requirements of the law when creating e-Learning.

**Flash Templates: Fast, Flexible, Beautiful — No Flash Needed!**

Fabio Martinelli, Manager, and Fabio Barcellos de Paula, Director, QuickMind Knowledge Management

Would you like to learn how to build visual templates that are reusable, easy-to-use, and look exciting? Would you like to build these templates in Flash and still cut your production time to a matter of days or hours, save disk space and bring more constancy to e-Learning? See how this is done at an organization where instructional designers employ a library of reusable Flash templates to build course screens without ever opening Flash.

**Successful Implementation: Motivating Learners, Engaging Management and Energizing Organizations**

Lance Dublin, President, Lance Dublin Consulting

Making your e-Learning a success requires more than just the right content, great design, and effective technology. In fact, that “hard stuff” is really easy compared to motivating your learners, engaging your managers and energizing your organization. By leveraging proven techniques and approaches from change management and consumer marketing you can ensure the success of your implementation. Come learn what works and what doesn’t, and the techniques to ensure you achieve the return on your e-Learning investment.

**Implementing an LMS Beyond the Technology**

Arlen Paposhv, Web/e-Learning Manager, Schering-Plough

The role of technology and IT in an LMS implementation is well-defined, but there is little or no information on what is required of a training organization to achieve a successful LMS implementation. This session provides examples for engaging the training organization in communication strategies and other functions during and after the LMS implementation. Follow the project manager from planning to implementation and see the positive impact this approach had on the organization.

**Workflow Learning at Work**

Jay Cross, Chief Scientist, Internet Time Group

“The future is already here; it’s just not evenly distributed yet,” wrote William Gibson. How can you distribute the future to learners in the form of timely training? In this session learn how workflow learning will help you accomplish this. Acquire a practical, working knowledge of workflow learning through examples of workflow modeling, Web services, expertise location, presence awareness, augmented reality, and embedded learning.

**ERP Software Basics: An e-Learning Initiative at Amgen**

David Whitworth, Systems Training Manager, Amgen, Inc. Thomas Greene, Senior Consultant, ASK International

Due to FDA regulations, the pharmaceutical and biotech industries must have robust ERP software systems to track and manage the manufacture of therapeutic drugs. Just one of many challenges is how to design e-Learning for commercial ERP main frame software packages that are highly complex and non- Windows (green screen). This session presents a case study of how this challenge was met at Amgen, where they implemented a simulation-based enterprise-wide ERP e-Learning solution for 1,500 learners.
This year’s expo will include key industry vendors of e-Learning tools, technologies, and services that will help you design, develop, and manage e-Learning in your organization. Our focused Expo will give you a great opportunity to have meaningful discussions with these key vendors.

Even if you can’t attend the conference, Expo Only registration is FREE!

If your organization is interested in exhibiting, please contact Tim Martin at tmartin@eLearningGuild.com or by phone at +1.773.989.4428.

Product Showcases

112 — Advanced Systems Technology
Integrated Knowledge Elements: IKE® for Instructional Systems Development Teams
Meet IKE, a Web-based, electronic performance support system designed to support ISO teams. Only IKE offers Web-based courseware development tools integrated with ISO methodology and supported by project management tools. Learn how to separate content from presentation and reduce reliance on programming skills to develop SCORM-conformant courseware.

113 — Assima
Object Simulations versus Screen Shots
Many products on the market claim to be simulation tools that simulate at an object level. Assima will discuss the true merits of the Wizard Training Suite which captures the objects within the application at the time of capture, without the need for parameterization, coding or by adding objects on top of screen shots to simulate the application’s true interactivity.

212 — Macromedia
Removing Barriers to Rapid e-Learning
Delivering time-critical knowledge to a large, far-flung audience within hours or days requires special approaches. Learn to leverage the continuum from documents to rich simulations. Discover easy, but powerful Macromedia tools and strategies to deliver critical knowledge on-time across the extended enterprise.

213 — Magic Software
Strategies for Offshore Content Development
Many companies that have embraced offshore content development haven’t realized the expected savings. Only through rigorous due diligence, proven processes, and standardized metrics can companies avoid the pitfalls associated with moving work overseas. Magic Software will take you through several successful projects and explain what really works in the trenches.

312 — TechSmith
Discover TechSmith’s Powerful Camtasia Studio
Camtasia Studio allows you to quickly and easily create training videos, demos and tutorials with the click of a mouse. Let us show you how you can record all of your onscreen activity, add audio, callouts, text boxes, Flash hot spots and more to create training and e-Learning that can be viewed by anyone, anytime.

313 — Questionmark
Authoring Assessments with Questionmark Perception
Discover how to write questions and create assessments using Questionmark Perception. This session will explain various question types including drag and drop, hot spot and Macromedia Captivate (formerly RoboDemo), along with traditional question formats. It will also demonstrate how questions can be easily assembled into low, medium- and high-stakes assessments.

512 — Platte Canyon
Creating and Tracking e-Learning with VBRain.Net, Exam Engine, and Tracker:Net
Harness the power of Microsoft’s .NET using Platte Canyon’s tools for e-Learning. Learn how VBRain.Net controls can turn Visual Studio into a great e-Learning development environment. See how easy it is to create and deliver randomized, SCORM-compliant exams with Exam Engine. Witness the power and unbelievably low price of our Tracker.Net Learning Management System.

612 — Knowledge Planet
Knowledge Planet Software Simulation Theory — The Infinite Cage
This highly informative session is intended to help an experienced instructional designer make the leap to software simulation and distance learning. Drawing on 10 years of simulation design and development experience, David Wilkins, Senior Director of Product Strategy discusses the main design issues for software simulation and shows real world examples of how theory can be put into practice in simulations.

613 — Lynch Interactive
A Smarter, Faster e-Learning Solution for Any Size Business!
Academ-e is a comprehensive LCMS that offers small to mid-sized companies the ability to quickly develop, deploy, track and manage e-Learning. The system is so intuitive that you will be able to start entering content at the end of this session. The session includes a comprehensive demo and case study.

712 — Knowledge Planet
Real World Business Impacts of Authentic Software Simulation
This session will focus on the real business impacts of adopting Firefly, a highly authentic software simulation tool, as the cornerstone of an e-Learning profit center targeting customers and end users. A general approach to software simulation in terms of overall strategy, learning goals, and business objectives will be highlighted.

713 — Sparrow InterActive
Blended Learning — Getting the Recipe Right
A satisfying culinary experience requires both a great recipe and quality ingredients. Effective training demands the right combination of well-designed ILT, facilitated, and e-Learning components. In this session, Sparrow InterActive will show a unique approach to creatively blending these ingredients for meaningful training programs.
How to Register

Register Online: Go to www.eLearningGuild.com

Register By Phone: +1.707.566.8990 from 8:30 a.m. - 5:00 Pacific.

Register By Fax or Mail: Download our Registration Form PDF, available on the Registration Information page of the conference Web site. Print it, complete it, and then fax to: +1.707.566.8963 or mail to: The eLearning Guild, 525 College Ave., Suite 215, Santa Rosa, CA 95404.

Conference Fees

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

$1,369.00 USD — Standard Rate for Associates and Non-members

$1,095.00 USD — Discounted rate for Guild Members (20% off)

Pre-Conference Workshop Fees: Workshop fees include all instruction, materials, continental breakfast, lunch, and beverage breaks. (Discounts do not apply to Pre-Conference Workshops.)

$395.00 USD for all Pre-Conference Workshops

Registration Discounts

Early Registration Discount: Register and pay your fees by January 28, 2005 and you will save $100 off your registration fee shown above.

Non-profit Discount: Full-time employees of any non-profit organizations may take a 25% discount off the registration fee.

Government Employee Discount: Full-time employees of any Federal, State, or Provincial Government agency, or any branch of the military may take a 25% discount off the registration fee.

Academic Institution Discount: Full-time employees of any accredited academic institution may take a 50% discount off the registration fee.

(Documentation of your employment status is required. Please refer to the Registration Information page of the conference Web site for details.)

Cancellation/Substitution

A 100% refund will be made to those who cancel before February 25, 2005. A 50% handling fee will be assessed to those who cancel after this date but prior to March 11, 2005. Refunds will not be given to those who do not cancel and do not attend. All cancellations must be in writing and should be emailed to service@eLearningGuild.net or faxed to +1.707.566.8963. Substitutions can be made at any time up to the start of the conference. Please call +1.707.566.8990 to arrange a substitution.

Welcome to San Francisco!

Situated in the heart of downtown San Francisco, the hotel is two blocks from the renowned Union Square shopping area and theatre district, within walking distance of the San Francisco Museum of Modern Art and the Yerba Buena Gardens, and the cable cars run just a half-block away! With all that San Francisco has to offer, the City by the Bay awaits you...

All conference activities will be held at the...

Renaissance Parc 55 Hotel
55 Cyril Magnin Street
San Francisco, CA 94102
Tel: +1.415.392.8000

Group Room Rate
The eLearning Guild has negotiated a special group room rate of $179 single/double occupancy (regularly $229 and up). This room rate is only valid until February 18, 2005.

All participants are responsible for making their own lodging arrangements. Please call the hotel directly and be sure to reference The eLearning Producer Conference.
The eLearning Guild

The eLearning Guild is all about YOUR learning...

The eLearning Guild is a global Community of Practice for designers, developers, and managers of e-Learning. Through this member-driven community, the Guild provides high-quality learning opportunities, networking services, resources, research, and publications.

Upcoming conference and online symposia offerings for 2005...

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### The eLearning Guild's Online Forum Series

#### e-Learning for e-Learning Professionals

The eLearning Guild’s Online Forum Series enables e-Learning professionals to learn and develop new skills right from their desk or meeting room using state-of-the-art synchronous e-Learning technology. The Guild’s Online Forum Series showcases many of our industry’s leading thinkers as they address some of our most challenging issues.

Participate as an individual, or you can pay a single “site” fee, set up your meeting room, and have your e-Learning team participate as a group!

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### The eLearning Developers’ Journal

The eLearning Developers’ Journal is designed to serve the e-Learning industry as a catalyst for innovation and as a vehicle for the dissemination of new and practical strategies and techniques for e-Learning designers, developers and managers.

The Journal is published weekly in PDF format allowing you to download and print issues at your convenience — and is included as a part of Guild membership. Guild Members are notified by email about the topic of the current issue and are provided a link to that issue. In addition to every current issue, Guild Members also have access to the entire searchable archive of past issues.

Journal articles are written by people who are actively engaged in this profession at one level or another — not by paid journalists or writers. Every article is assigned to one of six categories defined by the needs and wide range of interests in the Guild community. These categories include:

- Management Strategies
- Design Strategies
- Development Strategies
- Management Techniques
- Design Techniques
- Development Techniques

The eLearning Developers’ Journal... professional development delivered to your desk each week.
Membership provides real benefits – even if you can’t attend the conference.

Guild members represent a diverse group of almost 15,000 instructional designers, content developers, Web developers, project managers, managers and directors of training and e-Learning services, and executives — all of whom share a common interest in e-Learning design, development, and management. Members work in corporate, government, academic, and K-12 sectors. They also are employees of e-Learning product and service providers, consultants, students, and self-employed professionals.

The members of this growing, worldwide community look to the Guild for timely, relevant, and objective information about e-Learning to increase their knowledge, improve their professional skills, and expand their personal networks.

There are two ways to join the Guild...

1. You can join as a **Guild Member**, only $99 USD per year, and enjoy **all** the benefits listed in the chart below.

2. - Or -

   You can join as a **Guild Associate**, which is FREE, but offers limited access to the benefits listed below.

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<table>
<thead>
<tr>
<th>Benefits</th>
<th>Guild Member $99 annual fee</th>
<th>Guild Associate Free</th>
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<tbody>
<tr>
<td><strong>Guild Research</strong></td>
<td>- Contribute to Surveys &amp; Studies</td>
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<tr>
<td></td>
<td>- Access to ALL Research Reports, Annual Salary Survey, and the entire archive</td>
<td>- Access annual Salary Survey results only</td>
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<td></td>
<td>- Research Briefings Online</td>
<td>- Access other Reports only if you contribute</td>
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<tr>
<td><strong>Polls</strong></td>
<td>- Contribute for instant results</td>
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<td>- Access to complete archive of Polls</td>
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<tr>
<td><strong>The eLearning Developers’ Journal</strong></td>
<td>- Access/download every weekly issue</td>
<td>- Not available</td>
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<tr>
<td></td>
<td>- Access to entire Journal archive</td>
<td>- No discounts</td>
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<tr>
<td><strong>Guild Events</strong></td>
<td>- Standard 20% discount on all events</td>
<td>- Search Job Board</td>
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<td>- - Search Job Board</td>
<td>- Post resumes only</td>
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<tr>
<td><strong>Job Board</strong></td>
<td>- - Post jobs &amp; resumes to Job Board</td>
<td>- Access to Info Exchange</td>
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<td><strong>Past Event Proceedings</strong></td>
<td>- Immediate access if you attend</td>
<td>- Immediate access if you attend</td>
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<td></td>
<td>- Unlimited access after 90 days</td>
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<tr>
<td><strong>Committees</strong></td>
<td>- Serve on Committees (Optional)</td>
<td>- Not available</td>
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<tr>
<td><strong>Guild E-Clips</strong></td>
<td>- Receive every other week</td>
<td>- Not available</td>
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<tr>
<td><strong>eLearning Insider</strong></td>
<td>- Receive every other week</td>
<td>- Receive every other week</td>
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<td>- Access to archive &amp; eMusings</td>
<td>- Access to archive &amp; eMusings</td>
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</tbody>
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Group Memberships!

Are there more than 10 people in your organization who want to become Guild Members? If so, then you can take advantage of the Guild’s Group Membership Discount and pay only $79 USD per person per year. To set up a Group Membership, please call +1.707.566.8990.

Are You Already a Guild Associate? Upgrade!

If you previously joined the Guild as an Associate, then we hope you will consider upgrading your membership in 2005. Doing this is easy! Just login and click on “Upgrade Membership” and follow the directions. If you’ve forgotten your Username and/or Password, click on “Forgot Password?” from the main menu.

Are You Already a Guild Member? Renew!

If you joined the Guild in 2004, then we hope you will renew your membership in 2005 when the time comes. If you have any questions about your renewal, please don’t hesitate to call our office at +1.707.566.8990.

Join Today!

Whether you want to join as a Guild Member or Guild Associate, you must do so online at www.eLearningGuild.com. Simply click on “Join the Guild” which will take you to a page that outlines Guild benefits. From that page, click on a “Join Now” prompt. You will then be asked to complete a membership profile form, make format selections for email publications, and submit payment information if you are joining as a Guild Member.

For more information or to register please visit www.eLearningGuild.com or call +1.707.566.8990
“This was one of the best professional conferences I have attended. It was well organized and the sessions offered enough variety to meet the needs of any training professional. I am just getting started and every session I attended was worthwhile. I particularly liked the variety of speakers — industry experts, consultants, and professional colleagues who are out there struggling with many of the same issues. None of the consultants who were speakers spent their time trying to “sell” — they were genuinely sharing knowledge, insights, experience. A special thanks to the Guild staff for a very well planned and executed conference.”

Laura Pendlebury
Manager, Corporate Learning and OD
Tufts Health Plan

March 14 - 17, 2005 • San Francisco, CA

The eLearning Producer Conference & Expo 2005 is where you’ll find the heart of the e-Learning community — the place where The eLearning Guild Community gathers. It’s the place where you’ll...

• Connect with industry colleagues
• Visit with e-Learning providers
• Explore new tools and technologies
• Learn new strategies and techniques
• Discover best practices for e-Learning

Meet us in San Francisco!
www.eLearningGuild.com
+1.707.566.8990
Register Today!