eLearning Producer Conference

It’s all new... It’s all inclusive... It’s all in-depth...
It’s ALL for You!

April 19 - 21, 2006
Boston, Massachusetts

Register Today! +1.707.566.8990 • www.eLearningGuild.com
The eLearning Producer Conference will give you an unparalleled opportunity to explore state-of-the-art e-Learning courseware, tools, technologies, techniques, and best practices. It’s focused on how to make e-Learning work in your organization. From design to development to management... from the novice to advanced... this program covers it all. Join hundreds of industry leaders and practitioners who will be here to learn, discover, discuss, debate, share, and explore the state-of-the-art of e-Learning. Our goal is to ensure your learning objectives are met by leveraging the collective knowledge of all participants through sharing and dialog, and by minimizing the use of PowerPoint and the prevalence of the “sage-on-the-stage.”

THE eLEARNING PRODUCER PROGRAM

The eLearning Producer Conference includes more than 100 individual learning opportunities. These opportunities include...

**THE SYNCHRO TRAINER SERIES**
This series is designed for those involved in the preparation and delivery of synchronous online instruction.

**THE NEW TECHNOLOGY SERIES**
This series is designed for those interested in new e-Learning technologies like Blogs, Podcasting, Wikis, RSS, Handheld/Wireless, and more.

**THE FLASH MASTERS SERIES**
This series is for those who are using — or need to start using — Flash to develop e-Learning courseware.

**THE INFORMAL LEARNING ZONE**
As much as 90% of learning in organizations is Informal Learning. Here is your chance to discover, learn, explore and discuss this new frontier through informal learning!

**CASE STUDIES**
In-depth explorations of the problem-solving efforts of your colleagues that offer you real-life experiences.

**DEMO SESSIONS**
See demonstrations of dozens of tools and technologies for developing e-Learning, as well as practical techniques to solve your biggest challenges.

**POWER DISCUSSIONS**
Every person attending this event arrives with education and experience others can learn from. Our facilitators will home in on the knowledge and expertise everyone has to offer and share it for the benefit of all!

**WHO SHOULD ATTEND?**
This conference is for anyone involved in the design, development and management of e-Learning. It’s focused on how we design, build, buy, deliver, track, and manage e-Learning. We’ll be taking a close look at the latest tools, technologies, techniques, and strategies that will put e-Learning to work in your organization and enable you to realize more positive learner outcomes.

**SOME TOPICS WE’LL EXPLORE...**


**Co-hosted by**

- New England Learning Association
- e-Learning for Kids
- Lingos Solutions eMagazine
- Academic AMI Co-Lab

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**Optional Pre-conference Workshops**

Take this opportunity to focus on YOUR professional development by participating in one of these comprehensive Pre-conference Workshops. You are sure to develop new skills that you can put to work immediately in your organization. All workshops will be held on Tuesday, April 18th from 8:30am to 4:30pm and require separate paid registration.

**Check Out This Line-up of 12 Great Workshops!**

- **The Virtual Classroom: Evidence-based Guidelines for Synchronous e-Learning**
  - *Ruth Clark & Conrad Gottfredson*

- **Customizing Your e-Learning Design to Target Learning Styles**
  - *Maggie Martinez*

- **Engaging Learning: The e-Learning Simulation Game Design Workshop**
  - *Clark Quinn*

- **Combining Breeze, Flash, Captivate, Authorware, PowerPoint... and More!**
  - *Joe Ganci*

- **Tips and Tricks for Creating Effective Software Simulations**
  - *Michael Doyle*

- **How to Make Your Course Development Process More Efficient and Effective**
  - *Anita Rosen*

- **Innovations in Learning: Mobile, Collaboration, Wikis, Blogs... and More**
  - *David Metcalf*

- **Rapid e-Learning: 50% Reduction in Development Time and Cost**
  - *Ray Jimenez*

- **An Introduction to Building Interactivity in Your e-Learning with ActionScript**
  - *Thomas Toth*

- **The Four-door Approach to e-Learning Design: Recent Refinements and Results**
  - *Sivasailam (Thiagi) Thiagarajan*

- **Engage Learners and Managers and Energize Your Organization**
  - *Lance Dublin*

- **Developing the Business Case for e-Learning: Preparing for Effective e-Learning**
  - *Saul Carliner*

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**“What a great networking opportunity! This conference provided me with new ideas, concepts, contacts, laughs, and lots of good food for thought. Thanks.”**

*Susan Compton, Program Manager, Williams Sonoma, Inc.*
Wednesday, 4/19, 1:15p
201/MGT: Case Study: Software Simulations Roundtable with the “Big Dogs,” Bill Kiko, Cerne; David Wilkins, KnowledgePlanet; Russ Sharp, Bank of Montreal; Alex Pirnie, Paychex; & Hilary Horn, Deloitte Consulting
202/DES: Beyond e-Learning Case Study: Performance Tools for Technical Sales Professionals, Harrison Withers, Media 1 Interactive & Merrill (Moisha) Clark, Hewlett Packard
203/DEV: Beyond Templates: Creating Interactive Database Driven e-Learning Using ASP.Net, Jeffrey Rhodes, Platte Canyon Multimedia Software
204/DEV: Controlling Interaction Processing with CourseBuilder’s Action Manager, Michael Doyle, PUBSNET
205/DEV: User Interface Conventions in Web-based Training, Phillip Simon, Yale University
206/DES: Visualizing your Content in the Virtual Classroom, Ruth Clark, Clark Training & Consulting & Choppa Lyons, Choppa.com
207/ALL: Techniques for Improving Informal Learning Communications, John Gray, SkillSoft
208/DES: Developing an Effective e-Learning Strategy: Tips and Tools, Gerry Lang & Mike Flanagan, Intrepid Learning Solutions
209/DES: How to Combine Simulations and Games to Teach Complex Topics, Michael Hillinger, Learning Technology Research Institute, Norwich University
210/DES: Ensuring Your Learners Learn: Ways to Create Assessments That Duplicate Job Tasks, Howard Eisenberg, Questionmark & Jane Romanasy, ADP
211/DES: How to Get SME Buy-in and Engagement, Anita Rosen, ReadyGo
212/DES: Strategies for Providing Learning at the Moment of Need, Conrad Gottfredson, Conduit TechKnowledge & Bob Mosher, Microsoft Learning

Wednesday, 4/19, 2:45p
301/DES: Case Study on Creating Successful and Effective Asynchronous e-Learning, Jacki-Ann Roy, SDL; Kristin Hodges & Robyn Walters, Hewlett Packard
302/DEV: How to Create Cutting-edge Synchronous e-Learning Events, Ron Miazga, Sandra Johnsen, Shirley Oliphant & Monica Witt, Univar USA
303/DEV: Best Practices in Captivate and Authorware, Joe Ganci, Dazzle Technologies
305/MGT: Podcasting for Hurricane Workers, Rick Glasby, MetaMedia Training International
306/MGT: On the Next Level — Game Design Lessons in e-Learning, John Schultz & Kelle Schnabel, State Farm Insurance
307/MGT: Marketing e-Learning with Humor and Metaphor, Benjamin Hughes, Allen Communications & Darin Artman, Brystol-Myers Squibb
308/DES: Making Soft Skills Training Work Online, Benjamin Craig, Global Lead Interactive & Joe Pellegrini, Herrmann International
309/MGT: Using a Merlot Approach for Corporate Content Management, Joanne Mowat, The Herridge Group
310/DES: A New Approach to e-Learning ID: Brain-based Learning Top Ten Strategies, Margaret Martinez, The Training Place
311/MGT: Finding and Training the e-Learning Workforce, Nathan Kracklauer, Eprise Learning
312/DEV: Data-driven Wizardry: Uses of Dynamic Data in Authorware and Other Applications, Mark Steiner, mark-steiner, inc.
313/MGT: Case Study on Building a Business Case for Enterprise-wide e-Learning, Laura Pendlebury, Tufts Health Plan & Rebecca L. Koos, RacePoint Consulting Services
314/MGT: Case Study on Moving the Corporation from Traditional Classroom to e-Learning, Dave Hooker, Ecolab & Laurie Squillace, Allen Interactions
315/DEV: How to Create a Quiz Using the Flash 8 Quiz Template, Thomas Toth, dWeb Studios
316/DES: Concepts and Techniques for Creating Online Training Using Camtasia Studio, Daniel Kazup, Techsmith
317/DEV: Techniques to Engage Learners Emotionally and Intellectually, Mark Bucceri, Centra Software
318/MGT: Learning Director as Conductor: How to Select the Right Players for Your e-Learning Development Team, Susan Kirshbaum, Cigna
320/DES: Microsoft Portfolio Design Model: Design Once, Deliver to Many, Bob Mosher & Kim Field, Microsoft Learning
321/MGT: The Strategic Value of the Synchronous Classroom, Conrad Gottfredson, Conduit TechKnowledge
322/DES: Implementing Cognitive Interactions and Writing Effective Exam Items, Gina Oreifice-Richter, Co-Learning
323/MGT: The Basics of Effective e-Learning Project Management, Matthew Murray, Center for the Advancement of Distance Education
324/DES: Data Certification — A Blended Solution for Sales Training, Elliot Rosenberg & Mark Schuster, Cingular Wireless
325/DES: Designing Formative Assessment Using Clarion's Testing Engine, Michael Hirsch, Clarion Software
326/DES: How to Use Scenarios to Teach Change, Dr. Anne Hennessey, The LMS Company
328/DES: Applying the Five Stages of Content Integration Maturity Model in a Global Organization, Rick McCracken, Intellinet
329/DES: Rapid Enterprise Learning Development Model, Supam Maheshwari, Brainvisa
330/DES: The Five Stages of a Content Integration Model, Mark Blau, a2L
331/DES: Where are We Now? The 3STP Model in a Large Corporation, Rusty Cloutier, FTI Consulting
332/DES: The Strategy of Managing Entrepreneurs, Matthew S. Baier, MEGACORP
Thursday, 4/20, 10:45a
607/DES: Advantages of Using Web-based Certification Development and Delivery, Bonnie Becker, Packeteer
602/DES: Blended Learning for Sales Training Success Case Study, Ruth Rowe, Qualcomm
603/DES: Creating Advanced Interactions for e-Learning using ToolBook, Chris Bell, Platte Canyon Multimedia Software
104/ALL: Next Generation e-Learning: Making Sense of What’s New, Hot or Not, Lance Dublin, Dublin Consulting
505/MGT: Effectively Leveraging SME Time and Talent, Jim Bertelsen & Paul Schneider, GeoLearning
506/DES: How to Design for the Virtual Classroom, Ann Kowin, Clark Training & Consulting
507/DES: m-Learning: An Instructional Designer’s View, David Metcalf, University of Central Florida/RWD Technologies
508/DES: How to Build a Foundation for Employee Proficiency, Massoud Zarrabian, OutStart
509/DES: Rapid Development of Problem-based Learning, David Shoemaker, eCornell
510/DES: Dump the Drone: Easy Steps to Effective Writing in your e-Learning Courses, Cathy Moore, Cathy-Moore.com
511/DES: Guiding Adult Learning with Assessments, Theresa Dolbert, Compuware & William Heinz, OpenSkyLearning
512/DES: How to Create Multi-Purpose Interactivity, Vikas Joshi, Harbinger

Thursday, 4/20, 1:30p
601/DES: Taming the e-Learning Expansion Beast, Bridget Plitt, Black & Decker, Joe Ganci, Dazzle Technologies, and Kathy Napierala, GEICO
603/ALL: Designing e-Learning for the iPod and More, Daniel Kazup, TechSmith
604/DEV: How to Filter Content for Different Audiences with JavaScript, Fred Evers, Siebel Systems
605/ALL: Using Flash to Develop Localized e-Learning, Robert (Butch) Pffemmer, WeLocalize
606/ALL: Using Radio Broadcast Techniques to Improve Synchronous e-Learning, Marc Gamble, Thinks Learning
606/MGT: Citigroup CFO Simulation: Extreme ROI, Jerry Gasché, Sparrow Interactive
607/DEV: Perfect Partnerships: Lessons Learned in Shared Project Management, Angela Somers, Roche Diagnostics & Leanne Batchelder, Bottom-line Performance
608/DES: Developing Successful Rapid e-Learning Content, Don Freda, Articulate
609/DES: Developing e-Learning Assessments, Quizzes and Tests, Margaret Driscoll, IBM

Thursday, 4/20, 3:30p
701/DES: How to Make Training Stick — A Blended Approach Case Study, Bill Bruck, Q2Learning & Katherine Ihourane, Allegis Group
702/DES: Steps for Secure Hosting for Enterprise e-Learning Applications, William Finegan, General Physics
703/DES: Enhancing Usability and Interactivity in e-Learning Interface Design, John Zhang, Caliber Associates; Qiwei Liu, kleimann communication group, & Shao Chi, Northern Virginia Community College
705/ALL: How Do I Keep Them from Reading eMail During My Webinar?, Kathleen Faillow, Vertex Solutions
706/MGT: Secrets for Transforming Yourself into a Truly Successful e-Learning Producer, Zhuan Huang, Carlson Marketing Group
707/DES: Innovative Sources for Creating Engaging e-Learning Approaches, Thomas Crawford, Root Learning
709/DES: Communication with .NET Web Services from Flash, Jeffrey Rhodes, Platte Canyon Multimedia Software
710/MGT: A Model for Estimating Project Development Effort, Daniel Korn, RWD Technologies
711/MGT: The Pivotal Role of Learning Content Management, Steven Shaw, EEDO Knowledgeware
712/DES: How to Design Interactivity into Your Synchronous Classroom, Jennifer Hofmann, InSync Training

Friday, 4/21, 9:30a
901/MGT: Beyond Smile Sheets: Learning Audits and Evaluations We Can Trust, Will Thalheimer, Work-Learning Research
902/DES: Business Simulation Design: The Rockpool Method, Jeremy Hall, Hall Marketing
903/MGT: Kill it, Skin it, Eat it? Building a Lifecycle Approach to e-Learning Development, Robert Zielinski, Didigore, Mark Dumar, TKW Automotive & Ed Kincaide, USAF
904/DES: Imagingeering Design: Creative Design Skills for the Advanced Instructional Designer, Russell Cruclury, Signature Learning Group
905/DES: Making the Transition from Classroom Instructor: Lessons Learned Teaching Online, Karin Albert & Rick Nigol, eLearn Campus
906/MGT: Case Study: Managing e-Learning for the Intel Inside® Program, Michael Giordano, Intel
907/DEV: How to Develop Scenario-based Training in Hours... Not Months, Silke Fleischer, Adobe
908/DES: Strategies and Best Practices for Buying and Deploying Off-the-Shelf e-Learning Courseware, Panel Discussion

Featured Closing Discussion
An Exploration of Practical Applications for Mobile Learning
Moderator: David Holcombe, The eLearning Guild Panelists: David Metcalf, Univ. of Central Florida; Clark Quinn, Quinnovation; Ellen Wagner, Adobe; & Judy Brown, ADL Co-Lab
Let’s explore questions like: What is the state of mobile learning today? What emerging technologies will influence mobile learning in the near term? What can PC-based e-Learning producers learn from m-Learning design and/or development strategies? How can we integrate mobile solutions into larger blended learning efforts? How will mobile learning impact employment opportunities for e-Learning professionals? And most important, a collection of your most pressing questions.
Location! Location!

Join us in downtown Boston at the Sheraton Boston Hotel, which is as close as you can get to everything that Boston has to offer. The Annual Gathering is on the heels of the Boston Marathon! Come early to join the spectacle... and maybe even run! It’s going to be an exciting time in Boston, so hurry — reserve your room soon!

The MainStreet Marketplace Expo

Vendors make a huge contribution to our industry by creating innovative new strategies, techniques and technologies for e-Learning. But who wants to meet them in a boxed expo hall where you feel like you’re running a gauntlet? Not us! That’s why the Guild does it differently. Come take a stroll through the MainStreet Marketplace where you’ll find our bookstore, internet cafe, and meet knowledgeable representatives from companies like these...

Pre-conference Workshop Fees

April 18, 8:30a - 4:30p

Optional workshop fees include a full day of instruction, course materials, and continental breakfast, lunch, and beverage breaks. To register for ONLY a Pre-conference Workshop, please call +1.707.566.8990.

$395 USD for all Pre-conference Workshops (Discounts do not apply.)

Registration Discounts

One or more of the following discounts may apply to your registration fee. Discounts that can be combined include standard membership discounts, an early registration discount, one organizational discount, and a group discount. Make sure you are logged-in when you register online so our system can calculate your final fee having factored in all your discounts!

Group Discount

Do you have three or more who want to attend? Then take advantage of a 10% group discount! All registrations must be made at the same time. For information or to register your group, please call +1.707.566.8990

Organizational Discounts

To validate your registration at any of the following discounted rates, you MUST provide documentation of your organization’s status and your role. Please fax to +1.707.566.8963 within 24 hours of your registration.

• Non-profit Employee Discount — 25%
• Government Employee Discount — 25%
• Academic Institution Discount — 50%

Cancellation Policy

Please see the Annual Gathering 2006 Registration Information page of the event Web site (www.eLearningGuild.com).

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 USD (Standard Rate for Associates and Non-members)

$1,095 USD (Discounted rate for Member, Member Plus, and Premium Members)

Early Registration Discount:

Register and pay your fees by March 3, 2006 and take $100 off your registration fee.

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Expo-only Registration

Even if you can’t attend the Annual Gathering, you can still visit the MainStreet Marketplace. Expo-only registration is FREE! Visit the MainStreet Marketplace Web page for more info and access to the online registration form.

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(list as of 2.6.06)