IT’S EXPERIENTIAL! Dig in, Disrupt, Develop Solutions

“As a beginner in elearning management, this conference was critical for my development. It has helped identify our office’s need for a long term strategy and help prioritize our short-term goals.”

– Cryptologic Training Manager, USAF

“Just the right size, not too big, not too small. I was always bumping into and learning from new people, but not feeling overwhelmed by excessive and redundant offerings.”

– Design and Development Manager, Optum

A face-to-face event for learning and development professionals.

Off-site field trip included!

www.OnlineLearningConference.com
What’s Cookin’?

In many ways, training is a lot like cooking. When you first get started, you tend to follow the “recipe” (or design) exactly, making sure you have every ingredient and measuring extra carefully. But once you get more comfortable and have made the dish (the training program) a few times, you start experimenting. You may add or substitute ingredients, try new cooking methods, or just “wing it” without even looking at the recipe. A dash of this, a dab of that, and you have a whole new flavor.

Our Online Learning Conference (OLC) gives you the opportunity to do just that in a “safe” environment — the Training Test Kitchen — which will feature expert elearning guides and in-person hands-on demos all three days of the conference. Think you’ve found the recipe for success during the event? Submit it to the chef judges before the kitchen closes. The attendees who submit the top two recipes will earn a complimentary OLC 2019 registration in New Orleans. You also will have the chance to view and vote on the Top Training Videos during a reception following the first Training Test Kitchen.

You can experiment even further during an off-site learning excursion to Second City Works, where you’ll explore how to apply improv to solve business challenges. In addition to participating in workshops, you’ll hear from three experts:

• Linnea Gandhi, applied behavioral scientist, The University of Chicago – Booth School of Business
• Kelly Leonard, author, “Yes, And: How Improvisation Reverses ‘No, But’ Thinking and Improves Creativity and Collaboration — Lessons from The Second City”
• Anne Libera, director, Comedy Studies, Second City Works

Complementing the OLC mix are two co-located events — GamiCon and The Allen Experience — plus our special follow-on experience, Innovations in Training, which takes participants out into the city of Chicago for more hands-on learning.

Bon Appétit!

LORRI FREIFELD
Editor-in-Chief, Training magazine
Sunday, October 7 & Monday, October 8 8:30 am – 3:30 pm

Jumpstart your career and become (and remain) a top performer in your field.
Additional fee required for Certificate Programs; see page 16. Lunch is included.

**P01 Fundamentals of eLearning Design and Development**
*Diane Elkins, Founder, Artisan E-Learning*

Whether you are new to creating elearning courses or have picked up some skills and experience along the way, it can help to revisit the fundamentals of design and development. Learn how to:

- Create a project plan.
- Conduct a thorough analysis.
- Make key design and technology decisions based on the analysis.
- Write bulletproof learning objectives.
- Analyze content to determine the best learning approaches.
- Design effective interactions and assessments.
- Plan effectively for media.
- Create an elearning storyboard.
- Work with subject-matter experts and reviewers.

During the program, you’ll work on a sample course including conducting mock client interviews, brainstorming content ideas, and drafting storyboards. You’ll even get a taste of what it’s like to build a few slides in a popular elearning authoring tool. You’ll walk away with practical insights and tools you can use on the job immediately.

**BYOD:** A WiFi-enabled laptop is required.

**P02 Creating the Best Interactive eLearning with Adobe Captivate**
*Joe Ganci, President, eLearning Joe*

With Adobe Captivate’s powerful features, you can create and deliver the best instructional designs to your learners... but only if you know how to use those features! Now is your chance to learn the latest version of Captivate. You’ll be amazed at what you’ll be able to accomplish after only two days! You will build a real elearning lesson that you’ll be able to take back with you and customize to your needs. How cool is that? It will combine a soft skills case-based scenario with branching along with a software demo. Learn to:

- Combine text, audio, video, and images.
- Add interactions of all types: Smart Shapes; Text Entry Boxes; Buttons and Click Boxes; and Wizard-based interactions.
- Use Captivate’s Fluid Boxes to create learning that works perfectly across desktops, tablets, and smart phones.
- Add photographic and illustrated actor characters as mentors.
- Create a high-definition video you can upload to YouTube.
- Investigate all of the quizzing options Captivate offers.
- Advance to writing scripts to make your lessons really shine.

**BYOD:** Bring your WiFi-enabled laptop with the latest version of Adobe Captivate, download a free 30-day trial, or get your own license for $29.95 a month. If you are using an older version of Captivate, you will still get a lot out of this class, but you won’t be able to use any of Captivate’s newer features.

**P03 Advanced Instructional Design for eLearning**
*Saul Carliner, Professor, Concordia University; Phylise Banner, President, Phylise Banner Consulting*

Take your online instructional designs to the next level. You’ll learn how to enhance the interactivity, appearance, and writing of your elearning programs. You’ll explore how to incorporate different instructional models, learn to accommodate learning styles, and examine a variety of approaches to designing elearning programs and related materials. The highlight of this program will be a ‘workshop’ of a lesson (in-process or completed) of each participant’s work where feedback will be provided in a structured and supportive atmosphere. This exploration of your work will provide an opportunity for concrete application of the ideas presented in this program. Learn to:

- Identify the relationship between teaching models and design approaches.
- Develop at least two ideas for enhancing the visual impact of elearning programs.
- Describe at least two ideas for increasing interaction in elearning programs.
- Discover at least three non-traditional approaches to teaching online.
- Apply two ideas in your own elearning programs.

**BYOD:** A WiFi-enabled laptop is required. Instructors will contact you in advance about your in-process or completed project. To ensure confidentiality, we will have a policy of non-disclosure.

**P04 Engaging Learners with the Story-Based eLearning Design**
*Ray Jimenez, Chief Learning Architect, Vignettes Learning*

Learn to design elearning programs that increase recall, memory, and application of ideas by converting content into useful knowledge and skills on the job. Regardless of the type of content, you will be able to improve the quality of your courses by following the 9-Step Process of the Story-Based eLearning Design. Learn to:

- Convert technical, process, compliance, sales, product, and other difficult content into fun and engaging lessons.
- Implement the “Story-Based Instructional Design Process and Project Plan” — from interviewing SMEs to development of the elearning program.
- Apply the “SRIA Model” [Set up, Relate, Interpret and Apply] in building Story-Based micro lessons.
- Incorporate the “Oscillation Technique” and “Organics” of weaving small stories into a full program.
- Apply “Workplace Incidents” like troubleshooting, defects, errors, heroic endeavors, compliance failures, best formulas, tips, experiences, turnarounds, etc. as inspiration for designing elearning.

During the program, you will work on your own mini-project and proof-of-concept Story-Lesson. You will apply templates and worksheets and have access to 50 live and elearning demos and examples for your reference and inspiration.

**BYOD:** A WiFi-enabled laptop with MS Office is recommended.
Close Encounters: Techno

Explore What’s Cookin’ in the Training Test Kitchen

Your Executive Chef
Phylise Banner regularly embraces opportunities to experiment with emerging technologies in order to best serve adult learners, and to create vibrant learning communities. She will guide you through the Test Kitchen experience.

Chop-chop! Put on your apron and get hands-on with the latest elearning technologies and design techniques. During the three days the Training Test Kitchen is open, you will participate in multiple demos and create recipes for success with elearning experts.

Conference Kickoff
Monday, 4:00 – 6:00 pm
The Test Kitchen will open with drinks and appetizers and the first round of elearning demonstrations where you’ll rotate tables every 10 minutes, capturing tips and techniques as you go.

At 5:30 pm you’ll view and vote on the best entries for the 5th Annual Top Training Videos (TTVs). And, you’ll enjoy world-famous Garrett’s Popcorn as winners are announced.

Continental Breakfast
Tuesday & Wednesday, 7:45 – 8:45 am
It’s back into the Test Kitchen on Tuesday and Wednesday mornings for continental breakfast and rounds two and three of the elearning demos.

Recipe Contest: Compete for Prizes!
Using the techniques you’ve gathered in your demos, you’ll create and submit an original elearning recipe for success. The top two winners will be announced at Wednesday’s lunch and will receive a registration to OLC 2019 in New Orleans! Win or lose, you’ll walk away with invaluable tips, techniques, and tools to improve your elearning.

Experience A Second City Works Sampler

The Second City Works has been performing sketch comedy in front of audiences for over 49 years, making it the standard by which comedy and improv in America is judged. So much talent has come from the ranks of the company’s many theaters over the years, it reads like a who’s who of contemporary American comedy. Some of their most well-known alumni are John Belushi, Gilda Radner, Bill Murray, Dan Aykroyd, John Candy, Mike Myers, Chris Farley, Tina Fey, and Rachel Dratch to name a few. The Second City also works with corporate groups to create a fun, interactive and unconventional approach to training. Working with groups as small as four and as large as 18,000, they have coached the employees of hundreds of companies.

On Tuesday at 12:15 pm the entire conference moves to Second City for lunch and a very special field trip!

Applied Improv Workshop
Tuesday, 3:45 – 5:00 pm
Facilitators from The Second City will lead you through an experiential workshop using the fundamentals of improv to illustrate how to be a better communicator. Through experiential exercises, they’ll highlight skills such as active listening, adaptability, and collaboration. After each exercise Second City facilitators will lead a brief discussion through what you’ve experienced and how it practically applies to your world.

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Experience A Second City Works Sampler

Explore What’s Cookin’ in the Training Test Kitchen

Breakout Sessions

Whipping Up a Tasty Online Learning
Real-World Practice with Leadership
Walk, Talk, Collaborate in a 3D
The Secret Sauce For Virtual Reality
Using VR 360 Videos to Immerse New
Cooking up Animated Content with
Your Corporate YouTube: Manage,
New Hire Orientation: Simplified,
Converting PowerPoint Triggers &
Tips on Battling the Forgetting Curve
Experience State of the Art VR and
Responsive HTML5 eLearning with
Why Create a Linear Course When
Yearning for Microlearning: Ensure
Learning Game Development in
Turning Rules-Based Content into
Immersive Video-Based Learning for
Enhancing Articulate Rise with Simple
DECLARE: The Fill-In-The-Blank
Instructional Design Recipe – Jason Bickle, Experlogix, Inc.
Turning Rules-Based Content into Effective Scenario-Based eLearning – Jennifer De Vries, BlueStreak Learning
Experience State of the Art VR and Mobile Sims – Anders Gronstedt, Gronstedt Group
Building Gamification into Storyline – Hannes Geldenhuys and Stephanie Bandli, Hubble Studios
Walk, Talk, Collaborate in a 3D World – Deborah Thomas, SillyMonkey
Using VR 360 Videos to Immere New Hires and Increase Cultural Awareness – Steven Skiles and Bill Shafer, Samsung Electronics America
Converting PowerPoint Triggers & Hyperlinks to HTML5 with Spring – Richard Goring, BrightCarbon
Pull the Animated Video Lever for More Engaging eLearning – Robb Bingham, Converging Solutions
Yearning for Microlearning: Ensure Your Learning Program Doesn’t Fail – Ashish Rangnekar, BenchPrep

Round-Robin Training Test Kitchen Demos

Monday 4:00 pm; Tuesday 7:45 am; Wednesday 7:45 am
- Enhancing Articulate Rise with Simple Storyline Blocks – Tim Hillier, M.D.Ambulance
- Creating Dynamic Whiteboard Style Animations – Danielle Watkins, Zenith Performance Solutions
- Tips for Using Video in Virtual Training – Cindy Huggett, Cindy Huggett Consulting, LLC
- Your Monster is Alive in Real Time – Neal Rowland, The Crowd Training
- 3D Motion Graphics You Can Create in Less than 5 Minutes – Steve Haskin, Industrial Strength Learning; Bob Mack, Vermont Information Processing
- Tips on Battling the Forgetting Curve using Brain Science – Phil Cowcill, PJ Rules; Lorriane Weaver, Canadian Armed Forces
- Your Corporate YouTube: Manage, Live Stream, Record, and Share Your Videos – Ari Bichrom, Panopto
- Immersive Video-Based Learning for a Sensitive Subject – Amy Morrisey, Artisan E-Learning
- Cooking up Animated Content with Explain Everything – Nick Floro, Sealworks Interactive Studios
- DECLARE: The Fill-In-The-Blank Instructional Design Recipe – Jason Bickle, Experlogix, Inc.
- Turning Rules-Based Content into Effective Scenario-Based eLearning – Jennifer De Vries, BlueStreak Learning
- Experience State of the Art VR and Mobile Sims – Anders Gronstedt, Gronstedt Group
- Building Gamification into Storyline – Hannes Geldenhuys and Stephanie Bandli, Hubble Studios
- Walk, Talk, Collaborate in a 3D World – Deborah Thomas, SillyMonkey
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- Pull the Animated Video Lever for More Engaging eLearning – Robb Bingham, Converging Solutions
- Yearning for Microlearning: Ensure Your Learning Program Doesn’t Fail – Ashish Rangnekar, BenchPrep
- New Hire Orientation: Simplified, Modernized, Magnified – Crisitne Fernandez, Booz Allen Hamilton / Dept. of Veterans Affairs
- Why Create a Linear Course When You Can Create a Just-in-Time App – Jerry Huerta and Anne Miller, FirstCash
- Responsive HTML5 eLearning with Open Source Adapt Learning Platform – Ted Curran, Autodesk
- The Secret Sauce For Virtual Reality Learning – Louise Pasterfield and Kate Pasterfield, SpongeUK
- Real-World Practice with Leadership Challenge Simulations – Craig Dodaly, Inspire
- Learning Game Development in Articulate Storyline – Todd Stone, Dell
- It’s like LinkedIn and Facebook except for Training – Henry Ryng, inKsot LLC
- Experience VR – Mark Mallchok, Brella Productions
- Whipping Up a Tasty Online Learning System on a Budget – Terrance Sprague, Fresenius Health Care
- Using Gamification to Put Women In the Driver’s Seat – Clint Clarkson, Xpan Interactive Ltd.

See website for more Demos.

Keynotes: Improvisation, Science, and Comedy

Tuesday, 1:45 – 3:30 pm

Kelly Leonard [left] is the author of “Yes, And: Lessons from The Second City” and has been a creative leader at The Second City for 30 years. Linnea Gandhi is an Adjunct Professor of Behavioral Science at the University of Chicago and Managing Partner of the consulting firm BehavioralSight. Kelly and Linnea will lead an interactive session that blends the worlds of improvisation and behavioral science. With decades of cutting-edge research that speaks to all the ways that human beings are ineffective in decision making, struggle when working in groups and are prone to mistakes in judgement, feedback and comprehension — Kelly and Linnea will tee up the science and lead you through exercises that both illustrate the data and provide nudges to better behavior.

Anne Libera is the author of “The Second City Almanac of Improvisation” and is currently writing her new book for Northwestern University Press titled “Funnier: A Theory of Comedy with Practical Applications.” She is also the Director of Comedy Studies for Columbia College Chicago where she also coordinates the degree in Comedy Writing and Performance. Her former students include Amy Poehler, Jordan Peele, Aidy Bryant, and Ashley Nicole Black. A long-time teacher and director at Second City, Anne gives a unique view into how comedy is made and projected into the world. Whether it’s for entertainment, advertising, marketing, communication, or leadership — individuals use comedy all the time, but very few people are trained or educated in how to use comedy effectively. Anne will give you an insider look at comedy theory and application from someone who has been steeped in the work for over three decades.


Wednesday, 12:15 – 1:15 pm

Annalie Killian, Director Human Networks, Sparks & Honey
Insight and foresight not only drive understanding in the branding and marketing worlds. These mindsets can help us create and deliver more-relevant training in the complex environments in which all of our organizations exist. Find out how the ripples of culture will affect your next big move. Discover how to sync your training with where the world is going. Through the lens of culture, learn how you can take control of our changing world and play an active role in shaping the future.
Is This Thing On? Connecting Learning Beyond the Classroom

Shannon Tipton, Owner, Learning Rebels, LLC

How do we make training sticky? Enter integrative learning. The intention of integrative learning is to help learners connect ideas and insights from various disciplines and experiences. We'll discuss the three C's to building a connected and integrated learning organization: Curation, Communication, and Collaboration. And, we’ll explore which tools will help you achieve your learning goals. Utilizing the modern-day toolbox means understanding the “hows and whys” behind the different methods and media that support and enhance the overall learning experience.

Marketing Your Programs and Services

Saul Carliner, Professor and Interim Chair, Education, Concordia University, Montreal

As a result of the need to drive enrollments in live virtual programs and self-study courses, and a general need to make training visible, marketing should be central to the work of training and development professionals whether they work internally or externally. But is it? And if not, what should training professionals do to market their products and services? In this session, you’ll learn about resources available to you and discuss how you should market — including the print, online, and face-to-face approaches most commonly used in marketing, and the key marketing messages.

Actions Speak Louder Than Words: Six Steps to Better Learning Interactions

Ethan Edwards, Chief Instructional Strategist, Allen Interactions

Arbitrary multiple-choice and true-and-false questions, even when masquerading under flashy game-like interfaces, fail to engage learners’ attention. Worse yet, they usually fail to teach. Too often designers feel bound by the limits of actions available to the learner — senseless button clicking, random dragging, confusing text entries. But, even working within the constraints of low-level authoring tools, it is possible to design elearning activities that will engage, motivate, and captivate the learner’s imagination and enhance post-training performance. You’ll learn six easily achievable transformations to make your elearning interactions vastly more impactful.

The Coolest Adobe Captivate Tips on the Planet

Joe Ganci, Owner, eLearning Joe

Adobe Captivate is a powerful tool with some useful features, but you’ve got to know where to look. Ganci gives you a guided tour of Captivate’s layers, including the functions that will save you time and make your learning more engaging and personalized. You’ll find out how to maintain your lessons, now and in the future, and learn how to combine variables, Advanced Actions, and effects to make learning that impresses all your Captivate-using friends!

Jazz Up Your Technical and Compliance Training

Ray Jimenez, Chief Learning Architect, Vignettes Learning

Boring. Tedious. Painful. A lot of compliance training is the typical, technical, data-dump type, and learners tend to hate it. But Ray shows you how to shift your design from the technical to the learner’s perspective. You’ll find out how to assess your learner’s point of view, add context-driven content to compliance materials, and engage learners with cases, scenarios, and applications. You’ll also learn how to translate techno-geek and legalese into content that non-technical people can understand.
your organization to adopt xAPI, identify projects that are good candidates for it, and outline a strategy for adoption and working with vendors and partners.

204 How NOT to Gamify Your Course  
- Bernardo Letayf, EMBO, BLUErabbit Gamification of Education

Become a much better Game Master by learning from the mistakes Bernardo made when first adding gamification into his courses. You’ll learn how to deploy effective learning, avoid gamification meltdown, and learn how player behavior and differentiated learning increases player engagement to unthinkable levels. You’ll get creative tricks and applied mechanics that will drive your players into wanting more content without them knowing!

205 Digital Proof of Learning for a Dynamic Workforce  
- Jonathan Finkelstein, CEO, Credly; Sarah Godsey, Interim Director, CREDIT, American Council on Education

Portable, digital credentials can play a role in enabling employers to discover employees with the skills they need, and employees to share education and workforce experiences that show what they can do. Learn how savvy employers are collaborating with the American Council on Education to translate-on-the-job experiences into the sort of credentials that enable individuals to advance through new career paths.

206 Training is Draining, but Performance is Priceless  
- Lisa Stortz, Strategic Relationship Manager, Allen Interactions

Training is draining…literally. It drains budget, time, resources, and the enthusiasm of the learner. In this session, you will learn how to design and deliver learning programs that are performance-based. Competing for learning budgets is much easier when you can show performance results. Learn how to approach learning strategy, design, development, and assessment differently to better achieve performance results. Lisa will share meaningful ways to focus on performance in the strategic phase of creating your learning programs.

207 Just Enough, Just in Time: Micro-learning That Works  
- Becky Pluth, CEO, The Bob Pike Group

ATD reports the average micro-learning session takes 13 minutes to complete, but most users quit less than halfway through! In this session, discover practical ways to deliver content in small, specific bursts for “just enough, just in time” training. Experience how “less is more” and learn a repeatable process to create your own fun micro-learning videos, self-paced learning, and visual tools that help people learn twice as much in half the time.

208 Achieving Maximum Retention: Brain-based Principles for the Virtual Classroom  
- Cynthia Clay, President, NetSpeed Learning Solutions

Without reinforcement, people forget 90% of what they’ve learned in the classroom within one week! What can we learn from brain research that will help us design virtual instructor-led programs that encourage long-term retention? Explore six brain-based principles that result in maximum learning retention, transfer, and application. Brain researchers know that the challenge of moving information from short-term to long-term memory requires us to encode, store, and retrieve it repeatedly. Our task is to move people through thinking, doing, giving feedback, and receiving feedback as they build new synapses that support long-term retention and application of critical concepts.

TUESDAY, OCT 9  11:00 – 11:45 am

301 The Cyber Academy: Secrets Behind Successful Digital Simulations  
- Ray Bareiss, Senior Designer Socratic Arts

Ray will share lessons learned in designing and delivering a large-scale, deep immersion, reality-based learning experience on cybersecurity for the Department of Defense. Learn how the storyline requires participants to complete authentic tasks under mentorship of an expert who provides help, advice, and feedback on demand. The simulation is true to our philosophy of learning-by-doing in a Story-Centered Curriculum. We’ll also discuss unexpected challenges including a need to assess students’ likelihood of success, and the need to create a cloud-based infrastructure in which students can safely work.

302 Microlearning Field Guide: Planning on the GO  
- Shannon Tipton, Owner, Learning Rebels, LLC

As L&D professionals, we’ve all been there. A new updated process or procedure. New safety requirements. Now, you’re on deck. A full-fledged elearning course isn’t the answer — nor is sitting in a classroom. Our learners need to access learning when they most need to have it. They require timeliness and relevance. The speed at which learners can arrive at the required answer or solution using a performance support tool is key to the microlearning appeal. Join Shannon and get the critical information, tools, and framework you need to rapidly build effective and sustainable microlearning content.

303 Three Steps to Convert Classroom Training to Virtual Training  
- Cindy Huggett, Principal Consultant, Cindy Huggett Consulting, LLC

We’ll explore three simple steps you should follow when converting your traditional, in-person training classes into live online ones. You’ll learn how to transfer activities, how to design interactive virtual sessions, and how to engage remote participants. You’ll also learn how to translate your facilitator and participant materials, and what to do with your slides. And, we’ll discuss how to avoid the three most common conversion mistakes. You’ll receive several tools, templates, and checklists that can make your next conversion a breeze.

304 Visual Literacy: Bringing Your Videos to the Next Level  
- Mark Lassoff, Founder, LearnToProgram Media, Inc.

What separates amateur video from professionally shot and edited video? Many in elearning would be quick to blame small budgets and lack of equipment for less-than-professional video. However, the problem is often a lack of understanding on the basics of visual design and how to apply them to the video medium. We’ll discuss basic principles common to all visual design and how they apply to creating high-quality professional video. You’ll discover how applying concepts like composition, contrast, negative space, and even typography can greatly improve video quality and watchability. You’ll learn how to improve your video whether you’re shooting with an expensive professional camera or an iPhone — whether you have a professional editing suite or iMovie.

305 Learning JavaScripts to Extend Functionality to Captivate  
- Phil Cowcill, Senior eLearning Specialist, PJ Rules

Many elearning developers are comfortable using tools like Captivate, Storyline, and Lectora. However, these tools are restrictive in power and flexibility. The good news is that by using JavaScript, developers can get past the restrictions of the tools. Learning JavaScript can be intimidating as it’s a very powerful language. You’ll see demonstrations of some simple routines that can be developed very quickly, how to add more functionality to the code, and how to copy the JavaScript code and place it in Captivate. This will allow you to create some dynamic and random content and not have to create a massive number of slides/pages. Participants will also get free access to an online course that deals with learning JavaScript, JavaScript in Captivate, and importing Animate animations into Captivate.

306 Finding Fun: How to Create “Game Feel” in eLearning  
- Ellen Burns-Johnson, Instructional Designer, Allen Interactions

You don’t have to look far to find experts extolling the benefits of game-based learning and sharing design processes to make your own “serious games.” However, fully fleshed games take significant effort to develop, and many organizations aren’t ready to commit the resources. If you think game-based elearning could benefit your organization, but you’re having trouble getting started, this session is for you! We’ll review strategies for effectively introducing common video game design patterns to elearning and you’ll get hands-on time with three examples. You’ll receive a two-page discussion guide. 
307 How and Why to Become a Performance Ninja • Gary Wise, Workforce Performance Strategist, Human Performance Outfitters

We cannot sustain a workforce with engaging and enjoyable training experiences alone. Be it micro, mobile, adaptive, or otherwise, we need to be where tangible business results manifest— at the Point-of-Work. Gary will share how this focus will change the way you design, develop, deliver, and make your technology choices. You’ll learn to stop relying upon training needs assessments and evolve to a more holistic performance discovery methodology to address the entire learning and performance ecosystem. And, how to adopt the techniques to address People, Process, Content, Technology, and Measurement critical to creating learning and performance solutions. Learn to be a Performance Ninja!

308 Pragmatic Instructional Design Theory & Practice – Making it Work • Jason Bickle, Manager Instructional Design & Implementation Engineer, Experlogix, Inc.

Get it done. Need the course now. Slides, images, audio, and animation. On to the next. Do you ever wonder if your instructional design is meeting the needs of your learners — at a program, course, and module level? We’ll look at what research says, and we’ll discuss practical methods for making your learning more powerful, effective, and engaging.

WEDS, OCT 10 9:00 – 9:45 am

401 How to Make Good Technology Buying Decisions • JD Dillon, Principal Learning Strategist, Axonify

800 platforms and increasing daily. That’s how many options you have when trying to decide on a learning technology. We’ll pull back the curtain on the purchase process and show you how to make the best decisions for your organization. We’ll outline the learning technology landscape and break down the categories of tools that are best suited to support a modern learning ecosystem, explain why the RFP process is flawed, and suggest a new method that will challenge vendors and lead to better decisions. You’ll get tricks for getting around some of the red tape organizations wrap around the acquisition process and learn how to get past marketing noise and sales tactics in order to identify the real value (or lack thereof) in a technology solution. You’ll walk away with a simple framework for improving your learning technology exploration, evaluation, purchase, and pilot processes.

402 The Marriage of Instructional Goals to Game Mechanics • Stephen Boer, Managing Partner, The Game Agency

To be a successful learner, one must actively engage with the training material. Games provide the perfect practice playground for learners to participate and for trainers to identify learning gaps and behavioral trends. This session will showcase how companies can most effectively marry their instructional goals with polished game mechanics and, in doing so, drive active learning, increased retention, and improved learning outcomes. You will play six fun and effective games and will learn how each one can be used to improve your training.

403 eTraining Generation Z: How Hard Can THAT BE? • Constance Staley, Professor of Communication, University of Colorado

Generation Z has arrived! They have 8-second filters, are on their phones from 6-10 hours a day, and are practical learners who consistently ask themselves, “What’s in it for me?” Their learning is non-linear and “messy,” and 75% of them believe that college is only one route to success. They realize companies with strong L&D programs can help them launch successful careers without incurring the staggering debt of a college education, and many will opt to enter the workforce immediately after high school. They respond most readily to training that is engaging, diverse, relevant, hands-on, technology-rich, and preferably mobile. We’ll focus on tools to design elearning content for Gen Zs drawn from a blend of corporate and academic experience, practical application, and interdisciplinary research.

404 Beyond LMS: Creating Context for Learning with Experience Portals • Harrison Withers, Principal Consultant; Mark Henry, Sr. Consultant, TIER1 Performance Solutions; Joe Streeter, Regulatory Affairs Training Manager, AbbVie

Too often, technology, including the LMS, has gotten in the way of our learners’ access to knowledge. Typical challenges include too much content, inability to search, and lack of context — all resulting in a poor experience. A performance portal helps give structure to an experience and helps users find information to learn and perform their job. Content, context, process, and structure work together — aligned to create an experience for the user. In this session, we’ll explore two types of performance portals: Experience Driven and Performance Support. We’ll discuss the criteria for choosing one or creating a hybrid. We’ll put this into the context of career development, reference, and onboarding scenarios with a real-world example from AbbVie Pharmaceuticals.

405 Better than Bullet Points: Creating Engaging eLearning with PowerPoint • Jane Bazarth, Author, Better Than Bullet Points: Creating Engaging eLearning with PowerPoint

Effective, engaging elearning programs can be created with nothing more than PowerPoint, solid instructional design principles, and some creativity. Jane shows you a three-step process for creating better elearning that follows these principles. You’ll work through a sample scenario to learn ways to replace bullet-based content with a meaningful treatment that makes better use of art and animations.

406 What is the Problem We Are Trying to Solve? Is Training the Answer? • Christopher Allen, Product Marketing Manager, Allen Interactions

Instructional designers lean on subject matter experts to outline and contribute substantial content in the form of scenarios, consequences, tips and best practices. But even with help, how do they know they have the right materials to help learners achieve superior performance? How do they discern the right materials out of the haystacks [and haystacks] of content? Together we will explore: techniques for defining individual behaviors, tools to map performance outcomes with instructional treatments, and analysis exercises to determine readiness for a change of behavior.

407 Don’t Learn These Five Project Lessons the Hard Way • Christopher King, Director of Training and Performance Support Systems, CEEK, LLC

Think about the last elearning project you worked on: were you cramming the night before a deadline date and thought, “why did I agree to this date?” Or, at some point was it clear you were working on a different course than originally discussed? In this session, we’ll discuss how project management approaches can help successfully deliver learning projects. You’ll identify five strategies for project success and specific techniques for diagnosing warning signs in projects and specific strategies for getting back on track.

408 Gathering Valuable Feedback from Your Users • Cory Casella, User Experience Designer, Alden Systems

You think you’re hitting the mark. We all do when we create our training programs. But how can you know for sure? By asking your users, of course! But how do you ask them? What questions do you ask? How do you approach it? And what the heck are you supposed to DO with the information you obtain? This session will give you a great head start on those questions, as well as a step-by-step guide to doing it yourself.

WEDS, OCT 10 11:15 AM – 12:00 pm

501 Getting Started with Adaptive Learning • JD Dillon, Principal Learning Strategist, Axonify

Too often, L&D must make a lose/lose decision and choose between building personalized experiences or providing something generic to the entire organization. Thankfully, evolutions in the application of data, instructional design, and learning technology have made it possible for L&D to now provide right-size-fits-one support to every employee, even within the largest, most complex organizations. We’ll dissect the concept of adaptive learning and discuss the converging trends that are opening the door to a new form of personalized learning, including data, autonomy, and microlearning. We’ll explore the types of data
available that can enable adaptive experiences and demonstrate how learning designers can shift their development processes and build content that fits an adaptive model. Finally, we'll discuss principles for enabling adaptive learners as well as maintaining an agile, responsive L&D team.

502 Write Better eLearning Scripts
Ashley Reardon, Director of Learning Design, Kineo

Explore top tips for writing better elearning programs. From learning objective makeovers, to conversational tone, to writing scenarios that feel real, let’s shake things up a bit and write for human beings. You’ll learn through examples of rewrites of boring content and you’ll identify some specific strategies and tips you can apply right away to liven up your elearning and make your content connect with people.

503 Must-Have eLearning Tools for Low or No Cost
Terrance Sprague, Learning Consultant, Fresenius Health Care

An online course designer needs many different tools: applications for graphic design, course development, audio, video production—and the list continues to grow. The expense of acquiring the necessary software can be high, and often a barrier in organizations with limited budgets or in new departments with no budget. Balance cost on applications you absolutely need, with those that are low-cost or free, and still accomplish great things! You’ll learn about free and low-cost tools that have emerged over the last couple years, as well as some tried and true favorites.

504 Designing for Millennials Puts You Ahead of the Curve
Domenic Caloia, Learning Developer, Tyco/Johnson Controls

How do you design a course for the modern learner who wants to be in control? The key is integrating “smart navigation” that allows users to choose the content and deliver methods that they want. Giving the learner the power to choose maximizes cognitive engagement, accommodates different learning types, and improves upon learning outcomes. Whether you are targeting a diverse audience of learners or teaching complex topics, you will soon be developing personalized learning experiences that truly leave no learner behind. We’ll discuss three conditions that call for an adaptive design. Storyline and Lectora templates will be provided.

505 Add the Missing Ingredient in Program Success: Unstoppable Learners
Patricia McLagan, Author, Unstoppable You: Adopt the New Learning 4.0 Mindset and Unleash Your Life and Unleash Unstoppable Learners

Technology, new brain knowledge, and better and better design capabilities are creating more learnable programs. But what about the learner? This session is about letting learners in on what we know about the brain, about human development and learning, about how to structure and manage the learning process. Learn about supporting learners as masters of their own process—drawing on seven important learning practices, whether they are learning on their own, with others, or in the programs and with the tools that you provide. You can unleash all these powers latent in learners and help them become SMART 4.0 Learners. Today’s fast-changing, AI-assisted times require it!

506 Differentiating Your Organization Through World-Class Sales Effectiveness
Anita Greenwood, VP, The Brooks Group

In today’s competitive landscape, the people selling your products and services must be what sets you apart from your competition. In this session, you’ll get an onboarding template to decrease ramp-up time and improve your ROI on sales hires. You’ll learn about a sales training approach that creates real behavior change and sustainable performance lift. And, you’ll walk away with tips for establishing and measuring daily, weekly, and monthly performance expectations.

507 How to Visually Stage eLearning Courses
Frances Weber, Instructional Designer, Oracle

It’s not enough to be able to use the tools of the trade. It is imperative content be laid out in a way that correctly conveys the intended message. Have you ever watched HDTV and noticed how beautiful a staged home looks? Simple decluttering techniques and an appropriate shade of paint can take a cluttered outdated room and make it fresh and new. Learn how simple staging techniques can dramatically improve the look and feel of your courses. Frances will share 10 best practices on how to add wow to your content and together you’ll critique elearning samples on aesthetic appeal.

508 Using Your Mobile Device to Create Amazing Content
Nick Fiora, CEO, Sealworks Interactive Studios

Are you looking to learn how to create amazing content using your mobile device? If yes, this session will provide you with inspiration and practical information to get started. We’ll demonstrate and discuss: How to improve audio- and video-based recordings with your mobile device, video based apps and tools to get creative with your content, and additional add-on accessories and mics to improve your quality.

WEDS, OCT 10 1:30 – 3:00 pm

L01 How to Succeed as a One-Person Video Team
Ken Brown, Chief Enu Wrangler, The EMU Experience

Are you the lone video person in your company? Or, do you have people willing to help, but you’re still figuring out how to do video well? It all can feel stressful and overwhelming…but it doesn’t have to. In this lab, Ken will take the mystery out of being a video production team of one. Working in small groups, you will use a minimal setup of cameras, lights, and microphones to film a specific training scenario. Ken will explain the gear basics and walk you through an on-set checklist of everything thing you need to manage on the day of shooting. Finally, you’ll learn about common mistakes to avoid during the shoot. At the end of the lab, we’ll review each group’s best recorded takes and discuss ways to enhance and improve your video content.

L02 Creating Mind Blowing PowerPoint. No, Really!
Richard Goring, Director, BrightCarbon

PowerPoint presentations generally don’t tell stories that engage, excite, or inspire—and typically do little to actually help people learn. Want to see how to produce interactive presentations that will astound your audience? Then come along for a master class in ways to capture your audience’s attention and help them learn. See how to create half a dozen amazing slides that work effectively, and learn to use those skills on many other slides when you’re developing your own presentations. So don your thinking caps, get ready to critique some dreadful ‘before’ slides and take part in transforming them into truly mind-blowing presentations that will energize your audience and make your next training course the best ever. Plus, get a free PowerPoint toolkit to kick-start your efforts, and video tutorials to support you as you go.

L03 Podcast Live Lab
Kevin McGowan, Host, Training magazine’s Training Insights

Everybody has a podcast, right? Must be easy to do, right? This lab will dispel some of the myths around podcast creation. Kevin will show you how to get started in podcasting, and share how podcasts can be used as a learning tool. All you really need is a good idea, a laptop, and a decent microphone. Attend and get ready to create your first episode of your own podcast show.

BYOD: Bring a WiFi-enabled laptop [with microphone] loaded with the free audio editing software Audacity.
BYOD: Bring a WiFi-enabled laptop and an installed 30-day free trial of Articulate360.

### L05 EZ360: Using Blender to Create Custom 360° Video • Michael Sheyahshe, Technologist, aNm

While YouTube makes viewing online 360° video easy, creating these videos requires special cameras, equipment, setup, and forethought. But did you know that you can simulate this same look/feel using Blender, the open source 3D editing software? This session will focus on how to create, simulate, and edit 360° video using the free, 3D authoring software Blender, utilizing its animation and compositing tools. We’ll discuss: YouTube, 360° video, Blender, animation, keyframes, compositing, rendering, equirrectangular camera, Python (code snippet), video codecs — AVI, MP4, etc., audio files — WAV, MP3, etc., 2D image mapping, spherical mapping, and HDRI maps. You’ll learn how to create rudimentary 360° videos leveraging the power of Blender. The final product will be rendered using Blender’s equirrectangular camera, to facilitate the 360° viewable perspective, then uploaded to YouTube.

BYOD: Bring a WiFi-enabled laptop with Blender installed.

### L06 Chiropractic ID: Ensuring Alignment • Jean Marrapodi, Senior Learning Architect, Illumina Interactive

Uncovering the need is one thing, but organizing the mountain of content from an SME is an ID’s nightmare. SMEs want extraneous material, learners want engagement, and designers have best practices. If we’re not careful, we create a Franken-course: elearning that’s functional and fulfills stakeholder wants, but is ineffective at meeting goals and producing desired outcomes. Learn how to leverage mind mapping for (1) needs analysis brainstorming; (2) laying out the goals, outcomes, and objectives of the course; and (3) aligning the assessment, content, and activities you want to use in the course. You’ll get a basic framework that you can replicate on the day you return to the office. You’ll leave with an easy system for a course blueprint that helps keep everyone focused on the goal.

BYOD OPTIONAL: Bring your WiFi-enabled laptop.

### L07 Adobe Captivate: 90 Minutes to eLearning Glory • Kevin Siegel, President, IconLogic, Inc.

Adobe Captivate is one of the top two elearning development tools in the world. Attend this session and get an introduction to Adobe Captivate, and, in less than 90 minutes, you’ll create an interactive elearning project from scratch, and publish the content for the widest possible audience (including support for desktop and mobile users).

BYOD: Bring your WiFi-enabled laptop with the latest version of Adobe Captivate (you may download a free 30-day trial just prior to conference).

### L08 Create Better Instruction With the Science of Learning • Patti Shank, President, Learning Peaks LLC; Karen Hyder, Online Event Producer, Kaleidoscope Training & Consulting

It’s sad but true: typical organizational learning content is loaded with things that make it more difficult to learn and apply. Too much and/or poorly organized content makes it hard to understand or remember, and even harder to use. But instructional, writing, and information design principles show us how to make instructional content that’s easier to learn from. Patti and Karen will show you how to use these principles. Whether you’re designing for classroom, virtual, or blended situations, you’ll learn how to make your instructional content more effective. You’ll work on your own content to make it clearer and easier to understand, learn, and remember.

BYOD: Bring a WiFi-enabled laptop and one section of content you want to work on.

### 601 The Unsung Superhero of eLearning – Subject Matter Experts! • Alicia Roff, Liesl Christie, Account Managers, Reflection Software

When creating learning, it’s critical that you have the correct information when designing the experience. With that need comes the superhero of our story: the Subject Matter Expert (SME)! And this superhero has a day job, too. The practical and integral insight that an SME is able to provide can make the difference between good and great training! But collaborating with SMEs can sometimes be interpreted as a struggle rather than a synchronous melding of two groups working toward the same goal. In this session, we’ll discuss best practice methods for working with SMEs to ensure you receive the information you need, and the SME feels like the superhero that she or he is!

### 602 Meet Your New Training Tools: Robots and Chatbots • Vicki Kunkel, Senior Digital Product Designer, MedImmune

Artificial intelligence-based robots are already being “trained” by instructional videos in industries such as food services and manufacturing. And thanks to consumer products such as Amazon’s “Alexa,” workers are not only comfortable with, but embrace interactive chatbot technology. Tech-based organizations and educational institutions are partnering to create these edu-bots. And it’s coming to the corporate training world. Learn how in the future you’ll be designing training for robots, and creating training products where learners carry on a real-time conversation with a bot to get personalized information to perform their jobs. Explore the benefits of chatbots and learn about resources (free and for hire) to help you create a chatbot.

### 603 Writing an eLearning RFP That Generates Accurate Quotes • Jennifer DeVries, President, BlueStreak Learning, LLC

To hire a vendor, your organization may require you to issue an RFP (Request for Proposal) and obtain multiple quotes. So, how do you obtain accurate quotes from quality elearning vendors? An RFP is the foundation of the contract between a client and an elearning vendor. If the RFP is vague, then it could create unnecessary risk for both parties. To receive good quotes, you need to issue an RFP that provides enough clear information for the vendor to accurately price and schedule your project. In this session, we’ll discuss elearning pricing methodologies and the information required to calculate prices and timelines. We will show sample RFPs that will generate apples to apples quotes and those that will generate vastly different quotes. You will receive an elearning RFP template and guidelines for using it.

### 604 Measure, Communicate, and Improve Your Learning Programs • Jeffrey Berk, COO, Performitiv, LLC

Over the last 15 years, L&D professionals have been told to focus on big data and learning analytics, and that doing so earns a seat at the table. What has transpired from this has been an effort to collect a lot of data and generate a lot of reports. The unintended consequences of this are low response rates and little use of the data to improve performance. This session will present a fresh approach to shift the mindset from measurement and reporting to performance improvement. Learn how a simpler process can allow you to act on your data and see improvements.

### 605 Creating Compelling Visual Stories with Video • Stacy Adams, Head of Marketing, GoAnimate

What do marketing and learning have in common? Persuasion. Great storytelling has immense power to persuade. In learning, great storytelling can be the difference between a bored audience and an engaged one. Data-driven PowerPoint slides,
statistics, or figure-laden spreadsheets do little to motivate, not to mention drive retention of information, but we continue to use them because they provide visual cues and stimulation. There is a better way. This session will explore the basics of telling a great story through video. We’ll discuss how the best marketing communications strategies can be utilized in a learning environment to persuade, engage, and inspire your audience. You’ll come away with a solid storytelling framework and a blueprint for creating your own videos based on those stories.

606 Six Simple eLearning Success Strategies • Michael Allen, CEO, Allen Interactions
As instructional designers, we know the difference between presenting information and providing learning experiences. But we must often get the support of others for doing more, and that’s not always easy. Sometimes eyes glaze over as we attempt to explain all the steps necessary in creating effective instruction and getting adequate funding. So we want to be sure we’re not making things more complicated than need be. You’ll learn six simplifying strategies to achieve powerful results, win greater support, and make our work easier—all at the same time!

607 Games, Visual Stories, and Mixed Reality • Anders Gronstedt, President, Gronstedt Group
Consumer experiences with YouTube, Snapchat, Netflix, console games, and virtual and augmented reality are shaping demand for a new generation of corporate learning. How do you give your learners super power with augmented reality? How do you develop virtual reality “flight simulators” for any task that’s too dangerous, expensive, or inconvenient to practice in real life? How do you leverage the popularity of mobile gaming to develop leadership skills? Using examples from industry leaders, you’ll learn how serious games, mobile microlearning, and augmented and virtual reality are shaping demand for a new generation of corporate learning. How do you give your learners super power with augmented reality? How do you develop virtual reality “flight simulators” for any task that’s too dangerous, expensive, or inconvenient to practice in real life? How do you leverage the popularity of mobile gaming to develop leadership skills? Using examples from industry leaders, you’ll learn how serious games, mobile microlearning, and augmented and virtual reality are poised to forever change the way people learn and organizations teach.

608 Lead With Empathy: Because... People • Dawn Mahoney, Owner, Learning In The White Space LLC
Empathy is the ability to understand and share the feelings of another. We’ll explore ways of learning to see things from the learner’s point of view. We’ll learn how to find out what the learners already know, whether they are already doing the requested tasks/skills, and how they REALLY feel about having to complete your content. And, we’ll discuss whether the learners are clear about how they’ll use the content to do their work. Using this information, we’ll explore ways of building content that improves the learners’ experience. Who knows? You just might improve the learners’ retention, too!

WEDS, OCT 10 4:15 – 5:00 pm
701 Winning Conditions for Gamification Design • Marigo Raftopoulos, CEO, Strategic Innovation Lab
In this session, you’ll learn how to provide clear, performance-based learning outcomes. You’ll understand the different types of gamification, learn about the design frameworks derived through rigorous research, and explore elements that will set up your project for success.

702 Positive Reinforcement for Enhanced Learning and Effective Application • Lisa Sansom, Organizational Development Consultant, LVS Consulting
How can we help our participants not only have a great learning experience during the instructional time, but also apply those new skills to the workplace? Learn how to design learning experiences that incorporate effective positive reinforcement techniques so that learners enjoy their experience, and accelerate their uptake of new skills and insights. And, how to create positive learning communities and support networks that promote learning and application of new skills and insights in the workplace, so that learners transfer learning effectively to the workplace.

703 Using Design Thinking to Create Better eLearning Experiences • James Goldsmith, Learning Architect; Daniel Coco, Learning Team Lead, Accenture
In this session, James and Daniel will share how they use Design Thinking to build award-winning 21st Century learning solutions to serve a global workforce of over 400,000 learners. We’ll discuss how Design Thinking can help you frame a problem to generate actionable and innovative elearning solutions. And, you’ll learn to apply three Design Thinking methods to solve a specific business problem through an elearning solution. While the focus here is learning development, Design Thinking can be applied to almost any problem, so this session is for everyone.

704 The Anatomy of a Video-Based Simulation • Dan Keckan, VP, Cinecraft Productions
Learn how combining video and elearning can create effective simulations that upskill and change behaviors. We’ll examine award-winning examples, as well as poorly constructed simulations. We’ll then break down the anatomy of the simulation, piece by piece, differentiating between first, second, and third person point-of-view camera angles. We will discuss how to effectively involve SMEs in the storyboarding process to minimize revisions. Finally, we will identify tips and techniques that experts use when crafting decision points, learner answers, and coaching feedback.

705 Comics for Learning: What the Evidence Reveals • Kevin Thorn, Owner, NuggetHead Studios, LLC
Recent evidence, supported by research, shows adults retained more information from a comic than from a text-only version of the same content, and they recalled the information at a higher percentage. In this session, you will explore and discuss the research as to what makes for an effective learning comic, the difference between a printed vs. digital comic, and the effective uses of the emerging interactive graphic novel. Having evidence-based knowledge about comics will give you a better understanding of how to use comics in your organizational learning efforts, and give you the evidence you need to get others to buy into this approach.

706 How to Create Customer Learning Pathways That Scale • Linda Schwab-Cohen, Senior Training Manager, Skilljar
Customers get lost in the confusion of the typical help center. As companies scale, they provide more elearning resources, but often neglect to properly plan and organize them. As a result, customers find lots of disconnected resources and face frustration as they struggle to understand where to begin. In this session, you will learn how to move beyond simple resource creation and create a logical flow of information for customers that can put them on the path of continued self-discovery and product adoption. We’ll explore customer onboarding techniques for scaling companies, and discuss the optimization and testing required for easy onboarding and product adoption. We’ll also discuss different levels of sophistication, from help centers to LMS technologies.

707 Multimedia Strategies for Developing Engaging Learning Experiences • David-John Palmer, Assoc. Director of Academic Programs, Florida International University
Video is one of the most powerful and engaging ways to enhance the learning experience. Skillful use of multimedia can help your audience grasp concepts that are difficult to understand using only the written word. In this session, learn about effective strategies to introduce video and other multimedia elements in your training. Review research-based best practices for including multimedia in distance learning, and review some of the cutting-edge technology available to make effective and engaging learning experiences.

Dine Around Mixer Event TUESDAY, OCT 9 5:30 – 8:00 pm
Expand your connection opportunities! Choose from one of many restaurants in the Second City neighborhood for dinner. Facilitated by industry veterans, you’ll choose a restaurant and expert for a fun dinner get-together at the conclusion of the day’s sessions. This is a pay-on-your-own event. Registration opens in September.
**GamiCon**
The only event exclusively for the design and delivery of gamified corporate training, adult learning, employee motivation and productivity, innovation, and culture change.

**GamiCon 2018** is for business leaders, training directors, instructional designers, trainers, facilitators, project managers, and adult educators wanting to learn more about effective gamification techniques to engage adult learners.

Headlined by some of the world’s leading gamification strategists, researchers, and solution providers, this event will bring together individuals and organizations who seek to design and create productive outcomes with gamification.

**Saturday, October 6  6:00 – 9:00 pm**

**Kickoff: Pop-Up Escape Room** [offsite event]
Experience the Escape Room, a unique pop-up encounter for teams of up to 50 people. Learn why, how, and for whom you can use Escape Rooms for learning. With hands-on gamified action, followed by a practical debrief, you get to play, and you get to learn!

**Sunday, October 7  8:30 am – 6:30 pm**

**Defining Moments to Create Meaningful Learning Opportunities**

*Gamemaster, Monica Cornetti*

The million-dollar question for corporate L&D is how to get employees motivated to learn. Gamification may be the best strategy to challenge conventional assumptions and expand your L&D goals to make your learning experiences more meaningful.

**Gamification — Passions and Possibilities**

Attempting to capture the time and attention of today’s learners while ensuring the information is stimulating, relevant, and engaging, is a daunting task. These 20-minute presentations focus on design, innovation, and research for a new regime of gamification designers and facilitators.

**Hands-On Learning Quests**

The question isn’t if adults can learn from play, but what they learn. These labs focus on innovative ways of thinking and put fun and learning hand-in-hand with gameplay. By actively ‘doing,’ you will get to experiment with trial and error, learn from your mistakes, and understand potential gaps between theory and practice.

**Gamification Project Throwdown**

A showcase of low tech, no tech, and technology-based gamification. This fun and social event gives participants the opportunity to see a variety of projects and talk to the designers and developers about the strategies, tools, and processes they used to build them. With an award component, a panel of Gamification Master Craftsmen will vote on submissions in a variety of categories.

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**The Gamification Event for Learning and Development**

*In Partnership with*

**Monica Cornetti, GamiCon Gamemaster**
CEO, Sententia Gamification

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**Ambassador Adventure**

In a series of 10-minute Rapid Rounds, participants will interact with different platforms, applications, tools, games, and apps that the gamification industry has to offer. Through an interactive progress map, the Ambassadors will tackle the challenge of creating a defining moment with each team.

**GeoTeaming Event**

Teams will navigate through a custom-designed course in a high-tech treasure hunt. With an emphasis on networking, problem solving, information sharing, and leadership development, teams will focus on multiple challenges, work under a time constraint, master new equipment and develop new patterns of behavior. The chase ends at an off-site facility for a celebration with food, drinks, and fun, to award a prize to the winners.

**Monday, October 8  8:30 am – 4:00 pm**

**Gamification — The Journey**

Follow along in their footsteps as the speakers share their transition from ignorance to understanding of the application of gamification in real-world projects. You’ll learn some important truths and insights as they share their journey with you through examples, illustrations, and stories. These 20-minute presentations focus on diverse implementations of gamification in L&D and adult learning.

**Gamification Design Sprint**

Experience a 2-hour intensive gamification design sprint to level up your design skills as you learn about gamification design methodologies, tools, and processes, and play with different approaches to prototype your own design. As a bonus, you’ll receive a design sprint workbook to use in your own design work.

**Gamification Design Build Workshops**

Participants will form teams based on categories [solving a business problem, low-tech design, narrative and story development, designing interactive gamified materials] and will be guided through a design process based on theories of psychology and educational simulations. Teams will work through multiple scenarios to design solutions for the desired performance outcomes.

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Want more? Don’t miss the Games for Learning Track included with an Online Learning Conference registration.

See sessions #101, #204, #402, #L04, #701.

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**GamiCon Sponsors**

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*Additional fee. See page 16.*
Co-Located Event: The Allen Experience

Monday, October 8, 8:30 am – 3:30 pm
Additional fee. See page 16.

From content to frameworks to theories and science of learning — you will walk away from The Allen Experience with a new understanding of how to create best-in-class training.

Why Attend The Allen Experience?
The Allen Experience is a day of elearning discovery interwoven with gamification. The event features interactive discussions and hands-on learning with leaders of major organizations. Bring your wits and competitive spirit — from start to end, you will find yourself in the midst of a long-play learning game.

- Your day begins with industry pioneer and Allen Interactions founder, Dr. Michael Allen, in a discussion of the evolving state of the industry and learning, along with a few surprises!
- Anita Greenwood and Ann Iverson will dive into exactly what it takes to create great sales training (techniques that can be applied to all types of training).
- You’ll learn why gaming is an important part of learning and what makes for an effective game as Ellen Burns-Johnson leads you in a gaming hackathon.
- Mark Savino from ExxonMobil and Steve Lee will showcase effective SME Engagement Strategies and talk through similar challenges and questions from attendees in a fast-paced, speed-dating-style, round-robin session.
- Dan Lovely, former CLO of AIG, will cap the day with a conversation on the modernization of learning and development and how neuroscience is shaping the future of how we learn.

Join us for this unique professional development day and walk away with new ideas, fresh perspectives, and a broad spectrum of new tools to apply to your organization’s learning program. You will carry The Allen Experience with you for years to come.

Want more? Don’t miss the Allen Interactions Track included with an Online Learning Conference registration.

#106 Actions Speak Louder Than Words: Six Steps to Better Learning Interactions
Ethan Edwards, Chief Instructional Strategist, Allen Interactions

#206 Training is Draining but Performance is Priceless
Lisa Stortz, Strategic Relationship Manager, Allen Interactions

#306 Finding Fun: How to Create “Game Feel” in eLearning
Ellen Burns-Johnson, Instructional Designer, Allen Interactions

#406 What is the Problem We Are Trying to Solve? Is Training the Answer?
Christopher Allen, Product Marketing Manager, Allen Interactions

#506 Differentiating Your Organization Through World-Class Sales Effectiveness
Anita Greenwood, VP, The Brooks Group

#606 Six Simple eLearning Success Strategies
Michael Allen, CEO, Allen Interactions

Each participant will receive a signed copy of Michael Allen’s Guide to e-Learning.
A curated expedition into the future of learning at work

Learn how innovative training leaders are applying cutting-edge approaches to improving engagement in the digital enterprise. If you work in L&D and are seeking new ways to design and deploy training, don’t miss this immersive learning event. With Chicago as your learning lab, you will imagine, experience and create a new future of learning for your organization.

See how training is being innovated today with site visits to state-of-the-art centers, thought-leader presentations, Applied Innovation Workshops, and Debrief Dialogues. This exclusive experience is limited to 50 people; additional fee applies (see page 16).

WEDNESDAY, OCTOBER 10
6:00 pm – 9:00 pm
Kickoff: Disrupting Training + Immersive Lab: IoT [at the Connectory]
Tony O’Driscoll, Global Head, Duke CE Labs; Steven Dahlberg, Creative Engagement Director, Training Magazine
We will kick off at the Chicago Connectory with a pop-up dinner, reception, dialogue, and introduction to the Innovations in Training (IIT) experience with our partner from Duke Corporate Education. Then, we will tour The Connectory’s immersive Internet of Things (IoT) environment, where we will engage with a variety of cutting-edge connected products from different industries, learn about IoT possibilities, discover how IoT is becoming part of our daily lives — and consider how IoT tech might be adapted into learning contexts.

THURSDAY, OCTOBER 11
8:00 am – 9:00 pm
Immersive Lab: VR
Mark Malichok, Co-Founder, Brella Learning; Steven Skiles, Senior Manager L&D; and Bill Shafer, Multimedia Learning Manager, Samsung
The value and the impact 360 VR videos can have on learners is very promising. The technology can not only seem complicated, but appear costly and overwhelming. The key is understanding what skills are needed to develop and implement this type of technology, as well as experiencing how VR fits into the future of training. Learn how Samsung Electronics America develops VR content and uses this tool to develop their employees. Then, experience what VR looks like and feels like, when you try out several examples from our partners.

FRIDAY, OCTOBER 12
7:00 am – 1:00 pm
Immersive Lab: AI/Machine Learning [at Columbia College Chicago]
Ray Bareiss, Senior Vice President, Socratic Arts
We start our last day with a focus on artificial intelligence and its use in mentoring. The Auto Mentor enables learners to get help when they need it, and the sort of help that’s ideal for learning.

Applied Innovation Workshop: Designing for Engagement
Mindy Faber, Director of Convergence Design Lab; Margaret Conway, Learning Experience Design Manager, Columbia College Chicago
You have seen the potential of VR, AI, simulations, and immersive sensory experiences to engage participants in new learning. Now what? How can you take the innovative tools and ideas you have learned about at IIT and apply them to your organizational learning needs? Convergence Design Lab, an applied research hub and design incubator, will showcase their innovative work in creating participatory learning experiences, based on principles of human-centered design, play and engagement. CDL facilitators will then guide you through a design thinking process in order to prototype a concrete solution, based on these principles, which you can take back to your company and apply right away.

Plus, guided Debrief Dialogues to help you transfer and apply the concepts and technology you experience.

Our Partners:
MONDAY, OCTOBER 8

Chicago Architecture Foundation Riverboat Cruise
6:30 pm – 9:45 pm

The Chicago Architecture Foundation Riverboat Cruise is a must for out-of-towners. CAF guides interpret more than 50 buildings along the Chicago River. You’ll find out how Chicago grew into one of the world’s largest cities in less than 100 years. Snacks and full-service cash bar available; guests can bring own individually-wrapped food on boat tour. Shuttle bus departs from Hyatt Regency McCormick Place at 6:30 pm and returns by 9:45 pm. Fee for cruise and bus: $65 per person, no refunds.

Shuttle bus departs from Hyatt Regency McCormick Place at 6:30 pm and returns by 9:45 pm.

Fee for cruise and bus: $65 per person, no refunds.

Kingston Mines Chicago Blues Center
7:15 pm – 11:15 pm

Founded in 1968, Kingston Mines is the largest and oldest continuously operating blues club in Chicago. Its two stages have been graced by the likes of Magic Slim, Koko Taylor, Sugar Blue, and many other musical greats. Enjoy an evening of fine music in the Windy City. (You’ll be able to purchase food and drinks at Doc’s Rib Joint.) Shuttle bus departs from Hyatt Regency McCormick Place at 7:15 pm and returns by 11:15 pm. Fee for cover charge and bus: $22 per person, no refunds.

Fee for cover charge and bus: $22 per person, no refunds.

REGISTRATION INFORMATION

How to Register:
Register online at www.OnlineLearningConference.com
Or, complete the form on page page 16 (or download a PDF form online in ‘How to Register’).

Phone: 847.620.4483 ext. 2 Fax: 847.277.7414
(Monday-Friday; 9 am – 6 pm, Eastern time)

Email: registration@goeshow.com
[subject: Online Learning Conference]

Mail: Lakewood Media Group
c/o Netronix Corp eShow
5 Executive Ct. Suite 2
South Barrington, IL 60010

Payment Methods:
Payment is accepted by credit card (Amex, Discover, MasterCard or Visa). You may also register online and select ‘Balance Due’ to generate an invoice and pay later by check or credit card. Payment is required prior to receiving your badge on site.

Organizational Discounts on the Online Learning Conference:
Please e-mail Staff@TrainingMagEvents.com for discounts for: government/military, academic/education, non-profit charities, and teams of 3 or more. Discounts are only valid when entered prior to payment being made; only one discount per attendee on OLC 2018.

Special Service Need/Assistance:
In order for us to accommodate your special need, please contact us by Friday, Sept. 7, for access to sessions (e.g. wheelchair, hearing-impairment) and Tuesday, Sept. 26, for special meal need (due to dietary restrictions/allergies).

Cancellation Policy:
Should you need to cancel your paid registration, you must do so by Sept. 24, 2018. Cancellations received by Sept. 24, 2018, are subject to a $100 processing fee and the balance of your registration fee will be refunded. After Sept. 24, 2018, we are happy to accept substitutions or issue a letter of credit for a future Conference or Certificate Program, but no refunds will be given.

The Hyatt Regency is just across the street (connected via SkyWalk) to McCormick Place West (Ground Level), where the Conference will take place.

$249* Single or Double Occupancy

To book a room, contact Connections Housing via one of the methods shown below:

Online: www.OnlineLearningConference.com
Click on ‘Book Your Hotel’ or on the ‘Hotel & Venue’ tab.

Phone: Connections Housing at 800.262.9974 (toll free) or 404.842.0000 (International)

Fax: Connections Housing 678.730.5645

Email: LearningConference@ConnectionsHousing.com

*This rate is only available through Connections Housing, the official hotel agency for OLC 2018. Room rates shown are available through September 13, 2018, while supplies last. Reservations are accepted on a first-come, first-served basis.

Government Per Diem rooms are available on a limited basis online or by calling Connections Housing (you must have a valid Government ID at check-In).

Room rate shown does not include tax. Additional guest charges may apply.

Log on to www.OnlineLearningConference.com for a complete schedule and to register.
How to Register:
Online: www.OnlineLearningConference.com
Fax: 847.277.7414
Email: registration@goeshow.com
(subject: Online Learning Conference)
Phone: 847.620.4483 ext. 2
(Mon – Fri; 9 am – 6 pm Eastern time)
Mail: To: Netronix Corp eShow
(see red box in #3 for address for checks/forms)

1. Registrant Information
☐ Check here if you have a special mobility or dietary need.

Phone [required]
E-mail [required]

2. Registration Fees
Online Learning Conference [Mon, Oct 8, 4:00 pm – Wed, Oct 10, 5:00 pm]
☐ Conference ................................................................. $1,495

Optional Pre- and Post-Conference Events:
GamiCon [Sat, Oct 6, 6:00 pm – Mon, Oct 8, 4:00 pm]
☐ Fee when packaged with Online Learning Conference ........................................... $895
☐ Fee for attending GamiCon ONLY ................................................................. $995

2-Day Certificate Programs [Sun, Oct 7 and Mon, Oct 8: 8:30 am - 3:30 pm]
☐ Fee when packaged with Online Learning Conference ........................................... $895
☐ Fee for attending a Certificate Program ONLY ................................................. $995

Select one Certificate Program below.
☐ P01 Fundamentals of eLearning Design and Development
☐ P02 Creating the Best Interactive eLearning with Adobe Captivate
☐ P03 Advanced Instructional Design for eLearning
☐ P04 Engaging Learners with the Story-Based eLearning Design

The Allen Experience [Mon, Oct 8, 8:30 am - 3:30 pm]
☐ The Allen Experience .................................................................................. $495

Innovations in Training [Wed, Oct 10, 6:00 pm – Friday, Oct 12, 1:00 pm]
☐ Fee when packaged with Online Learning Conference ........................................... $895
☐ Fee for attending Innovations in Training ONLY ................................................. $995

Optional Offsite Evening Events for Conference Attendees:
Chicago Excursions [Monday, October 8]. Space is limited. No refunds.
☐ D01 Chicago Architecture Foundation Riverboat Cruise [6:30 pm - 9:45 pm] .............. $65
☐ D02 Kingston Mines Chicago Blues Center [7:15 pm - 11:15 pm] ................................. $22

SUBTOTAL $ __________
DISCOUNT CODE
Only valid on the Online Learning Conference $ __________
TOTAL AMOUNT DUE (in U.S. Dollars) $ __________

3. Please answer the following. SELECT ONE answer per question

My job title is:
☐ President/CEO
☐ CLO/COO/VP/Director
☐ Manager/Supervisor
☐ Training Specialist
☐ Coordinator/Assistant
☐ Instructional Designer/Developer
☐ Consultant
☐ Other

My department:
☐ General/Corporate Mgmt
☐ Training/Development
☐ HR/Personnel
☐ Finance/Operations/DP
☐ Customer Service
☐ MIS/Systems Mgmt/Technical
☐ Instructional Designer/Developer
☐ Other

My organization's primary business activity:
☐ Manufacturing
☐ Hospitality
☐ Food, Lodging
☐ Retail
☐ Wholesale/Distribution
☐ Finance/Banking
☐ Real Estate/Insurance
☐ Business Services
☐ Communications
☐ Transportation/Utilities
☐ Health/Medical Services
☐ Educational Services/
☐ Academic Institution
☐ Government and Military
☐ Consulting
☐ Public Administration
☐ Other

Mail form & checks to: Lakewood Media Group
c/o Netronix Corp eShow
5 Executive Court, Ste. 2
South Barrington, IL 60010

4. Method of Payment/Credit Card Authorization
☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover ☐ Bill Me
Checks payable to: Lakewood Media Group

☐ Check # ☐ Exp. Date

Cardholder’s Name ___________________________ Exp. Date __________
Cardholder’s Signature _________________________ Date __________

By signing this form, you agree to have your credit card charged for the fee selected and to the cancellation policy on page 15.