Early-Bird Discount...page 16

Co-Located Events:

Conference. Sept. 25 (pm) – 27
Innovations In Training. Sept. 27 (pm) – 29

Hilton New Orleans Riverside • New Orleans

Get Mobile.
Use Games.
Be Social.
Drive Engagement.

IT’S EXPERIENTIAL!
Dig in, Disrupt, Develop Solutions
Let the good times—and learning—roll!
WHO SHOULD ATTEND?

- CLOs, L&D VPs, Directors, Managers and Practitioners
- eLearning Managers and Analysts
- Instructional Designers and Developers
- College Instructors and Educators
- Talent Development Managers
- Curriculum Managers, Training Specialists and Coordinators
- Corporate University Managers
- Project Managers and Performance Consultants

LORRI FREIFELD
Editor-in-Chief, Training magazine

#jazzed4olc

New Orleans pulsates with life. It has a special rhythm that gets in your blood and makes you want to dance. You can't just stand on the sidelines—you want to join in the parade thundering down the street singing at the top of your lungs.

Can you tell I'm excited that Training’s Online Learning Conference is in New Orleans this year? We will kick off the conference with our very own Second Line Parade headlined by the Grammy-nominated Hot 8 Brass Band and our Grand Marshal, social media expert Jane Bozarth.

Experiential learning dominates this roll-up-your-sleeves event, intentionally designed without an expo, where you'll:

- View and vote on the best Top Training Videos (Ttvs) over dinner at The Howlin’ Wolf with music by the Hot 8 Brass Band.
- Brainstorm real-world solutions to your training challenges during breakout sessions, hands-on clinics, and pre-conference certificate programs.
- Crowdsource a vision of the future of learning in 2020 with experts from UCF’s Institute for Simulation & Training, and Duke Corporate Education.
- Get down and dirty with technology in eLearning Design Challenge speed demos.
- Problem solve and create a takeaway, implement-now action plan at the Hackathon!
- Make new connections through multiple NOLA networking opportunities, including an online book club, coffee talks, receptions, and options such as walking tours and a riverboat jazz cruise.

We all know learning can be focused and fun. It’s time to dig in and laissez les bon temps rouler. Let the good times—and learning—roll!

P.S. I hope you can join us for our two co-located events—the 4th Annual Allen Experience (p 4) and our latest Innovations In Training event (p 14).

WHAT’S INCLUDED IN YOUR CONFERENCE REGISTRATION

- Monday Night Kickoff: Dinner and the Ttvs at The Howlin’ Wolf
- 48 Breakout Sessions & 8 Sponsored Sessions
- 2 Sets of Hands-On Clinics
- Hackathon & Happy Hour
- eLearning Design Challenge Demos & Reception
- Crowdsource the Future of Learning: #disruptTraining
- Post-Conference Online TMN Clinics
- Lunches, and Morning and Afternoon Coffee Breaks

Schedule

SUNDAY, SEPTEMBER 24
8:30 am - 3:30 pm 2-Day Certificate Programs*

MONDAY, SEPTEMBER 25
8:30 am - 3:30 pm 2-Day Certificate Programs (cont’d)*
8:30 am - 3:30 pm The Allen Experience*
5:15 pm - 8:30 pm Conference Kickoff: Ttvs at The Howlin’ Wolf

TUESDAY, SEPTEMBER 26
7:30 am - 8:00 am Early-Bird Session
8:15 am - 9:15 am Breakout Sessions (100 series)
9:30 am - 10:30 am Breakout Sessions (200 series)
10:45 am - 11:45 am #disruptTraining
12:00 pm - 1:00 pm Sponsored Lunch & Learn Sessions
1:30 pm - 2:30 pm Breakout Sessions (300 series)
2:45 pm - 4:45 pm Hands-On Clinics
5:00 pm - 6:30 pm eLearning Speed Demos & Reception
6:40 pm NOLA Networking*

WEDNESDAY, SEPTEMBER 27
7:30 am - 8:00 am Early-Bird Session
8:15 am - 9:15 am Breakout Sessions (400 series)
9:30 am - 10:30 am Breakout Sessions (500 series)
10:45 am - 11:45 am Breakout Sessions (600 series)
12:00 pm - 2:30 pm Hands-On Clinics & Lunch
2:45 pm - 4:45 pm #hackTraining
4:45 pm - 5:45 pm Happy Hour
5:30 pm - 9:30 pm Innovations In Training Kickoff*

THURSDAY, SEPTEMBER 28
8:00 am - 9:00 pm Innovations In Training (cont’d)*

FRIDAY, SEPTEMBER 29
8:00 am - 1:00 pm Innovations In Training (cont’d)*

OCTOBER 2-5
Varied Online Clinics (Training Magazine Network)

* Additional fee.

OLC Grand Marshal, Jane Bozarth, author of Social Media for Trainers, will lead you in a number of engaging social events.
2-Day Certificate Programs

P01 Fundamentals of eLearning Design and Development
Diane Elkins, Founder; Amy Morrissey, President, 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 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; Pooja Jaisingh, Chief Learning Geek; LearninGeeks
With 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! Over the course of 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; lots of wizard-based interactions and games.
• Use Captivate’s Object States and other cool new features!
• Use Captivate’s Responsive Design options to create learning that works perfectly across desktops, tablets and smartphones.
• 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: A WiFi-enabled laptop is required with the latest version of Adobe Captivate (you can download a trial version too).

P03 Advanced Instructional Design for eLearning
Saul Carliner, Professor, Concordia University; Phylise Banner, President, Phylise Banner Consulting
ake 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 Applying Lean LaunchPad to eLearning Innovations
David Metcalf, Director, Mixed Emerging Technology Integration Lab, Institute for Simulation & Training, University of Central Florida
With a never-ending stream of innovation in training, how do you make sense of which tools, techniques, and strategies will move the needle for your organization? In this program, you’ll explore the principles of Lean LaunchPad from Stanford’s Steve Blank which have been adopted by the NIH, NSF, DOD, startups, and global brands; and you’ll learn how to apply this proven method in your organization. You may feel like you’re in the middle of the shark tank, but there’s no better way to rapidly test and refine your innovations to produce your next great breakthrough in learning and performance. You’ll:
• Learn the specific mindset, problem-solving techniques, and evidence-based methodology for bringing your new learning programs to life and how to ensure that they meet the organizational outcomes expected of you.
• See industry benchmarks of the process in action and learn the specific techniques of customer discovery, interviewing, the Business Model Canvas/Mission Model Canvas, and the evaluation techniques associated with entrepreneurial spirit and the initial phases of an innovation management process.
• Get hands-on and practical experience using the initial tools specific to the learning industry and custom-tailored to your specific problems and solutions.
Bring your ideas, challenges, and opportunities!
P05 Gamification for Learning: Beyond the Hype
Monica Cornetti, CEO/Founder; Jonathan Peters, Chief Motivation Officer, Sententia Gamification
A well-designed and well-implemented gamification program promotes engagement, meaning, mastery, and autonomy. Experience first-hand how gamification design is used to create behavior change within organizations. You will:
• Use the Game the System Learning Map to chart your knowledge progress, L&D case studies, gamification strategy playing cards, and tactical templates as you gather data and participate in creative problem-solving, and assessment activities.
• Explore how to increase learning and engagement through key concepts found in game design and behavioral psychology.
• Identify who will be playing your game (target audience), define your measurable business objectives and determine how gamification will help you to achieve your objectives.
• Frame and wrap your quest in a spellbinding story to create a narrative thread that pulls through the entire program.
• Identify the game elements you will use (points, badges, leaderboards, etc.) and implement game mechanics to motivate your players.
Upon completion, you will earn a “Level 1: Gamification Apprentice” Certification. Plus, this program earns you six (6) recertification credits with HRCI, SHRM, and ATD.

Log on to www.OnlineLearningConference.com for a complete schedule and to register.
This is not your typical conference. Why, you ask?

Because The Allen Experience is about breaking down walls and being transparent. This day is about sharing stories of opportunities, triumphs, lessons and chaos. It’s about building learning strategy and goals around performance. It’s not easy. But it can be done. And, when done right, it brings exceptional change.

Experience a day about you and your peers tackling hot training topics. Walk away with real answers, real strategies for success and long-lasting connections.

Truth Teller Morning Line Up:

RESPONSIVE ONBOARDING: Dynamic & Holistic Collaboration

Kathryn Siwald
Manager Sales Education
Mary Kay

Brent Gwisdalla
Senior Instructional Strategist
Allen Interactions

Hear the business drivers and design tips for building a new microlearning program to onboard Mary Kay’s Independent Beauty Consultants. Explore the dynamic and collaborative technology that saved time and costs with a responsive, micro experience and amazing results to boot!

6 PACK OF SALES LEARNING & DEVELOPMENT: Thinking & Acting Differently

Maggie Romanovich
Sales Training Manager
Constellation Brands

Mary-Scott Hunter
Studio Executive
Allen Interactions

Learn how the drive to double the business of a rising import beer supplier and marketer led to an exceptional sales onboarding and learning and development program. Discover how Constellation Brands met the challenge of thinking and acting differently in an increasingly competitive marketplace. Corona anyone?

DRIVING CALL CENTER KPIs: The Agile Solution to a Moving Target

Chris Johnson
Curriculum Developer/Designer
Toyota Financial Services

Steve Lee
Co-founder & Executive Consultant
Allen Interactions

Explore the truly blended approach to call center training to achieve performance-driven outcomes. Discover how Toyota Financial Services and Allen Interactions partnered to quickly create scalable training for employees on processes and tools that can rapidly change.

DEEPER DIVE DISCUSSION SESSIONS IN THE AFTERNOON!

MUNCH ON LUNCH (IT’S ON US) & CHECK OUT THE E-LEARNING DESIGN FEST

You pick from several hot topics! Ask the tough questions, get real answers and connect with your peers! It’s a safe zone!

Informal learning at its best! Mingle with attendees and Allen staff showcasing recent award-winning projects!

CLOSING SESSION:

Mark Robinson
Motivational Speaker, Magician & Comedian

• Opened for Jeff Foxworthy
• Appeared on Jimmy Kimmel Live!
• Winner of multiple magician awards

“What a fun day! There’s no better way to teach the importance of interactivity than through interactive sessions. I learned so much and networked with some wonderful people who will be great future resources!”

— 2016 Allen Experience Attendee

Register today at OnlineLearningConference.com for $395!
Learn It & Live It

SOCIAL MEET-IA
The 2017 Online Learning Conference is a truly collaborative experience. Here’s a taste of the opportunities for networking and crowdsourcing solutions to your training challenges.

Conference Kickoff: #TTVs
Monday, 5:15 pm – 8:30 pm
Big Easy Buffet, Brass & the Ttvs at The Howlin’ Wolf

This is New Orleans so let the good times roll! Join our Second Line, led by Grammy-Nominated Hot 8 Brass Band, and party on down the street to the Howlin’ Wolf. Then put your film critic and evaluation skills to the test as you judge the Top Training Video (Ttv) awards finalists. You’ll view and vote for the winners on-site and enjoy a dinner buffet and drinks. The party continues with the infectious music of the Hot 8 Brass Band – a blend of jazz, traditional brass sounds and hip-hop.

This event is FREE to conference participants. Space is limited at the venue, pre-registration is required. Gather in Hilton lobby starting at 5:15 pm for Second Line to the venue.

Tuesday NOLA Night Out and Networking
Enjoy fabulous New Orleans’ outings with the company of your fellow participants! Choose from one of three evening adventures and experience what this unique city has to offer.

Creole Queen Riverboat Dinner & Jazz Cruise
Step on board this iconic paddle wheeler and cruise the Mighty Mississippi! The sounds of the New Orleans Spice Jazz Band will fill the air as you enjoy a lavish buffet dinner. Fee of $79 per person, includes dinner. Code: D01
Tuesday, 6:40 pm - 9:00 pm

#disruptTraining
Tuesday, 10:45 am – 11:45 am
Learning 2020
Tap into the collective wisdom of the Online Learning crowd to co-envision the future of learning in 2020. Together, we will explore what we will see more and less of in terms of learning content, design, delivery, and consumption. You will leave with a Future-cast which will allow you to start doing things differently today to ensure your organization remains responsive and relevant in times of disruptive change.
Facilitators: Tony O’Driscoll, Global Head, Strategic Leadership Solutions, Duke CE; David Metcalf, Director, Mixed Emerging Technology Integration Lab at the University of Central Florida’s Institute for Simulation & Training; Anders Granstedt, President, Gronstedt Group

#eLDC
Tuesday, 5:00 pm – 6:30 pm
eLearning Design Challenge Demos & Reception
Enjoy appetizers and drinks as you learn from the best in speed demos featuring award-winning examples of successful eLearning in five categories: Gamification, Microlearning, Mobile, and Simulations, and Social/Collaborative Learning. Three winners in each of the five categories will receive crystal awards at the close of this event.
Facilitator: Bryan Chapman, Chief Learning Strategist, Chapman Alliance

#hackTraining
Wednesday, 2:45 pm – 5:45 pm
Hackathon & Happy Hour
Take what you’ve learned during OLC and create an action plan to take back to your organization. Dig a little deeper, break down barriers, and create workable solutions to your professional and organizational challenges. Then continue the conversation during Happy Hour!
Facilitators: Darren Nerland, Senior Learning and Innovations Strategist, Microsoft; Erin Peterschick, Facilitator, CCL Aviation; Mel Milloway, Senior Learning Experience Designer, Amazon; Crystal Fernandes-Harris, Learning & Development Specialist, Day Pitney, LLP; additional facilitators TBA

French Quarter Walking Tours
The History of Burlesque*
Explore the history of burlesque on this tour guided by a burlesque dancer along the fabled streets of the French Quarter. Learn of legendary venues and the vibe that existed on Bourbon Street.
Tour fee of $25 per person. Code: D02

A Cynic’s Ghost Tour*
Celebrated stories of ghosts and gore will be the centerpiece of this experience. Notorious tales told with dramatic flair followed by historical tidbits and factual references that shed a discerning light on the topic. Tour Fee of $25 per person.
Code: D03
*Walking tours will meet at 6:40 pm. You will walk to a restaurant where you will have the option to purchase beverages/food before the tour departs at 8:00 pm.

Log on to www.OnlineLearningConference.com for a complete schedule and to register.
Breakouts & Clinics

TUESDAY, SEPTEMBER 26
7:30 AM – 8:00 AM
Early-Bird Session: eLearning Brainstorms, Tips, Techniques

Get the most out of your conference experience by starting with this morning brainstorming session with award-winning eLearning expert Nick Floro. You’ll explore design trends and walk away with resources, tips, and techniques to help you build your next generation of learning.

8:15 AM – 9:15 AM

101 Let’s Get Real about LMS Selection
Jennifer De Vries, President, BlueStreak Learning, LLC

In this session, you will review LMS satisfaction research data, discuss some underlying causes of dissatisfaction, and learn the elements to include in your LMS requirements. Whether you are in the process of selecting your first LMS or replacing an existing one, this session provides guidance for choosing the best LMS for your organization’s needs. You’ll:

• Identify the most important factor that correlates with LMS satisfaction.
• Discuss the 7 types of requirements that need to be addressed before selecting an LMS.
• Describe a process for purchasing an appropriate LMS.

102 Unleashing the Learner to Learn—Anywhere, Anytime, With and Without You
Patricia Mclagan, Author, Unstoppable You: Adopt the New Learning 4.0 Mindset and Change Your Life

We’ll discuss the importance of letting your learners in on what we know about the brain, about human development and learning, about how to structure and manage the learning process. Then they can learn wherever they are—and they will be better team colleagues and coaches to others who cross their paths at work and in life. You’ll learn how to support learners as MASTERS of their own process—drawing on 7 important learning practices, whether they are learning on their own, with others in their life space, or in the programs and with the tools that you provide.

103 Lights, Camera, and Audio! Making Better Videos with Basics
Matt Pierce, Learning and Video Ambassador, TechSmith Corporation

Learn the basics of video creation, lighting, cameras, screen recording, graphics, and audio. In addition to providing best practices to help you get started with production, we’ll discuss ways to trim costs and time, and still get good results. Learn:

• To apply the basics of 3-point lighting, what type of lighting works best.
• About several types of cameras, and how to decide which type of lighting works best.
• When screen video makes sense and can supplement camera video.
• To determine the best type of microphone for your situation and apply tips for recording the best quality audio.

104 Tips and Tricks for Creating Responsive Courses with Captivate
Joe Ganci, President, Learning Joe; Pooja Jaisingh, Chief Learning Geek; LearninGeeks

In today’s device-rich world, it’s absolutely essential to make your eLearning courses available on all types of devices, in the best possible manner. Creating responsive courses helps you achieve this goal and helps meet learners where they are. In this session, you will learn how to create responsive eLearning courses with ease using Adobe Captivate. You will also learn about the best practices to tweak content for a specific device and use the in-product preview to see how the course will appear on various screens. Learn to publish the course as a single project and automatically deliver the most appropriate experience for the learner’s device. Ultimately, this session will provide you the tips and tricks to create a responsive course with minimum effort and maximum impact.

105 13 Tips, Tactics, and Strategies for High-Impact Webinars
Bob Pike, Chairman, P3 Associates

In this session, you’ll get best practices for delivering webinars that get results. We’ll discuss:

• content development; pre-webinar preparation of participants, producer, and presenters; applying the 90/20/4 rule to webinar pacing; revisiting techniques; action planning; transfer strategies, and more. Learn:
  • To develop a checklist for pre-webinar preparation.
  • To use a flowchart to chunk session content.
  • Five ways to revisit key content and create transferable action plans.

106 Designing for ROI: A Case Study on Mobile Learning
Jack Phillips, Chairman, ROI Institute

Although eLearning and mobile learning are convenient and cost efficient, the challenge is to make sure they deliver results on the job. To meet this challenge we must design and implement with application and impact, and even ROI, in mind. This session will describe how this is accomplished by examining the different points along the process where the use of design thinking can make a big difference in delivering results. Then you will examine an actual mobile learning case study where important outcome results were delivered, including reaction, learning application, impact, and very positive ROI.

107 Learning by Practice: MicroLearning that Produces Real Work with Real Results
Amy Morrisey, President, Artisan E-Learning

Knowledge transfer doesn’t have to happen AFTER a training opportunity, it can happen DURING it! In this session, you’ll learn to take interactive pieces of traditional eLearning courses and turn them into microLearning chunks. And you’ll see how these chunks allow you to create practical tools that can be used to solve today’s problems all while instilling best practices, changing behavior, and transferring knowledge. What’s better? They can be created fast! You’ll explore a case study that piloted, budgeted, and scheduled such a microLearning project. You’ll learn what drove the design and content decisions and why specific forms of microLearning were selected.

108 Creating a Mobile Learning Library with ModernLearning Technologies
Steve Lee, Co-founder, Allen Interactions

Whether you are creating a full-blown mobile learning course, mobile microlearning, job aids, or mobile performance support tools, you can add flexibility, convenience and just-in-time access to courses, job aids, and informal learning resources by using a modern learning development approach with HTML5 and spreadsheets. You’ll learn:

• How to use a spreadsheet to update and maintain your coursework through externalized content without relying on third party rapid authoring tools that slow you down and limit your designs.
• Adaptive designs, dynamic simulations, presentations, quiz engines, performance support tools and more, all built with technologies that allow for changes in minutes and automated localization.
By 2020, 50% of the workforce will be millennials—a generation that will have played over 10,000 hours on a gaming platform before 21 years old. It is a generation with skill gaps that cannot be tackled with a live trainer, boring online videos or outdated manuals. If you want training to improve your team and drive employee performance, then you must adopt new training technologies and robust content. You’ll leave with an action list to show you how to marry your digital training strategy to tangible results. See how IBM achieved these impressive results. You’ll leave with an action list to show you how to marry your digital training strategy to tangible results. See how IBM achieved these impressive results.

Learn:
• How and what to measure — and how to sell the value to your stakeholders.

205 Managing a Large-Scale eLearning Project
Tara Bryan, Learning Strategist; Kara Bunchez, Director, TLS Learning
Managing a large-scale eLearning project has many opportunities and challenges. In this session, you’ll learn how to manage a large project and stay on time and on budget. Learn how to:
• Estimate and plan a large-scale project to ensure you have the right scope, budget, and resources.
• Budget for a large-scale project by creating a curriculum map.
• Set appropriate expectations for SME’s time.
• Automate tasks to streamline 50% of your project.

206 Tips for Converting Classroom Courses to eLearning: Lumps, Bumps, and Bruises
Diane Elkins, Founder, Artisan E-Learning
We'll explore case studies that illustrate some of the unexpected difficulties in converting classroom training to eLearning. You’ll take away a five-step model and valuable checklists that will help you understand the risks and challenges. Using the model, you’ll learn how to successfully analyze, manage, and lead an eLearning conversion project. Learn to:
• Ask the right questions up front to effectively define and plan a conversion project.
• Spot and plan for risks early in the project.
• Apply the five-step model to any eLearning conversion project.

301 Brain-Based Learning in the Virtual Classroom
Cynthia Clay, CEO, NetSpeed Learning Solutions
What if the training you deliver in the virtual classroom was so vibrant and compelling that people clammed to attend your sessions? Your ability to connect with, engage, and stimulate the thinking of your participants is directly linked to your understanding of the neuroscience of learning. Our brains ignore what is predictable and boring. This session explores the brain’s needs for novelty, contrast, meaning, and emotion to capture and keep your participants’ attention online. You’ll explore six brain-based guidelines that leverage the interaction and collaboration tools in the virtual classroom. Learn to:
• Increase novelty with the creative use of relevant games.
• Harness emotion with storytelling frames.
302 Putting the Active into Interactive Online Learning
Vicki Halsey, VP of Applied Learning, The Ken Blanchard

Designs often focus 70% of the time on content to be learned and only 30% on having learners practice with it. It should be the other way around. Explore an innovative instructional design model that connects People, Content, and Design to drive engagement, energize learners and keep their voice front and center. You’ll walk away with tools that you can use immediately back on the job.

303 When the LMS Isn’t Enough: Building a Modern Learning Technology Ecosystem
JD Dillon, Principal Learning Strategist, Axonify

How often do you hear learning professionals say “We love our LMS”? Positive statements like this are rare because traditional learning technology has failed to keep pace with the modern workplace. While we use Google, YouTube and Wikipedia to learn at home, organizations have been unable to introduce such familiar learning tools on the job. In this session, we’ll explore the technology requirements of a modern learning ecosystem. We’ll identify right-fit tools to support the needs of today’s employees and show how the right blend of technologies can help you define your organization’s learning ecosystem.

304 Evaluate and React to Learner’s Spoken Words using Cloud Based Speech API
James Kingsley, Sr. Technology Architect, eLearning Brothers Custom

You’ll be introduced to the latest Cloud Speech APIs and learn how to incorporate them into your courses. We will briefly look at the server side code needed to bridge the connection between your course and the API. And, we’ll walk through the JavaScript code needed to send audio to the server and evaluate the text response. You will learn:

• How to capture the Learner’s voice.
• How to evaluate the text returned from the API.
• How to update your course (Storyline or Captivate) with the results.

305 Getting Started With Augmented Reality
Destery Hildenbrand, Instructional Designer, Rockwell Collins

In this session, we will explore how easy it is to get started with augmented reality. You will be introduced to free development tools that can be used to create original AR content. You will leave with the knowledge to plan, build, and share your project with the community. You will:

• Explore the necessary components of a successful augmented reality project.

306 Awesome PowerPoint Tricks for Effective eLearning
Richard Goring, Director, BrightCarbon

PowerPoint is the basis for much of the training material we use, and yet it’s often text-heavy, dull, and boring. Learn to revolutionize the way you use PowerPoint to create more effective eLearning using visuals, diagrams, and animations. You’ll get productivity tips on creating content, quick formatting, and animating graphs in two clicks. You’ll learn to enhance your content with better design techniques, image manipulation, animation combos, and precise motion paths. And you will be inspired to create sophisticated interactive content with triggers, hyperlinks, and custom content. Plus, you’ll receive a free PowerPoint toolkit to kick-start your efforts!

307 xAPI – Getting Stakeholder Buy In
Art Werkenthin, President, W. Duncan Welder IV, Director of Client Services, RISC Inc.

So you’re dying to try xAPI. You’ve bought into the 70-20-10 rule and you know that SCORM just doesn’t give you the data you need. Now you are facing an uphill battle: how do you sell xAPI internally to your key stakeholders? This session will look at the challenges you face and provide tips for convincing your coworkers, from the C-suite all the way down to your students that xAPI is worthy of their support. We will also explore low cost and even free ways to get started with xAPI to help support your business case. Attendees will leave with practical resources and applications to put in place when back on the job.

308 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 aren’t 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!

2:45 PM – 4:45 PM
Hands-On Clinics

C101 Technology on a Shoestring Budget
Debbie Richards, President, Creative Interactive Ideas

Building eLearning courses is getting easier. But how about building them within your limited budget? The good news is that it IS possible to create quality eLearning courses on a shoestring budget. It’s a matter of prioritizing your efforts, focusing the core learning objectives and deliverables, planning ahead, using toolkits, and revising content. In this clinic, you will use a cloud-based authoring tool to build an eLearning module from scratch. BYOD: A WiFi-enabled laptop is required.

C102 Pragmatic Instructional Design Theory & Practice – Making it Work
Jason Bickle, Manager Instructional Design & Implementation Engineer, Expertlogic, 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. Arrive with your new programs, courses, and modules in mind, and let’s get to coding your instructional design and development needs in one easy-to-use customizable matrix. BYOD: A WiFi-enabled laptop is required.

C103 Flipping Your Class: Mastering the Strategy Underlying the Approach
Saul Carliner, Professor, Educational Technology, Concordia University

Thinking about flipping a class? Realizing the full benefit of the strategy involves more than recording a 3-hour lecture and shoving it into an LMS. Both segments – the pre-work and in-class sessions require specific instructional strategies to be effective. This clinic explores those strategies and sample materials, helps you anticipate the problems that typically arise in this format, and suggests strategies for addressing them. Learn to:

• Name the key characteristics of the instructional strategy of a flipped classroom.
• Apply the key characteristics of the flipped classroom strategy to a course that you are currently designing or teaching.

To receive the most value from the clinic, you should bring a sample project.
C104  Building Hyper-Story Into Your eLearning Lessons
Ray Jimenez, Author, Scenario-Based Learning: Using Stories To Engage eLearners
For eLearning to engage learners, lessons must be rich both in context and ready-to-use content. Explore how to accomplish that using Hyper-Stories gleaned from the most emotional aspects of the story to drive the lesson ideas into your learners’ minds. You’ll also learn how to convert more challenging content such as technical information, processes, software, and people skills into Hyper-Stories. You’ll:
• Learn the basic yet essential skills of finding stories for your content.
• Follow simple steps based on reusable templates and processes.
• Understand how to construct and add Hyper-Stories in eLearning.
BYOD: A WiFi-enabled laptop is recommended. You’ll practice writing your own Hyper-Story, and you’ll take away sample files and templates.

C105  10 Ways to Make Rockin’ Video with Your Smartphone
Steve Haskin, Chief Creator, Industrial Strength Learning; Bob Mack, Project Manager, Vermont Information Processing
Remember when training videos required a huge budget? Now we carry video studios in our pockets. And they’re darn good studios. If you have a modern smartphone (as in the last 3 years), you have the ability to not only take video, but also to edit and upload your edited video to your LMS, Web site, You Tube or wherever. Learn to:
• Shoot great video with your phone.
• Use the right tools to make your video even better.
• Edit and upload your video without having to go to your computer.
BYOD: A ‘modern’ smartphone is required. You’ll shoot and edit a video with your phone, creating something you can immediately use.

C106  Doin’ the Socials: Post, Pin, Tweet
Jane Bozarth, Author, Social Media for Training
We’ll explore social media tools like Facebook, Pinterest, Twitter and Periscope with a special emphasis on using them to support learning. Then we’ll roll up our sleeves and put the tools to work as we enhance our conference experience through posting, Tweeting, and pinning.
BYOD: Bring your laptop with security configured to allow access to popular social sites.

C107  Lightboxes: 4 Uses for Articulate Storyline’s Hidden Gem
Kevin Thorn, Chief NuggetHead, NuggetHead Studios
Adding interactivity to your photo slideshow opens up many new opportunities for engaging experiences. Developing an image or photo slideshow in Articulate Storyline can be designed as auto advancing image or by user interaction. Once the fundamental structure is set up there are countless applications such as comparing photos, scrolling through portrait photos, sequential process images, and so much more! Learn how to:
• Develop an auto-advance photo slideshow.
• Add interactive elements within the photo slideshow.
• Add branching navigation from a photo slideshow.

C108  Podcasting 101, 201, and 301: Best Tips and Tricks
Rob Walch, VP Podcaster Relations, Libsyn
Get the latest techniques for recording, editing and hosting your podcasts. Explore the hidden secrets behind what works and does not work in iTunes. Discover methods for promoting your work in social media—and learn which marketing techniques are bogus! You’ll learn to create an audio recording, setup podcast hosting and your RSS feed, and know where and how to submit your RSS feed to get your podcast out to the masses.
BYOD: Bring a laptop with the latest version of iTunes and pre-loaded with your favorite audio recording/editing software. If you have not used recording/editing software, for a Mac, install GarageBand; for a PC, install Audacity.

C109  Pods and Coffee With Coffee Talk 7:30 AM – 8:00 AM
Coffee Talk
Give your brain a jolt! Join a leading industry expert for morning coffee and casual conversation. No presentation, no agenda. Choose your coffee chat from topics like Games, Accessibility, Project Management, Social Learning, Blended Learning, xAPI, Video, and more!

8:15 AM – 9:15 AM
401  Using Hands-On Technology to Prepare Tomorrow’s Trainers
Constance Staley, Professor of Communication, University of Colorado, Colorado Springs
Learn about a unique T&D class where students become actual trainers in the classroom. They blog about articles of interest on fastcompany.com, inc.com, and hbr.org. They randomly draw a tech tool [videoscribe, haikudeck, pixlr, piktochart, audacity, etc.] and train the class on how to use their tool in a computer lab. The final project in the course requires students to choose a NYT best-selling business book and use the content to create a one-hour training program for the class. This intensive course—taught over just three weekends—often turns originally apathetic students into enthusiastic training gurus in the making. Explore this philosophy of teaching that blends affective, behavioral, and cognitive goals for optimal learning and learn to replicate this learning model in your organization.

402  Learning Begins After Class: The Forgetting Curve in Online Learning
Margie Meacham, Chief Freedom Officer, Learningtogo Inc.
The Ebbinghaus Forgetting Curve demonstrates how quickly we forget new information. Within the first 10 minutes, your learner has already forgotten a significant amount of the information that you worked hard to convey in your online course. Within 24 hours, most learners will forget at least half of your content and retention continues to decrease steadily after that. So why are so many online learning courses designed with a “one and done” approach? You will learn how the brain deliberately “forgets” and how you can overcome the forgetting curve through purposeful follow-up and reinforcement after training has taken place. You will walk away with a plan to build value in your learning designs through reinforcement that is grounded in learning science through simple, easy-to-implement activities and challenges.

403  Captivate vs. Storyline: A Comprehensive, Objective Review
Mark Steiner, President, mark steiner, inc.
Adobe Captivate and Articulate Storyline are two of the most used authoring tools. This session provides a comprehensive, objective review of both tools: their key features, strengths, and weaknesses. Categories include: Interface, Media, Interactivity, Quizzing, Publishing, Players, Accessibility, File Management and Diagnostics, Templates, Import/Export, Localization, and Pricing. We’ll:
• Describe the basic categories of features in both Adobe Captivate and Articulate Storyline.
• Differentiate between key decision points for determining which tool works best in a given situation.
• A matrix handout will also be provided for easy reference and comparison.

Log on to www.OnlineLearningConference.com for a complete schedule and to register.
404 Lessons Learned: What We’ve Learned in 30+ Years of Virtual Training
Cindy Huggett, Principal Consultant; Cindy Huggett Consulting LLC; Kassy Labrie, Director of Virtual Training Services, Dale Carnegie Training

Are you just getting started with virtual training, and want to fast-track your way to success? Or have you been delivering virtual training for a while, but not sure what direction to take next, or just want to improve upon it? Regardless of your past experience with virtual training, this session will help you avoid common mistakes and pitfalls and set you on a path to success. You’ll get lessons learned from two industry experts who have a combined 30+ years experience designing, delivering, and implementing virtual training. You’ll hear their case studies, real-world stories, what worked, what didn’t, and the advice they have to share. And, you’ll leave with a practical list of tips and techniques that you can immediately apply to your own virtual training programs.

405 If It Builds It, Will They Come?
Andy DeCuir; Martha Miles, I.T. Training Analysts, Micron Technology Inc.

Your company may have implemented a mobile BYOD solution, but that doesn’t mean you can automatically use those devices for mobile learning. In order to implement mobile learning on a large scale, you’re going to need to partner with your IT department. Come hear about our company’s journey into mobile learning. We’ll discuss our struggles, successes, and what still needs to be done to implement mobile learning on a global scale. Learn:
- How to identify the questions you need to ask your IT department.
- How to determine what questions you need to answer for IT.
- About a basic framework to begin your journey supporting mobile devices.

406 Learner Readiness: How to Electrify Learning Transfer Before Participants Even Login
Carl Edson, Vice President, Wilson Learning

Research indicates that by improving learner readiness prior to login, learning transfer can increase up to 70%. Until recently, most learning initiatives have given little attention to the critical process of preparing participants to maximize learning before training begins. This session reveals four research-based strategies for improving learner readiness. You will explore examples of how organizations have put these strategies into practice with outstanding results. And, you will complete a brief paper-and-pencil Learner Readiness Audit to identify areas in which you already excel and areas in which improvement is needed within learning initiatives in your own organization.

407 WAKE UP! Five Engaging and Energizing eLearning Cheat-Codes
Mark Snow, VP Performance Technology, HRD Press

Reports show that up to 80% of eLearning courses that are started are never finished. Massive amounts of money, time, and energy are being spent, yet the low usage and completion rates continue to confound us. Can anything be done to reverse the trend, excite learners, and drive results? YES! In this session you’ll learn easy-to-implement tactics that will have your learners glued to your content and begging for more. Learn to:
- Produce content that ignites learners’ brains every time.
- Optimize the length and types of games, activities, and interactions.
- Augment your eLearning program with other applicable electronic and real-world elements.

408 Aligning Game Mechanics with Performance
Ellen Burns-Johnson, Instructional Designer; Edmond Manning, Senior Instructional Designer, Allen Interactions

You’ve experimented with timers, badges, avatars and other game elements. But does your eLearning solve a business problem? As excitement over game-based learning grows, it’s easy to lose sight of the instructional design goal—changing learner performance. You’ll learn:
- How to match performance goals to the game mechanics best suited to achieve outcomes.
- Specifics on performance, mechanics, and how to research the best match.
- What to look for when designing performance game-based learning through the analysis of two eLearning games, including an award winner developed for Bright Horizons.

9:30 AM – 10:30 AM

501 Organizational Network Analysis: A New Paradigm in Learning and Performance Improvement
Stephen Garcia, Managing Director, Contemporary Leadership Advisors

Employees’ positions in their company’s informal network have become a key driver of organizational and individual performance. Executives responsible for selecting, developing, and deploying talent, however, seldom have visibility into these critical networks. Fortunately, organizational network analysis (ONA) has emerged as a tool for visualizing and analyzing these networks. In this session, you’ll:
- Gain an understanding of the critical impact that informal networks have on organizational outcomes.
- Explore case studies illustrating how ONA can be applied to select influential change agents, identify emerging leaders, reduce attrition, increase inclusion, and develop innovation, collaboration, and leadership capabilities.
- Learn how to conduct an ONA in your organization.

502 Projects are Like Mardi Gras: Scary, So Enjoy the Dance
Lou Russell, CEO/QV, Russell Martin & Associates a Moser Consulting company

Are you one of those people who think projects should go as planned? Just like Mardi Gras, there are all different kinds of people involved, and you’re going to have to figure out how to dance with each of them in a way that drives communication and collaboration. In this session, you’ll get tips, tricks, tools and choreography to weave, dance and adapt to your key project stakeholders until the project is done. Learn to:
- Change the way you view the phases of project management to reduce unneeded stress and drive quality.
- Identify the ways ‘control’ degrades project velocity, breaks down stress, and screws up your project; and to reframe your mental models.
- Build a project strategy and process to encourage collaboration and partnership.

503 Using Your Mobile Device to Create Amazing Content
Nick Floro, 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.
- Additional add-on accessories and mics to improve your quality.

504 Transform your Learning Culture into an Engaging Learning Ecosystem
Susan Hanold, VP Talent Management, ADP

There’s no doubt the shift to becoming ‘content curators’ is impacting L&D leaders. Those who embrace change, and closely align with their business partners, will help drive corporate innovation. Come learn how ADP is leveraging the ADP Marketplace, a cloud-based app store designed to help employers dynamically manage an ecosystem of enterprise applications. Learn to:
- Deal with information overload.
- Narrow your training solutions given the constantly changing talent ecosystem and many learning vendor options.
• Build your learner experiences to be intuitive, “consumer oriented” and an integrated part of the employee’s daily life.

505 Gateway to Gaming: Leveraging Game Mechanics in Learning

George Ganat, Learning Design Manager; Katie Coates, Senior Portfolio Manager; Gene Kuo, Senior Portfolio Manager, McKinsey & Company

Learn how leveraging game mechanics enables us to introduce the pressures and constraints of real work – and to take learning and engagement to the next level. Explore:
• One firm’s journey from simple digital simulations to more complex serious games.
• How to leverage game mechanics (not just gamification features) to create an engaging learning experience for high-performing, time-crunch learners.
• How to leverage advanced analytics behind the scenes to visualize game-play and set authentic benchmarks on performance.

506 Getting Started with 360 Video for Training

Destery Hildenbrand, Instructional Designer, Rockwell Collins

While traditional video is a fantastic tool for learning, it is still often limited to the linear path or story that it shares. People can watch video, but they can’t guide the experience themselves. What if L&D professionals created a more immersive world for learners by giving them the ability to explore anything and everything around them? That more interactive video experience is possible now with 360-degree video. You’ll:
• Identify what resources will be needed (cameras, software, knowledge) to create 360 videos.
• Experience a live 360 video recording demo.
• Outline a plan for your own 360 video strategy based on your organization’s needs.
• See examples of real-world application of 360 video in training.

507 Getting Started with Learning and Training Analytics

Mike Rustici, CEO, Watershed

Knowing how to effectively use learning analytics is a priority for many learning and development (L&D) professionals – but for many practitioners, simply getting started is often the hardest part. The good news is that it’s easier than you might think. In other words, don’t let talk of advanced statistics, artificial intelligence, or prediction models intimidate you. In fact, there’s a lot you can do with simple metrics and the data you have right now. In this session, you will:
• Explore five steps to help you get started with learning analytics.
• Explain different technologies that can support your learning analytics program.

508 You Call that eLearning? News Flash: There’s No Learning Going On

Lisa Stortz, Strategic Relationship Manager, Allen Interactions

It may be “e,” but is there really any learning happening? How’s eLearning defined in your organization? The gamut varies greatly from simple page-turner solutions to fully engaging simulations. Some organizations even refer to pdfs and webinars as eLearning. Why little to no learning? In this session you’ll:
• Explore what makes good eLearning.
• Learn how you can design eLearning to ensure the end solution is “learning” vs. training.
• Learn seven things you can do to enhance the learner experience.

10:45 AM – 11:45 AM

601 Learning Analytics: Moving from Spreadsheets to Machine Learning and Artificial Intelligence

Phil Antonelli, Sr. Learning Strategist, Conduent Learning Services

New approaches need to be applied to learning measurement. This session will demonstrate how xAPI – the new learning standard from ADL – can be used to solve the key issues of extraction, transformation and loading of big data. We’ll discuss how both learners and the business can benefit from advanced analytics. Learn to:
• Describe the current state of learning measurement and the common problems faced by L&D in conducting measurement analytics.
• List the four common types of analytics.
• Identify the key challenges related to “always on” data collection and how xAPI can be used to connect a variety of data sources as fodder for machine learning and AI.

602 Training Top 10 Hall of Fame: Turning on a Dime with Agile Learning Design

Glenn Hughes, Senior Director, Learning & Development, KLA-Tencor; Robin Rensch, Director, Learning and Development, McCarthy Building Companies, Inc.

Agile is a mindset geared to developing content quickly, flexibly, and collaboratively. When done right, it can foster continuous improvement. Explore what the Agile design concept means for Learning & Development and discover best practices used by Training Top 10 Hall of Famers that can make all organizations more responsive and flexible.

603 Making It Stick: Design Strategies for Recall and Retention

Kristianna Fallows, Supervisor Learning Design, JetBlue Airways

We’ll discuss why learning often doesn’t stick, and introduce five elements required to make it does: Timing, Relevance, Fidelity, Application, and Repetition. The strategies highlighted in this session will help you create solutions that have long-term impact for both your learner and your organization. Learn to:
• Identify five key elements required to make learning stick.
• Recall strategies for designing content for enhanced retention.
• Evaluate how tools and technologies can help with a specified learning strategy.

604 Serious Game Best Practices

Andrew Hughes, President, Designing Digitally

Effective serious games are living, evolving things that cannot simply be ignored after development and “put on a shelf” to collect digital dust. What makes one a success while others fail? Learn how to ensure success with proper planning, metrics, implementation strategy, and post-deployment support. Explore best practices and the pain points you’ll have to deal with should you choose the route of serious games and gamified learning experiences. You will walk away with best practices, what not to do, and how to support serious games at your organization.

605 Using the Visualization Process to Create Dynamic and Effective eLearning

Richard Goring, Director, BrightCarbon

Learn three ways to improve your slides visually and get away from Death by PowerPoint and click-through eLearning so your audience pays attention and understands even when the content is complicated. Learn to:
• Get rid of bullet points and delight your audiences with compelling visual slides.
• Explain complex concepts with diagrams that help people understand.
• Ensure that you focus on the right message and objective for each component of your course.
• Tell stories that come to life with visual sequences and incorporate animation to fully engage learners.

606 Story Sync – A Mobile Solution for the Classroom

Matt Estes, Director Instructional Design, Evolent Health

“The Walking Dead” and “Better Call Saul” are AMC shows that both started off the same way – by telling viewers to login via their mobile devices to Story Sync. Story Sync is an interactive experience that allows the viewer to engage with content.
from the show. Imagine Story Sync for the classroom, where participants are prompted to interact with the virtual Story Sync experience to apply, reinforce, and validate learning at certain times throughout the training. Explore how Evolent Health used Captivate 9 with responsive design, PhoneGap, and Kindle Fires to develop their Story Sync content. And learn how you can apply this low budget solution in your organization—an solution that will produce an engaging, interactive, and cutting-edge classroom experience.

607 “Informal” Learning Does Not Mean “Unplanned” Learning
Christopher King, Principal Consultant, CRK Learning

Have you given up on Informal Learning because you can’t figure out how to design it? ADDIE works for formal learning—and falls flat when it comes to designing Informal Learning. But “informal” does not have to mean “unplanned.” In this session, you’ll explore the Learning Experience and Performance (LeaP) Plan, a defined process that blends the benefits of deliberate instructional design with informal learning’s focus on performance. Learn to:

• To identify the content best delivered via formal instruction and about informal delivery modalities.
• To apply a complete approach to designing learning with a blend of both “Formal” and “informal” structure.
• To unlock support for the Moment of Apply when your learners need that little push to do it right, build good habits, and improve their performance.

608 Results-Focused Techniques for a Successful Start to Your eLearning Projects
Linda Rening, Senior Instructional Designer, Allen Interactions

The old adage is true: if you don’t know where you’re going, you’re unlikely to get where you want to be. In this session, you’ll explore concrete and effective techniques to START a project in such a way that consensus and approval happen at the end of the project. You’ll learn:

• Who to involve in design meetings.
• The right questions to ask at the beginning of an eLearning project.
• Ways to get stakeholders aligned and engaged in your projects.
• How to use iterative design and development to maintain agreement and alignment.
• Techniques to avoid the dreaded “swoopers” who can derail a project as it is ending.

12:00 PM–2:30 PM
Hands-On Clinics & Lunch

C201 UX and UI: Applications for Instructional Design
Jean Marrapodi, Senior Learning Architect, Illumina Interactive

We’ll examine the techniques used in UX (User Experience Design) of building personas, documenting user stories, and creating journey maps to better understand the people we are creating our learning for, then practice each one. We’ll also explore mapping information architecture and creating rough prototypes for early-stage user testing. You’ll leave with a better understanding of your audience and evidence to assist your SME with meeting their needs through the learning you design. Learn to:

• Create learner personas and document user stories.
• Create a journey map for your users and develop a paper-based prototype of a course for early user testing.
• Leverage SmartDraw and parallel tools to create the information architecture for a course.

BYOD: A WiFi-enabled laptop with a free trial of SmartDraw installed is required.

C202 Articulate 360: What’s In It for You?
Danielle Watkins, ID, ZPS

With the release of Articulate 360 came several new tools. You might be asking, when and why would I use these tools? In this hands-on session, we will explore the Articulate 360 Suite of products, including Storyline, Studio, Peek, Articulate Review, Articulate Rise, Articulate Live, Presso, and the Content Library. We will explore the similarities and differences and practice using the key features of each. Learn to:

• Compare and contrast the similarities and differences between the products of Articulate 360.
• Practice using each of the tools to build custom content.
• Identify the key features of each of the Articulate 360 products.

BYOD: A WiFi-enabled laptop is required with the latest version of Articulate Storyline (you can download a trial version too).

C203 The MicroLearning in Micro-Time Challenge!
Shannon Tipton, Owner, Learning Rebels, LLC

Inside every fat course is a microLearning object dying to get out! We will move beyond theory to create a microLearning strategy and you’ll practice building your own microLearning object and lesson. You will leave with a design that is effective, usable, and sustainable. You will:

• Develop a microLearning strategy applying the, “what, how, when, and why” of microLearning.
• Create your own microLearning object design or micro-lesson that takes you from inception to implementation.
• Investigate new tools to use you can customize to your needs.

BONUS: You will receive a MicroLearning Development Workbook, Content Map Templates, Media Checklists and a project plan outline.

BYOD: A WiFi enabled laptop or mobile device is highly recommended.

C204 Start Well to End Well: Completing a Project Charter
Lou Russell, CEO/Queen, Russell Martin & Associates a Moser Consulting company

Why do 90% of projects fail? Because the Project Charter is skipped. Whether you are building an online, in-house, or blended learning solution, the Project Charter drives early collaboration through a strong relationship with stakeholders, shared scope, clear decision making, and defined risks which help you excel at delivering your project. Grow your confidence with a simple, elegant Project Charter to start well to end well. You’ll:

• Complete a Project Charter for any project in 45 minutes or less.
• Leverage a simple and complete process with templates to charter your projects.
• Improve your ability to deliver important learning projects by reducing project rework and engaging stakeholders.

In this ‘unplugged’ clinic, you’ll build a real Project Charter for one of your real projects; and leave with a template for future Project Charters.

C205 Punch Up Your Images by Unlocking Hidden Tricks in Photoshop
Phil Cowcill, Senior eLearning Specialist, Department of National Defence

Your training materials need to look professional. And more often than not, you are responsible for making that happen! Using Adobe Photoshop, learn:

• How to manipulate flawed images to create new images that pop on the screen.
• Techniques to ensure your learners can read text without causing eye fatigue.
• To unlock a process that can automate many common routines.
• To create stunning simulated and true 3D images in Photoshop.

BYOD: A WiFi-enabled laptop with Photoshop installed is required.

For a detailed schedule and session updates, visit: OnlineLearningConference.com
C206  Show Me the Money! Moving from Impact to ROI
Patti Phillips, CEO, ROI Institute Inc.

“Show me the money!” is the mantra of the day for many executives who support and invest in workplace learning and performance. They want to know how an investment pays off for the organization in terms of improving output, quality, cost, time, customer satisfaction, job satisfaction, work habits, and innovation. They want to know how the improvement compares to the investment itself as well as the monetary return on investment (ROI). In this clinic, learn to identify the improvement in business measures that result from the program, annualize the improvement, convert the improvement measures to money, and compare the annualized monetary value to the program cost. You’ll explore the framework, model, and guiding principles that make up the ROI Methodology. BYOD: Participants are encouraged to bring a calculator.

C207  Have an App Ready to Publish By the End of This Session
Neal Rowland, Curriculum Manager, Plex

You have amazing training content. Ever want to turn it into an app? Afraid of coding? No worries. Learn how to build the app with absolutely no coding required. Neal will walk you through the simple steps needed to produce an app using Windows App Studio and a few other optional programs. BYOD: A WiFi enabled laptop.

C208  From Immersion to Presence: How Virtual Reality Can Revolutionize Your Learning
Anders Gronstedt, President, Gronstedt Group

Imagine practicing emergency response procedures in a realistic looking computer-generated environment, or experiencing racial biases from a first-person perspective? The training implications are endless. VR can be used as a “flight simulator” for any technical task that’s too dangerous, expensive or inconvenient to practice in real life. It is also hailed as the “ultimate empathy machine” for soft skill training. In this session, you learn about success stories of its use in training programs. We will brainstorm the best applications of virtual and mixed reality for your organization and how to get started. You’ll not only hear about the future of virtual reality, you’ll get to try it out for yourself!

OLC1  MicroLearning Design for On-the-Go-Learners
Roy Jimenez, Author, Story-Based eLearning Design

Move beyond the antiquated, costly and slow method of designing and delivering eLearning with MicroLearning. You’ll get a 5-step process for creating MicroLearning lessons, an implementation checklist, five free source codes, and links to demos and examples.

OLC2  Everything You Need to Know About Designing Effective Learning Games
Karl Kopp, Gamification Analyst, Bloomsburg University; Sharon Boller, Chief Product Officer, Bottom-Line Performance

Are you a trainer or eLearning designer who wants to use games to engage your learners? While game-based learning has the potential to motivate and excite, learning games can fall flat if not designed properly. To be successful, you need a solid strategy that carefully connects business goals to learning objectives and game mechanics. Sharon and Karl will share tips and best practices from their new book, “Play to Learn: Everything You Need to Know About Designing Effective Learning Games.” They’ll introduce nine steps to effective learning game design. You’ll have a chance to play games, analyze learning games, and outline a game of your own.

OLC3  Visualizing User Behaviors with the eXperience API (xAPI)
Anthony Altiery, Owner, Omnes Solutions, LLC

We can see how learners are consuming video, but are they watching the entire video, or just part of it? And is that video doing its job? Are people LEARNING from the video, or any other activities? xAPI can help you track behaviors to find the answers to these questions and so many others! We’ll look at how you can use xAPI to record user behaviors, and start seeing the parts of your content that make the most impact. We’ll look at both the data considerations, and some simple code examples your developers can use to implement xAPI quickly and easily.

OLC4  Drip-Feed, Don’t Fire Hose Your Content
Shannon Tipton, Learning Rebels LLC

Learn how drip-feeding allows you to chunk courses in manageable bites and allow the end-user control over how and when they complete the lessons. Thus giving them a chance to reflect on the lesson before the next one hits. In this session, we will be working with four common different drip-feed platforms; blogs, newsletters, email, and discussion boards to demonstrate the combined value of chunked content and self-directed learning.

OLC5  No Graphics Background, No Problem
Danielle Watkins, ID, ZPS

Want your audience to remember your content? Then you must engage them with graphics that help them retain your message. Bulleted lists on a screen is not memorable content. In this session, we will take a variety of boring content and transform it into dynamic graphics using one tool you probably already have access to… PowerPoint. No graphics expertise required.

OLC6  Adobe Captivate: Creating Responsive eLearning
Kevin Siegel, President, IconLogic, Inc.

With Adobe Captivate, you can create a single, responsive project that provides optimal viewing, and an effective learning experience, across a wide range of devices and screen sizes. Responsive design is an approach to development that allows for flexible layouts and flexible images and assets. While the word responsive was traditionally used for building web pages, with Adobe Captivate responsive design can be used to develop online courses that detect the learner’s screen size and orientation, and automatically change what the learner sees. You’ll:
• Learn the value of HTML-compliant eLearning.
• Develop an HTML5-compliant project.
• Develop a Responsive project.

OLC7  Creating a Culture of Learning
Mary-Clare Race, Chief Creative Officer, Mind Gym

Learning is a capability that can be developed, and the latest advances in technology have stretched the boundaries of both what we can learn and how we can learn it. Getting your team to learn is only half the story – sparking a desire and passion for learning is the other. An organization full of learnatics will innovate faster, be more efficient, and deliver more value. This clinic will provide proven methods for creating a culture centered on an eagerness to learn in both the physical and digital workplace. Learn:
• The characteristics of a learnatic.
• Proven ways to make learnancy go viral.
• About eLearnacy and the future of the learnatic.

Groups of 3 or more are eligible for a Team Discount! See page 15.
Innovations
in Training
A Co-Located Event
Wed, Sept 27 (5:30 pm) – Fri, Sept 29 (1:00 pm)
At sites and venues throughout New Orleans

A Curated Expedition into the Future of Learning at Work

What is the nature of learning in the digital enterprise – and what role will YOU play in it? Join us for an immersive learning event – imagining, experiencing and creating a new future of learning for your organization. See how training is being innovated today at site visits to state-of-the-art simulation and team-training centers, through experiential demos of VR/AR/3D and culinary medicine, and in case studies from leading experts and practitioners. Learn from diverse industries what’s possible today with emerging training technologies. Participate in guided debriefing and design thinking workshops to help you transfer and apply the concepts and technologies you experience.

New Orleans will be your learning lab, with local and national innovators as your guides. Don’t miss this exclusive, intimate learning experience – limited to 50 people – that will take you to cutting-edge sites throughout New Orleans where the future of learning is being played out today.

FROM PAST PARTICIPANT:
“I’ve felt like a kid in a candy store. This has been absolutely fantastic—all these tools and ways to use simulations and virtual environments.”
– Rick McNamara, Senior Manager of Instructional Design, Siemens

YOUR INNOVATION GUIDES
• Tony O’Driscoll, Global Head of Strategic Leadership Solutions, Duke Corporate Education
• Steven Dahlberg, Creative Engagement Director, Training magazine
• Matt Hales, VP of Immersive Tech, TurboSquid
• Steve Haskin, President and Chief Creator, Industrial Strength Learning
• Morgan Krutz, VR/AR Developer
• Laura Murphy, Lead Convener, Taylor Center for Social Innovation and Design Thinking, Tulane University
• John Paige, Director of Applied Surgical Simulation, LSU Health Sciences Center New Orleans School of Medicine
• Chef Leah Sarris, Program Director, Goldring Center for Culinary Medicine, Tulane University School of Medicine
• Rick Schwab, Director of Maritime and Industrial Training Center, Delgado Community College
• Sydney Smith-Heimbrock, Executive Director of Innovation Lab, US Office of Personnel Management; and Project Fellow, Hasso Plattner Institute of Design, Stanford
• Chef Shawneki “Nikki” Wright, Co-Founder, Black Swan Food Experience
• More innovators to be announced!

FROM PAST PARTICIPANT:
“I learned many angles and approaches to common training challenges. I liked the fun atmosphere!”
– Scott Wilson, Training Program Manager, HP

NEW ORLEANS WILL BE YOUR LEARNING LAB WITH SITE VISITS TO:
• Kickoff Evening: “The Nature of Wine and Learning” and a Pop-Up Dinner with Black Swan Food Experience
• Center for Culinary Medicine, Tulane University School of Medicine Teaching Kitchen
• Launch Pad New Orleans, Collaborative Workspace
• Maritime and Industrial Training Center, Delgado Community College
• Simulation Learning Center, LSU Health Sciences Center New Orleans School of Medicine
• Small Center for Collaborative Design, Tulane School of Architecture

Register today for $995 ($795 when packaged with 17OLC)!
Venue, Hotel & Registration

CONFERENCE VENUE AND HOTEL
The Conference will take place at:
Hilton New Orleans Riverside
2 Poydras Street, New Orleans, LA 70130
For travel and parking, visit the ‘Hotel & Venue’ tab online.

About the Hilton New Orleans Riverside
This 4-star hotel is located steps from Spanish Plaza, minutes from the Audubon Aquarium of the Americas, and only four short blocks to the French Quarter for dining and entertainment. It’s connected to The Outlet Collection at Riverwalk and The Shops at Canal Place. Hotel amenities including two outdoor swimming pools, indoor tennis courts and a health club. Enjoy a meal in one of the on-site dining and lounge options including the famous Drago’s Seafood Restaurant.

REGISTRATION INFORMATION
How to Register:
You may register by mail or fax, using the form on page 16. Or, register online at www.OnlineLearningConference.com.

Payment Methods:
Payment is accepted by credit card (Amex, Discover, MasterCard or Visa). If you are paying by check or wire transfer, select ‘Balance Due’ as the payment option online. An invoice will be generated by e-mail.

Discounts:
Please e-mail Staff@TrainingMagEvents.com for information on discounts on the conference for: government/military personnel; higher educational/academic institutions; groups/teams of 3 or more; and charitable non-profit organizations.

Discounts are valid on Conference registrations only. Discount codes must be entered prior to payment of your registration. Refunds will not be given for discount codes retroactively. Discount offers/codes may not be combined; only one discount per attendee.

Special Service Need/Assistance:
If you have a special mobility or dietary need, to best accommodate you, please request it on the registration form or contact us by September 11, 2017.

Cancellation Policy:
Should you need to cancel your Online Learning Conference registration, you must do so in writing – by e-mail (registration@goeshow.com) or by fax (847.277.7414) – by September 11, 2017. Cancellations received by September 11, 2017, are subject to a $100 processing fee and the balance of your registration fee will be refunded. After September 11, 2017, 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.

Customer Service:
Phone: 847.620.4483, ext. 2
Fax: 847.277.7414
E-mail: registration@goeshow.com
(with Online Learning Conference in the subject line)
Mail: Lakewood Media Group
c/o Netronix Corp eShow
5 Executive Court, Suite 2
South Barrington, IL 60010

Join us in New Orleans, where culture bubbles up from the streets
New Orleans is a city rich in history with traditions and customs woven into the fabric of everyday life. Whether it’s music, food or the arts you love (or all of the above), you’ll want to join in as New Orleans lets its hair down and declares, “laissez les bons temps rouler!” [let the good times roll]. You’ll know it when you come across a street performance that rivals any ticketed show you’ve seen or when strolling past the unique shops, restaurants, curiosities or plethora of National Historic Landmarks.

Log on to www.OnlineLearningConference.com for a complete schedule and to register.
1. Registrant Information

Phone [required]

E-mail [required]

2. Registration Fees

Online Learning Conference [Mon, Sept 25, 5:15 pm – Wed, Sept 27, 5:45 pm]
☐ Conference................................................................. $1,495

Optional Pre- and Post-Conference Events:

2-Day Certificate Programs [Sun, Sept 24 and Mon, Sept 25: 8:30 am - 3:30 pm]
☐ Fee when packaged with Online Learning Conference...................................................... $795
☐ Fee for attending a Certificate Program ONLY................................................................. $995

Select one Certificate Program below.
☐ PO1 Fundamentals of eLearning Design and Development
☐ PO2 Creating the Best Interactive eLearning with Adobe Captivate
☐ PO3 Advanced Instructional Design for eLearning
☐ PO4 Applying Lean LaunchPad for eLearning Innovations
☐ PO5 Gamification for Learning: Beyond the Hype

The Allen Experience [Mon, Sept 25, 8:30 am - 3:30 pm]
☐ A01 The Allen Experience................................................................. $395

Innovations In Training [Wed, Sept 27, 5:30 pm – Friday, Sept 29, 1:00 pm]
☐ Fee when packaged with Online Learning Conference...................................................... $795
☐ Fee for attending Innovations In Training ONLY................................................................. $995

Optional Offsite Evening Events for Conference Attendees. Space is limited.

Conference Kickoff [Monday, September 25, 5:15 pm - 8:30 pm]
Kickoff: Night Out & The TV’s @ The Howlin’ Wolf............................................................... FREE

NOLA Night Out and Networking [Tuesday, September 26] Space is limited. Non-refundable.
☐ D01 Creole Queen Riverboat Dinner & Jazz Cruise [6:40 pm – 9:00 pm]................................. $79
☐ D02 French Quarter Walking Tour: The History of Burlesque*.............................................. $25
☐ D03 French Quarter Walking Tour: A Cynic’s Ghost Tour*...................................................... $25

*Walking tours will meet at 6:40 pm in the Hilton Lobby. Walk to a restaurant where you will have the option to purchase beverages/food before the tour departs at 8:00 pm. Ends at 10:00 pm.

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

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

My department:
☐ General/Corporate/ Administrative Mgt
☐ Training/Development
☐ HR/Personnel
☐ Finance/Operations/DP
☐ Sales/Marketing/Product Development
☐ Customer Service
☐ Education
☐ MIS/Systems Management/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

Total # of employees in all locations:
☐ 0-49
☐ 50-99
☐ 100-249
☐ 250-499
☐ 500-999
☐ 1,000-4,999
☐ 5,000-9,999
☐ 10,000-24,999
☐ 25,000-49,999
☐ 50,000-99,999
☐ 100,000
☐ 500,000-1,000,000
☐ 5,000,000+
☐ Less than 100

Size of annual training/learning budget (excluding salaries):
☐ $10,000-24,999
☐ $25,000-49,999
☐ $50,000-99,999
☐ $100,000-1,000,000
☐ $1,000,001-2,000,000
☐ $2,000,001-5,000,000
☐ $5,000,001-10,000,000
☐ $10,000,001-25,000,000
☐ $25,000,001-50,000,000
☐ $50,000,001-100,000,000
☐ Less than $50,000

4. Method of Payment/Credit Card Authorization

☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

☐ Check # Payable to Lakewood Media Group

SUBTOTAL $________

DISCOUNT CODE Valid on the Conference Only $________

TOTAL AMOUNT DUE (in U.S. Dollars) $________

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

Check payable to:
Lakewood Media Group

Customer Service: 9 am – 6 pm Eastern time
Phone: 847.620.4483, ext. 2
registration@goeshow.com [subject: Online Learning]

EARLY-BIRD – SAVE $250

On the Conference when you register with
Discount Code: TWEB

Offer expires: August 11, 2017
Early-Bird discount may not be combined with other discount offers.

Name

Job Title

Organization/Company

Address

City/State/Province Zip/Postal Code

Country

Please complete if you have corrections to your contact information above.

Mail this form to the address above

Mail the completed form together.

Requirements for processing. Please mail check and registration form together.

Card Number Security Code

Print 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.