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Online Learning Conference

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SEPTEMBER 23-24, 2009

Digital Sandbox
New York City, NY

Online Learning 2009 will help you optimize existing strategies by exploring what's working now — and learn to navigate emerging technologies with a Roadmap to the Future.

www.OnlineLearningConference.com

Join *Training* magazine and explore strategies and best practices for deploying effective learning technologies, and learn to:

- Create dynamic, engaging course content.
- Use the right interactive tools for the right instructional needs.
- Create a blended learning strategy that incorporates on-the-job training and work performance.
- Extend reusable learning content.
- Create informal learning structures without disrupting the process of learning informally.
- Develop learning through simulations, games, virtual worlds, and social networking.

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Online Learning Conference

September 23-24, 2009

Case Study Exploration... Optimization Exercises...and A Roadmap to the Future...

Learn to bring real-world training into blended learning. Learn to overcome the barriers to effective simulations. Learn to go beyond virtual meetings — to real training in virtual worlds.

Attend *Training* magazine's Online Learning Conference, a collaborative and interactive event, and learn enterprise-level strategies and best practices for designing, deploying, and managing effective learning technologies.

Intended for designers, developers, managers, and executives, the Online Learning Conference will help you optimize existing strategies by exploring what's working now — and will help you navigate emerging technologies with a Roadmap to the Future.

Online Learning Conference brought to you by **Training**

Dear Friends,

One of the toughest challenges we face in getting the most results from e-learning is just keeping up with it. E-learning changes — and grows — constantly. New applications of technology sprout up, and some turn out to be game-changers, while others fade away fast.

That's where we come in. The 2009 Online Learning Conference from *Training* magazine will guide you through what's new, what's working, and which e-learning tools are best for your organization's training needs.

Join e-learning veteran, tool guru, and research analyst Bryan Chapman, your host, as you learn (among other things) to bring real-world training into blended learning, overcome the barriers to effective simulations, and go beyond virtual meetings — to real training in virtual worlds.

Join us at *Training* magazine's 2009 Online Learning Conference, September 23-24, at the Digital Sandbox in NYC, and experience new, effective learning technologies — we'll show you what you can do with them!

Best,



Joyceann Cooney-Garippa
Group Publisher & Show Director
Training magazine & *Training* magazine Events

P.S.: While we'd love to see you in person, if you can't join us in New York, please join us for our online simulcast of this event — register at www.TrainingLiveAndOnline.com.



Join e-learning veteran Bryan Chapman,

your host, as he leads you on a collaborative, interactive exploration of learning technologies.

Chapman was formerly the Director of Research and Strategy for independent research and consulting firm Brandon Hall Research, where he served as the primary author and researcher on high-profile

projects such as the LMS Knowledgebase, LCMS Comparative Analysis Report, Comparison of Simulation Products and Services, and a comprehensive study of custom content developers in the industry.

His views on the status and future of technology-based learning have been shared on CNBC television and in publications such as *InfoWorld*, *Federal Computer Week*, *Online Learning Magazine*, *PCWeek*, *E-Learning Magazine*, and *Information Week*.

Bryan was responsible for bringing two emerging, enterprise learning technologies

to the learning community — he was a key designer of Jupiter, the industry's first fully XML-based learning content management system (LCMS) — and he was the father and inventor of the first commercial EPSS system for instructional designers, called Designer's Edge, a tool for guiding novice developers through the instructional design process.

Join Bryan as he shows you how to optimize learning efficiency through the use of innovative learning techniques and technologies.



Wednesday SEPTEMBER 23

8:30 a.m. – 9:00 a.m. Continental Breakfast

9:00 a.m. – 11:30 a.m. Optimizing Learning & Performance Management: Beyond the Standard Blend

The term “blended learning” is somewhat over-used and worn out but the concept remains the key to optimizing your learning strategy and alignment in your LMS. For many, “blended learning” simply means mixing delivery formats such as instructor-led training (ILT) and e-learning courseware; but it can be so much more than that. Done well, blended learning can align major initiatives such as bringing together learning and work performance, balancing the use of informal learning techniques without creating new content silos, and leveraging content management to compress learning delivery. During this session, we will explore award-winning best practices from leading organizations to illustrate the impact of blended learning and provide tips and techniques for how to move beyond the traditional blend. We'll also discuss how to share your performance management charter between Human Resources and Training in such areas as employee appraisals, succession planning, compensation management, talent acquisition, and workforce planning. You will learn to better:

- Leverage your learning management system (LMS) for more than just launching and tracking e-learning or classroom registration.
- Create a blended learning strategy that incorporates on-the-job training as well as work performance.
- Understand when you should (and when you shouldn't) add additional performance management functionality into your learning platform.

11:30 a.m. – 12:30 p.m. Optimizing Learning Content Management

What would you do if you had to develop and deliver personalized training to 900,000 employees, located in 34,000 different locations globally with a complex set of variables that changes training on a location-by-location basis? The key is learning content management. While e-learning has become mainstream in many organizations, most are still not fully leveraging the power of reusable learning content to meet

their instructional needs. One reason is that most learning technologies are designed to create content for a specific learning purpose (i.e., e-learning). But, how can content be reused to support many learning purposes, embrace several modes of delivery, and, most importantly, support the right learning, at the right time — on demand? During this session, we'll examine case studies of several organizations that employ single-source techniques to meet sophisticated learning and business requirements, while delivering effective on-demand content for use in customized support materials — all through a single production pass to assemble and organize reusable learning content. You will learn to:

- Extend reusable learning content beyond e-learning to additionally support instructor-led training (ILT), print-based learning, textbooks, job aides, and performance support.
- Develop learning that can be created in a single production pass, while supporting multiple modes of delivery on-demand.
- Precipitate the adoption of learning content management for companies large and small.

12:30 p.m. – 1:30 p.m. Conference Luncheon

1:30 p.m. – 5:00 p.m. Optimizing Rapid Development

What we don't need in the industry is a faster way to create page-turning courseware — yet, in many cases, the phrase “rapid development” has become synonymous with cranking out content that resembles an online book. Does it have to be that way? The answer is an emphatic “no.” Forward-thinking organizations have figured out how to balance learning development — the key is using the right, best-of-breed tools for specific, desired learning outcomes. Learn how to design for optimal interactivity, leverage subject matter experts (SMEs) for crucial stages of development, create a rich fabric of learning activities (including games, simulations, etc.) that support your objectives, and bring all of the elements together as a unified learning event. We'll explore a simple “Remember/Do” taxonomy to help streamline your curriculum analysis and help you infuse rapid development without sacrificing interactivity. You will learn to better:

- Use the right interactive tools for the right instructional needs.
- Mix interactive exercises and other modalities to create dynamic, engaging course content.
- Infuse rapid development without sacrificing interactivity.



BRYAN CHAPMAN
Conference Moderator,
Chief Learning
Strategist, Chapman
Alliance



CHARLES BECKHAM
Chief Technologist &
Senior Director, Sun
Microsystems, Inc.



BJORN BILLHARDT
CEO, Enspire Learning



SEEMA CHAUDHARY
President,
Harbinger
Knowledge
Products Inc.



NANCY GREY
Director, Safety and
Risk Management,
Pfizer Inc.



RJ JÁCQUEZ
Senior Product
Evangelist, Adobe
eLearning Solutions



TOM KUHLMANN
Host of The Rapid
E-Learning Blog; Vice
President, Community at
Articulate



STEPHEN LORD
Product Consulting
Manager with Kaplan IT
Learning



DAVID METCALF
Researcher, University
of Central Florida,
Institute for Simulation
and Training





Online Learning

Conference September 23-24, 2009 | The Conference Program

You'll Take Away These Case Studies

Ameriprise – Blended Learning

IBM – Blended Learning

YUM Brands – Content Management

Sun Microsystems – Informal Learning

Peace Corps – Informal Learning

Content Management as a Strategy Whitepaper – a case study compilation

Jumpstart Toolkit for Creating a Learning Culture – BONUS

Thursday SEPTEMBER 24

8:30 a.m. – 9:00 a.m.
Continental Breakfast

9:00 a.m. – 12:00 p.m.
Optimizing Learning through Simulations and Games

Can simulations and games be used for learning? Join us for an expert panel discussion of late-breaking news and cutting-edge research and design on gaming and simulations for learning. We'll show examples and provide details on emerging projects — see what organizations are using simulations and



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games and linking them to other technologies for learning. Explore how these leading-edge interventions can be used in your organization and share your own experiences and best practices. Key questions and challenges include:

- Are games appropriate to learning?
- Is there a stigma against games for learning in a professional setting? If so, how do we mitigate this?
- What has worked?
- How do simulations affect work performance?
- Where are these techniques being used most effectively?

12:00 p.m. – 1:00 p.m.
Conference Luncheon

1:00 p.m. – 2:00 p.m.
Optimizing Mobile Learning

What are the real opportunities of mobile learning? We'll examine trends in devices, services, and methodologies, and review sneak previews and current best applications that point to future advances in mobile learning. And, we'll discuss issues facing the rollout of mobile solutions as part of a blended learning strategy.

2:00 p.m. – 5:00 p.m.
Optimizing Informal Learning Using Web 2.0 and Social Networking

Innovative technologies are taking center stage in the Internet community; but how much impact will they have on the way that our learners acquire new skills? Wikis, blogs, podcasts, videocasts, RSS feeds, Twitter, and Second Life are creeping into the everyday lexicon for many Internet users. As these new technologies are being added to the toolbox for corporate trainers, they must find new ways of engaging learners. Yet, we are only beginning to scratch the surface on how to harness the power of Web 2.0 tools. In this session, we'll explore proactive strategies for increased collaboration and learner self empowerment, using a combination of real-world examples and futuristic models for leveraging new and innovative technologies, without compromising the integrity of your training initiatives. You will learn to:

- Create informal learning structures without disrupting the process of learning informally.
- Leverage the power of user-generated learning content.
- Use Second Life, and other virtual worlds, for much more than just virtual meetings.

Come prepared to do more than just sit through a lecture on each topic. In order to optimize the learning experience, each of the sessions follow this format:

■ Case Study Exploration.

We'll dive deep into case studies in areas such as Blended Learning & Performance, Informal Learning, Learning Content Management, Simulations & Serious Games, and more. We also will have guest speakers from learning leaders inside technologically savvy companies. Participants will receive case-study write-ups as a takeaway for further learning.

■ Optimization Exercise.

The heart of each session revolves around transferable best practices and useful information that you can apply immediately to your own learning initiatives. During this part of the session, we'll disseminate the Top 10 actionable tips and techniques and how to apply them to optimize learning where you are.

■ Roadmap to the Future.

Finally, each session will culminate with an expedition into the near and long-term future for each topic area. At the end of the session, you will hear from special guest speakers on where learning technology is heading and how to adapt to the changes that are coming.

For additional details on this event, and to register, please visit:
www.OnlineLearningConference.com



Registration

- Register on/before August 24 to receive the Early Bird rate.
- Discounts cannot be combined and are valid on new registrations only.
- If you are paying by check, you must mail your check with a completed registration form to the address on the next page.
- If you are paying by credit card, register Online, by Fax or by Mail. See details on the next page.
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Conference Venue

The Digital Sandbox at the New York Information Technology Center, 55 Broad Street, on the Northeast corner of Broad and Beaver Street in the Financial District. Located



just steps away from the New York Stock Exchange, the Digital Sandbox is New York's premiere "wired for hire" Conference and Event Center. Digital Sandbox is the site that established New York's Silicon Alley and defined the fully wired commercial infrastructure of the Web as we know it today.

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Online Learning Conference

SEPTEMBER 23-24, 2009
 Digital Sandbox, New York City, NY
www.OnlineLearningConference.com

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2. FAX: 646.654.5518 – Attn: Brittany Davies
3. MAIL: BRITTANY DAVIES, Audience Marketing
 Nielsen Business Media
 770 Broadway, 7th Floor
 New York, NY 10003

QUESTIONS: conferences@trainingmagevents.com

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2 REGISTRATION FEES:

- Two-Day Conference
Early-Bird Rate on/before August 24 ... \$995
- Two-Day Conference
Regular Rate after August 24 \$1,095

3 PAYMENT INFORMATION:

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Checks payable to Online Learning 2009
 Payment in U.S. funds must accompany this form. American Express, VISA, MasterCard, and checks are accepted.

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Print Cardholder's Name _____ Exp. Date _____

Cardholder's Signature _____ Today's Date _____

CANCELLATIONS:

All cancellations must be received in writing by **August 24**, and are subject to a \$50 processing fee. After **August 24** substitutions will be accepted, but no refunds will be given.

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REGISTRATION INFORMATION:

Full payment in U.S. funds must be received to process registration. Conference badges will not be issued without full payment. Please do not both fax and mail registration as duplicate charges may occur. If paying by check, please mail the registration form and check together.

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Please see cancellation policy at the bottom of the page.

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- a) My job title is:** (Check only one)
1. President or Above
 2. Vice President
 3. Director
 4. Manager
 5. Trainer
 6. Supervisor/Coordinator/Assistant/Specialist
 7. Other _____
10. Instructional Designer/ Developer
 11. Other _____
- c) Total # of employees, in all locations:** (Check only one)
1. 1,500,000+
 2. 25,000-49,999
 3. 10,000-24,999
 4. 5,000-9,999
 5. 1,000-4,999
 6. 500-999
 7. 250-499
 8. 100-249
 9. Less than 100
- d) Size of learning/training budget:** (Check only one)
1. Under \$10,000
 2. \$10,000-\$49,999
 3. \$50,000-\$99,999
 4. \$100,000-\$499,999
 5. \$500,000-\$999,999
 6. \$1,000,000+
- e) Your purchasing authority:** (Check only one)
1. Have buying authority
 2. Influence buying decisions
 3. No influence
- f) My organization's primary business activity:** (Check only one)
1. Manufacturing
 2. Hospitality (food, lodging)
 3. Retail
 4. Wholesale/Distribution
 5. Finance/Banking
 6. Real Estate/Insurance
 7. Business Services
 8. Communications
 9. Transportation/Utilities
 10. Health/Medical Services
 11. Educational Services/Academic Institution
 12. Government and Military
 13. Consulting
 14. Public Administration
 15. Other _____

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