

WEDNESDAY, MARCH 1, 2017

————— March 1, 8:30 to 9:20 AM EST —————

VIRTUAL EXHIBITS

Visit the exhibitors to learn more about the platforms, products, and services they offer.

————— March 1, 9:30 to 9:50 AM EST —————

PRIMING *Jeff Cobb and Celisa Steele*

The opening full-group session sets the stage for the virtual conference with an up-tempo look at the state of learning, the use of technology for learning, and the evolving role of design and offers suggestions to help you get the most out of Learning • Technology • Design.

————— March 1, 10:00 to 10:50 AM EST —————

THINKING LIKE A GAME DESIGNER: A NON-TRADITIONAL APPROACH TO GAMIFICATION *Karl Kapp*

Gamification is big, but what elements of games motivate learners? What elements impact engagement and learning? It's not all points, badges, and leaderboards. In this interactive, story-driven, evidence-based session, learn how to avoid the overused elements of gamification, and discover instead how to create challenges, develop interactivity, and engage learners. In short, learn to think like a game designer. Game designers continually balance the elements of story, action, and uncertainty to stimulate thinking and engagement. Experience first-hand in this session how thinking like a game designer motivates learners, increases retention, and leads to desired learning outcomes. Change your instructional design mind set to a game design mind set by learning to engage learners with the right game elements and approach.

HOW TO USE VIDEO TO ATTRACT AND CONVERT PROSPECTIVE LEARNERS

Paul Gannon

Video is the fastest growing marketing medium today, but many education businesses—often wary of potential expense and complexity—have been slow to embrace it as a way to market their educational offerings. Others have made the leap only to find that they are not getting the expected results: Even if they manage to get viewers, those viewers are not converting into course registrants or event attendees. This session focuses on low-cost, low-complexity ways to create brief marketing videos—including, but not limited to, learner testimonials—for your educational offerings. More importantly, it will provide practical guidance on how to create videos that will pull prospective learners in and get them to actually take action. Participants will leave this session with concrete tips that they can put to work immediately in creating videos to promote their upcoming courses and events.



————— March 1, 11:00 to 11:50 AM EST —————

HOW DIGITAL BADGES HELP ASSOCIATIONS RECRUIT, ENGAGE, AND EMPOWER MEMBERS

Stephanie Owen and Jonathan Finkelstein

Digital credentials and badges—portable, data-rich, verified representations of demonstrated skills and earned certifications—represent an important new tool for professionals to communicate their skills to clients and employers alike. Discover how the National Wood Flooring Association (NWFA) and other organizations use digital credentials to reduce costs while helping members to distinguish themselves in the marketplace. Gain insights into best practices from NWFA and Credly, a digital credential platform used by professional and trade associations across the nation. Leave with a better understanding of digital credentials, their potential benefit to your organization, and how to implement them efficiently and effectively.

LEARNING PLATFORM TRENDS: WHAT FORWARD-THINKING ORGANIZATIONS NEED TO KNOW

Jeff Cobb and Celisa Steele

As more and more organizations embrace technology as part of their learning and education businesses, it's more important than ever to ensure that investments in learning platforms are made wisely. In this session, we'll consider some of the key trends likely to impact the delivery and support of learning in coming years, and how learning technology platforms are evolving to accommodate those trends. This session will be particularly valuable to organizations considering a major investment in a new or replacement learning platform in the coming year. In addition to highlighting important trends, we'll discuss critical aspects of a sound selection process. Attendees will leave the session better prepared to facilitate the right long-term platform decisions for their organizations.

————— March 1, 12:00 to 12:50 PM EST —————

BREAK AND VIRTUAL EXHIBITS

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————— March 1, 1:00 to 1:50 PM EST —————

MICROLEARNING: ENGAGING CONTENT AND BIG IMPACT—WITH YOUR CURRENT TEAM AND BUDGET

Louise Platiel

With the accelerating pace of change and the growing frequency of job changes, microlearning is an increasingly useful approach to helping learners get up to speed and stay up to speed. This session will focus on learning tactics you can use to convert your existing content to microlearning or to build small content from the ground up. Learn what key elements are part of a valuable microlearning experience, how to compose those elements for effective learning and engagement, and see real-world examples of successful microlearning offerings.

A PRACTICAL APPROACH TO PRICING: VAN WESTENDORP AND BEYOND

Jeff Cobb

Tagoras research suggests few organizations have strong strategy or process in place for setting the prices for educational products. As a result, pricing is often a shot in the dark, and the result can be lower than expected sales, net revenues, or both. In this session, we'll look at techniques—including willingness to pay questions and the Van Westendorp price sensitivity meter—that any organization can apply to improve its pricing practices. We'll discuss how these techniques were used (and how well they worked, or didn't!) in setting pricing for this virtual conference. Attendees will leave the session with an enhanced understanding of pricing as a key part of the marketing mix and techniques they can use in pricing their next course or event.



March 1, 2:00 to 2:50 PM EST

PORTFOLIO MANAGEMENT TO BOOST PROGRAM PERFORMANCE *Tracy King*

Concerned about falling registrations? Making budget? Inconsistent performance of programs? Portfolio management and intentional content development can help you jump the ruts and drive program performance. Led by Tracy King, who is passionate about helping associations increase the relevance and revenue of their learning programs, this session will tackle one common myth and three essential practices required for breakthrough performance that will energize learners and spike participation.

MAKING A VIRTUAL CONFERENCE A REAL SUCCESS: ONE ASSOCIATION'S EXPERIENCE *Maurine Kwende and Steve Gardener*

The National Hospice and Palliative Care Organization's Virtual Conference brings nationally acclaimed speakers directly to organizations and individuals to meet the educational needs of the hospice and palliative care field. This session will cover the evolution of NHPCO's virtual conference, from 2012 (when it was first offered) to the present. It will cover challenges and lessons learned as well as practical guidelines on how to plan, implement, and execute a successful virtual conference.

March 1, 3:00 to 3:20 PM EST

SYNTHESIS *Celisa Steele and Jeff Cobb*

Because reflection is essential for learning, the first day's final educational session will focus on helping you draw connections among the day's sessions and see applications to your own work.

March 1, 3:30 to 4:30 PM EST

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THURSDAY, MARCH 2, 2017

March 2, 8:30 to 9:20 AM EST

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March 2, 9:30 to 9:50 AM EST

PRIMING *Jeff Cobb and Celisa Steele*

At the beginning of the second day, we'll return to the virtual event's overarching areas of attention—learning, technology, and design—and further explore how they intersect and bolster one another in successful organizations.

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USING LEARNER FEEDBACK TO CREATE MARKET-WINNING EDUCATION PROGRAMS

Will Thalheimer

With the continuing education and professional development marketplace now being driven by fierce competition from a wide variety of learning providers, it's more critical than ever that our learning designs are as effective as we can make them. Unfortunately, we in the industry have been using the same format on our smile sheets (our learner feedback forms) for decades—and they still don't give us the kind of feedback we need to make decisions, to support our instructors, to satisfy our stakeholders. In truth, our current smile sheets leave us in the dark—at a time we need to enlighten ourselves and create best-in-class learning. In this session, Dr. Will Thalheimer will highlight research-based recommendations from his recently published book, *Performance-Focused Smile Sheets: A Radical Rethinking of a Dangerous Art Form*. Informed by the research on learning and learning measurement, performance-focused smile sheets represent the first substantial improvement in evaluation form design in a quarter century. By the end of this session, you'll know how to avoid the dangers of current evaluation forms—and, more importantly, you'll have a blueprint for how to get valid feedback on your education programs.

THE INS AND OUTS OF TECHNOLOGY INTEGRATION

Wes Trochlil

As technologies become more specialized, organizations find they have more tools that require some level of integration. Traditionally, an association management system controls member data, and a learning management system controls learning data—but that broad characterization hides the more complicated reality. AMSes and LMSes often house overlapping data—user names, of course, but also continuing education records and registrations that blur the lines between the systems. On top of that, add a content management system (and maybe other platforms), and data management gets even trickier. So integration becomes vital for working efficiently and effectively with your members and customers. Wes Trochlil will bring his 17 years of consulting experience working with hundreds of associations to discuss the key considerations for integrating your disparate technology platforms.

- What are the main decision points around platform integration?
- What are some of the major pitfalls and areas of concern to watch out for with integration?
- What are some of the more advanced integration opportunities?
- How can integration enable you to better use data from your LMS to improve your marketing and communications efforts?



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March 2, 11:00 to 11:50 AM EST

DIGITAL COPY THAT CONVERTS: THE ART AND SCIENCE OF TURNING PROSPECTIVE LEARNERS INTO PAYING CUSTOMERS

Layla Masri

The market for lifelong learning, continuing education, and professional development has become much more crowded in recent years, making it harder than ever to get the attention of your prospective learners, much less get them to register for your offerings.

Organizations that know how to craft compelling headlines and body content for their e-mail messages, online catalogs, and Web pages have a definite edge in growing their education businesses. This session will cover the fundamentals of effective digital copywriting—what works and why—and provide a range of examples to illustrate these fundamentals in action. Participants will walk away armed with valuable tips and best practices they can put to work right away to improve their marketing efforts.

DESIGNING AND FACILITATING SOCIAL LEARNING

Abe Flores, Juliana Wood, and Celisa Steele

Associations are, by definition, social organizations. They exist to connect people with common aims and interests. And the value of that connection lies in the knowledge that can be gained through sharing experiences and resources with others in the association's network. This session looks at how associations can design and facilitate social learning to make it an intentional and successful part of the value they offer. We'll discuss four dimensions of social learning—immediacy, structure, scale, and transparency—and use real-world examples from two associations. The session will feature insights from Juliana Wood at the Healthcare Businesswomen's Association and Abe Flores at Americans for the Arts, both of whom have been hands-on in experimenting with social learning as part of their association's learning mix.

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COOL TECH TOOLS TO TURBO CHARGE YOUR LEARNING BUSINESS

Jeff Cobb and Celisa Steele

While it's often said that a successful learning business strategy is not about the technology, there's no denying that having the right tech tools can make life a lot easier—and potentially give your organization an edge.

In this session, we'll look at a range of tech tools—many of them free or relatively low cost—that can provide a boost different aspects of your learning and education business, from product development, to marketing, to measuring success. Attendees will walk away with links to a range of useful tools and insights into how to best put them to work for their organizations.

MEASUREWELL: HACKING LEARNING ANALYTICS

Brian McGowan

With billions being spent on training and professional development and with increasing pressures being applied to do more with less, the need to impact knowledge, attitudes, skills, and performance is greater than ever. This has led many groups to commit to dramatic changes in staff, organization roles, and new technology—unfortunately, some are changing for change's sake. For many, the real need is to measure better or differently. This session will be an interactive, practical tour of existing learning outcomes models (Moore's, Miller's, Kirkpatrick's), along with novel approaches, to identify a “work smarter, not harder” approach to learning analytics. Participants will share their best hack for learning analytics, and we'll work collaboratively to anchor the best ideas to credible outcomes models.



March 2, 2:00 to 2:50 PM EST

MAXIMUM IMPACT: DESIGNING LEARNING THAT LASTS *Tracy King*

The value driving program registration is impact—learning transformed into action that makes a meaningful difference to your members. This session will explore key considerations for learning design and program execution—like the neuroscience of acquiring new knowledge and behavior change—that will generate maximum impact. We'll also discuss evaluation strategies necessary to demonstrate program effectiveness, so you can measure your splash. Tracy King, who brings 17 years' experience in the education industry, will lead this session.

DON'T LEAVE MONEY ON THE TABLE: BUSINESS MODELS FOR SELLING E-LEARNING *Jennifer De Vries*

Organizations often sell their self-paced e-learning courses using the same business model as their classroom training or conferences—one course to one person. However, the most profitable e-learning programs use different business models that usually produce more revenue per sale and more sales per course. We'll use the e-learning offerings of different organizations to discuss their business models—based on a clear articulation of the product being sold, the audience to which it's being sold, and why they would buy it—and why those business models work for their particular situation. Digging into organizational and group sales, licensing agreements, distribution channels, and more, we'll use a matrix to discuss factors that affect your e-learning sales and how a change in business model may help you increase sales and continue to grow your e-learning program.

March 2, 3:00 to 3:20 PM EST

SYNTHESIS *Celisa Steele and Jeff Cobb*

We'll reconvene as a full group to debrief, connect the dots, and prepare for the future, focusing in particular on practical approaches to applying what you've learned when you return to the office.

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FRIDAY, MARCH 3, 2017

————— March 3, 9:30 AM to 2:30 PM EST —————

VIRTUAL EXHIBITS AND DEMONSTRATIONS

Because companies offering learning products and services are an integral part of the landscape, day 3 of Learning • Technology • Design 2017 is devoted to demonstrations by participating companies. The live demonstrations will allow time for Q&A, so bring your questions. We'll also record the demonstrations for later viewing or review. Additionally, you can take time on day 3 to check out any of the booths in the virtual exhibit hall you haven't yet visited.

- 9:30 – 9:50 AM Eastern: EthosCE Learning Management System
- 10:00 – 10:20 AM Eastern: NextThought
- 10:30 – 10:50 AM Eastern: Aura Innovative Technology
- 11:00 – 11:20 AM Eastern: Xyleme
- 11:30 – 11:50 AM Eastern: CommPartners
- 12:00 – 12:20 PM Eastern: BlueStreak Learning
- 12:30 – 12:50 PM Eastern: YourMembership
- 1:00 – 1:20 PM Eastern: Abila
- 1:30 – 1:50 PM Eastern: Naylor Learning Solutions
- 2:00 – 2:20 PM Eastern: Web Courseworks

