

CONFERENCE PLANNER

Learning • Technology • Design (LTD) is designed specifically for those working in learning businesses, and this conference planner is designed to help you get the most out of LTD 2020.

7 TIPS FOR GETTING THE MOST OUT OF LTD

1. Watch the **short videos** we've made to get you ready at ltd.leadinglearning.com/videos.
2. Think about the **opportunities and challenges you and your organization face**. Reviewing those macro issues will prime you to see examples, ideas, and comments that speak to them.
3. Review the schedule, and **pick which concurrents you'll attend live**. (See pages 3 and 4 in this planner, and get full session descriptions at ltd.leadinglearning.com/program.)
4. In advance of each session you participate in, **think through how the topic connects to your learning business**. What are you currently doing that relates? What might you do? What questions do you have? What might you share? Make written notes before the session, and then as soon after the session as possible add to your notes a concrete action, whether that's reading a recommended resource, talking with a colleague, or experimenting with an idea. (And we recommend you use the same approach for session recordings.)
5. Block **Mind the Gap Day**, Wednesday, February 26, on your calendar. You know the importance of reflection and real-world application, so dig in with what you learn from the first day of live sessions. The gap day is also a great time to read and contribute to the online community.
6. The **online community** site at learn.leadinglearning.com will augment the live sessions, providing additional time and space for questions and comments, examples and resources, before, during, and after the live sessions. This is also where we'll post the recordings. Make time to read, ask questions, and reply to others.
7. Set aside **12:00-1:30 pm EST on February 28 for Follow-Up Friday**. This un-session will focus on what you and other participants want to discuss, share, and ask.

Thanks to the patrons
supporting LTD 2020—
and the important
work of learning
businesses!



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Innovative Adult Learning Technologies



4 SUGGESTIONS FOR ATTENDING AS A TEAM

Are others at your organization attending LTD? If yes, here are some suggestions for making effective use of your organizational registration.

1. **Meet in advance to discuss the challenges and opportunities** facing your organization (tip #2 on the previous page).
2. Determine **who will attend which concurrents**. (See pages 3 and 4, and get full session descriptions at ltd.leadinglearning.com/program.) Whether you opt to split up or attend some or all of the same concurrents, work together to think through the applicability and questions for every session (tip #4 on the previous page).
3. Consider **participating from the same room** for some or all of the live sessions and when viewing recordings. If you opt to do this, think through logistics—projecting on a large screen and using a single audio source literally focuses everyone on the same thing. But we recommend individuals also join live sessions from their own laptops (with sound muted) to allow them to easily contribute to the in-session text chat and to help when claiming CAE credit, if relevant (more on CAE credit below).
4. Schedule time to **debrief as a group**—immediately after sessions, during the Mind the Gap Day, on Follow-Up Friday, and /or at periodic intervals (e.g., a week and a month later). Help each other identify next steps, and hold one another accountable.

CAE CREDIT

By attending all live sessions possible, you may earn up to 10.5 CAE credits. Please note that CAE credit is not available for viewing the recorded sessions.

Provide your e-mail address when joining the live sessions so we can track your participation. No later than the end of the week of March 2, we'll ask you to let us know if you'd like to claim CAE credit. Once we receive your request, we'll review our records and then provide you with a letter indicating the number of CAE credits you earned.

LOOKING FORWARD TO LEARNING WITH YOU

We're truly excited to host LTD and help learning businesses grow their reach, revenue, and impact. Your active participation and contributions are essential for making the experience as useful and valuable as possible. We look forward to learning with you!

Questions? Reach us at
ltd@leadinglearning.com.

*Jeff Cobb & Celisa Steele
co-hosts of LTD*





**10:15-10:30
AM EST**

Priming

Jeff Cobb & Celisa Steele, Co-Hosts of LTD 2020

**10:30-11:45
AM EST**

The Lay of the Land for Digital Learning: The Practical Implications of AI, Quantum Computing, At-Scale Degrees, and More

Ray Schroeder, Senior Fellow, University Professional and Continuing Education Association

15-MINUTE BREAK: 11:45 AM TO 12:00 PM EST

**12:00-12:45
PM EST**

Sharing Talent and Content Across the Organization

Nick Olig, Director of Online Learning, International Foundation of Employee Benefit Plans

— or —

Better Learning, Higher Impact: A Practical Look at Metalearning

Celisa Steele, Managing Director, Tagoras

30-MINUTE BREAK: 12:45 TO 1:15 PM EST

**1:15-2:00
PM EST**

Going Virtual with Hands-On Learning Solutions

Laureen Kaczmarek, Head of Learning Science & Design, & Laura Steele, Cybersecurity Product Manager, ISACA

— or —

Solving the Online Learner Engagement Challenge Through Action Mapping

Laura Shelters, Director of Content Research & Development, NIGP: The Institute for Public Procurement

15-MINUTE BREAK: 2:00-2:15 PM EST

**2:15-3:00
PM EST**

We're All Learning Experience Designers Now: LXD 101

Micène Fontaine, Executive Director, Design Arts Seminars

— or —

The Podcast Path to Reach, Revenue, and Impact

Jeff Cobb, Managing Director, Tagoras

30-MINUTE BREAK: 3:00-3:30 PM EST

**3:30-4:45
PM EST**

How to Get More Visitors to Click the "Buy" Button

Tony Paille, Chief Revenue Officer, AIIM International

**4:45-5:00
PM EST**

Synthesis

Jeff Cobb & Celisa Steele, Co-Hosts of LTD 2020

Find session descriptions at
[ltd.leadinglearning.com/
program](http://ltd.leadinglearning.com/program).



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Jeff Cobb & Celisa Steele, Co-Hosts of LTD

**10:30-11:45
AM EST**

Crafting Learning Experiences with Design Thinking Techniques

Connie Malamed, Founder, Mastering Instructional Design Community

15-MINUTE BREAK: 11:45 AM TO 12:00 PM EST

**12:00-12:45
PM EST**

**Get Ready to Make a Difference:
A Three-Lens Approach to
Preparing for Your Next Learning
Event**

*Nancy Bacon, Associate Director,
Washington Nonprofits, & Mark
Nilles, Learning Specialist*

— or —

**Virtual-Only Convert: A Seminar
Case Study**

*Nora Potter, International and
Online Professional Education
Manager, Casualty Actuarial
Society*

30-MINUTE BREAK: 12:45 TO 1:15 PM EST

**1:15-2:00
PM EST**

**Using Data to Your Competitive
Advantage: A Cautionary Tale
and Case Studies**

*Jack Coursen, Director for
Professional Development, &
Leslie Katz, Marketing Director,
American Speech-Language-
Hearing Association*

— or —

**From Passive to Active: Helping
SMEs Understand Today's Adult
Learners**

*Tracey Steiner, SVP, Education &
Training, National Rural Electric
Cooperative Association, & Jeanne
Heaton, Director of CLE, Illinois
State Bar Association*

15-MINUTE BREAK: 2:00-2:15 PM EST

**2:15-3:00
PM EST**

**Adding Value Through Strategic
Coordination of Live In-Person
Training and Online Training**

*Elisabeth Rocha, Manager of
Online Learning, & Suzanne
Dennis, Program Attorney,
Illinois Institute for Continuing
Legal Education*

— or —

**Aligning Career Paths with an
Emerging Talent Pool**

*Veronica Diaz, Director,
Professional Learning,
EDUCAUSE*

30-MINUTE BREAK: 3:00-3:30 PM EST

**3:30-4:45
PM EST**

**Empowering Learning Through Engagement and
Community Building**

*Rachel Happe, Co-Founder and Principal,
The Community Roundtable*

**4:45-5:00
PM EST**

Synthesis

Jeff Cobb & Celisa Steele, Co-Hosts of LTD

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