

atd
VIRTUAL
CONFERENCE
JUNE 1–5, 2020

BUILDING
CAPABILITIES AND
CONNECTION

<https://virtualconference.td.org>

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Agenda



Introduction



Conference
Highlights



How can we
support you



Q&A

ATD Global Team



Dr. Wei Wang
Senior Director
ATD Global



Youngkuk Lim
Assoc. Director
Asia Pacific



Vas Theocharides
Sr. Regional Manager
Europe, Middle East & India



Nelson Santiago
Regional Manager
Americas & Africa



Sabrina Armorer
Global Coordinator
Delegation Coordinator



Hoda Nagah
Global
Events Manager



Gene Cai
Director, ATD China
South China market



Jack Zhang
Manager, ATD China
North China market



Chen Tao
Training Supervisor
ATD China



Hannah Li
Marketing Supervisor
ATD China



Snow Zhang
Program Supervisor
ATD China



Joy Li
Coordinator
ATD China

Introduction

ATD Virtual Conference Building Capabilities and Connection

Be a part of ATD's history as we come together for a new learning experience!

ATD New Talent Development Capability Model™

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Talent Development Capability Model™



What You'll Get from ATD Virtual Conference?

- **Real Solutions to Your Top Challenges**
- **Fresh Perspective and New Ideas**
- **New and Strengthened Peer Connections**
- **Relevant and Sharpened Skills**

What are Included in the Program?

- **5-Day Program**
- **5 Keynote Presentations**
- **25+ Live Facilitated Sessions**

Speakers will participate in a live & moderated Q&A in the session room!

- **100+ On-demand Sessions**
- **90 Days Access**

11 Learning Tracks

More than 100 hours of content will be offered in these learning tracks which align to the Talent Development Capability Model™



Career
Development



Evaluating
Impact



Global
Perspectives



Instructional
Design



Leadership
Development



Learning
Sciences



Learning
Technologies



Management



Managing the
Learning Function



Talent Strategy
& Management



Training Delivery
& Facilitation

Subject Matter Experts



Michael Allen
CEO, Allen Interactions
Why E-Learning Fails: Critical Pathways to Measurable Success



Britt Andreatta
CEO, 7th Mind, Inc.
Wired to Aha! The Neuroscience of Creativity and Innovation



Elaine Biech
President, EBB Associations
Your 20/20 Vision: Reimagine Your Future This Year



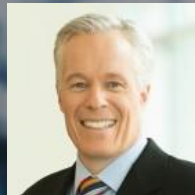
Scott Blanchard
President, The Ken Blanchard Companies
Leadership 2.0: Bring Your Whole Self to Work



Michael Bungay Stanier
Founder, Box of Crayons
3 Counterintuitive Strategies to Build a Coaching Culture



Tacy Byham
CEO, DDI
Amplify: Power Moves for Women and Their Allies to Ignite Impact



Joseph Grenny
Author, VitalSmarts
How to Say No at Work Without Making Enemies



Bob Pike, CPTD
Chairman, CTT Press
High-Impact Facilitation Skills: Seven Ways to Increase the Results of Your Training Delivery



Karl Kapp
Professor, Bloomsburg University
Beyond Gamification: Think Like a Game Designer to Create Engaging, Meaningful Instruction, Microlearning



Christie Ward
Principal, The Impact Institute
Interaction That Impacts Today's Learner: Six Activities in 60 Minutes



Jack Phillips
Chairman, ROI Institute, Inc.
ROI on a Shoestring



Kelly Palmer
Chief Learning Officer, Degreed
The Skills Quotient: An Easy Formula for Closing the Skill Gaps From Inside Your Organization

Leading Learning Companies



Marek Hyla

Senior Learning Principal,
Accenture

Moments That Matter in Adult
Learning: What Makes or Breaks a
Learning Experience?



Steven Sitek

Head of Learning Institute,
Novartis

Generating Professional Ecstasy:
Transforming the Learner
Experience



Kimberly Currier

Senior Director, Talent,
Americas, AECOM

Driving a Learning Strategy
Through a Global L&D Center of
Excellence



Kristopher Newbauer, CPLP

CHRO/Global People &
Talent, Rotary International

Beyond Level 2: Designing Impactful Learning
Programs With Evaluation in Mind



Daniel Jones

Training Manager, Daniel
Swarovski AG

Even More Awesome Apps for
Trainers



Andi Campbell

SVP, Head of People +
Culture, LAZ Parking

Leading a Self-Care Revolution: A
Case Study for Improving
Employee Well-Being



Stephen Wrench

Vrbo / Expedia Group,
Global Training Manager

Bonding Without Borders: Fostering
Engagement Within a Global Team



Laura Fletcher

Senior Program Manager,
Salesforce

Find the Magic: Produce Better
Outcomes By Designing
Intentional Experiences



Amy Dinning

Senior Manager, Talent
Management, CommScope

Schedule At A Glance (update continues)

- Below dates/hours are base on the *Eastern Standard Time*
- Visit <https://virtualconference.td.org/schedule> for more accurate & latest schedule

	Monday (6/1)	Tuesday (6/2)	Wednesday (6/3)	Thursday (6/4)	Friday (6/5)
8:00am	Orientation Session				Facilitated Session (Live Q&A)
9:00am	Keynote Presentation	Keynote Presentation	Keynote Presentation	Keynote Presentation	
10:00am		Regional Session: Middle East			Facilitated Session (Live Q&A)
11:00am	Facilitated Session (Live Q&A)	Facilitated Session (Live Q&A)	Facilitated Session (Live Q&A)	Facilitated Session (Live Q&A)	
12:00pm					Keynote Presentation
1:00pm		Facilitated Session (Live Q&A)		Facilitated Session (Live Q&A)	
2:00pm	Facilitated Session (Live Q&A)		Facilitated Session (Live Q&A)		Facilitated Session (Live Q&A)
3:00pm		Facilitated Session (Live Q&A)	Regional Session: Europe	Global Insights On COVID-19	
4:00pm			Facilitated Session (Live Q&A)	Facilitated Session (Live Q&A)	On-demand Sessions are always accessible 24 hrs. during 5 conference days
5:00pm	Facilitated Session (Live Q&A)	Facilitated Session (Live Q&A)			
6:00pm			Facilitated Session (Live Q&A)	Facilitated Session (Live Q&A)	
7:00pm		Regional Session: LATAM			
8:00pm					
9:00pm	Facilitated Session (Live Q&A)	Regional Session: APAC	Facilitated Session (Live Q&A)	Facilitated Session (Live Q&A)	
10:00pm					
11:00pm					

- **Interact with speakers** during live facilitated sessions & at live Q&A
- Interact with **other attendees**
- View and **download session materials**

Session: ATD TechKnowledge 2020 Recap Video

Mike Jones


Chat Moderator People

Type message



THANK YOU FOR A FANTASTIC TK2020!

3:11 / 5:16

Speakers

 Tony Bingham
President and CEO
ATD

Resources

 Session Handout  Data Sheet

What was the overall outlook For 2020? 1 MIN AGO

Wow! Booking have grown by 11% year-over-year 3 MIN AGO

Digital & Cloud up 50% of Group revenues! 3 MIN AGO

What an amazing 2019! Looking forward to 2020! 4 MIN AGO

Thank you Mr. Paul for the Inspirational talk! 5 MIN AGO

This is exciting news for ATD! 5 MIN AGO

Really liking this virtual Format :) 5 MIN AGO

This is great to see ATD Progressing in 2020 6 MIN AGO

Personalize Learning Journeys

- Before the conference, you will receive a link to *set up your profile* within the virtual platform
- We recommend that you upload a *photo* and link to your *social media accounts*
- You'll also be asked questions about your *interests and experience*, which will help *match you with sessions* you might like to see and with attendees who have similar interests
- ATD will recommend *personalized learning journeys* that include curated sessions based on your interests and focus
- Or you can create your own *learning pathway* by reviewing our session listings and building your schedule on your own time

Journey

Let's explore the journey! Here are the recommended set of sessions, people and sponsor's you need to visit.

Recommended Sessions

<p>Career Development</p> <p>7 Deadly Sins of Video Creation</p>	<p>Evaluating Impact</p> <p>Make Powerful Infographics, Fast!</p>	<p>Global Perspectives</p> <p>Be the Mentor You Wish You Had!</p>
<p>Learning Sciences</p> <p>From Hype to Performance</p>	<p>Learning Technologies</p> <p>7 Simple Rules for Creating Presentation Slides That Make Sense</p>	<p>Managing the Learning Function</p> <p>Digital You: Real Personal Branding in the Digital Age</p>

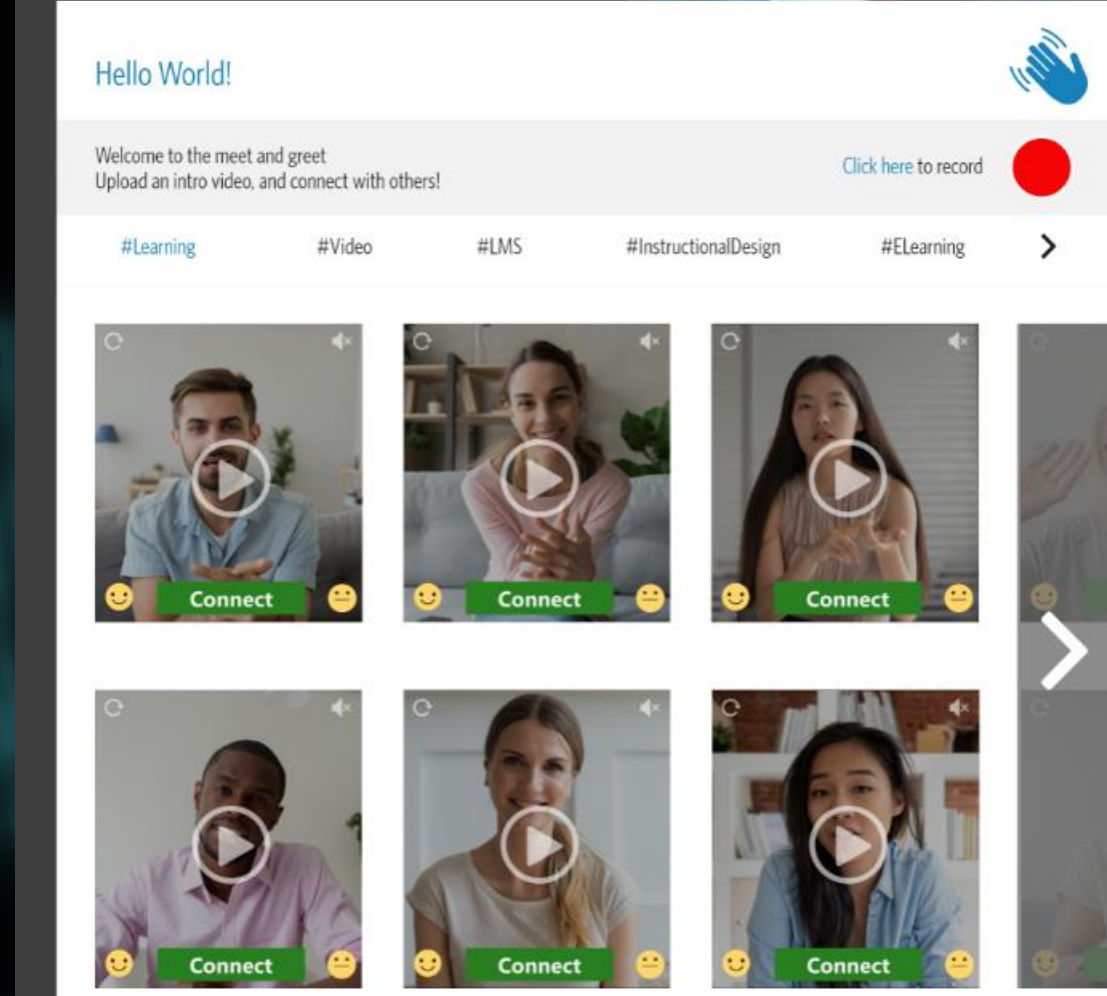
Recommended Attendee Matches

Emily Swanson
Director of Events at Amazon

Recommended Partner & Vendors

Networking Opportunities

- Through our virtual platform, you will have the ability to *connect with fellow attendees* in many ways
- Interact with speakers during *live* facilitated sessions
- Choose from *chat groups*, centered around specific topics, that will be ongoing throughout the conference
- You can join the *discussion within each session* where you can talk with fellow attendees about the content
- And unique to this online event is the ability to have *one-on-one conversations*
- Connect with us and share your experiences using *#ATDVirtualConference* on all channels



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Why Should You Lead an **International Group?**

Why Should you lead an International Group?

- Bring world-class content to your *clients and local community*
- Provide additional support to help your clients to get most out of experience
- Introduce ATD to your community and *build foundation for future conference engagement, e.g. TK 2021, ATD 2021*
- Receive *financial incentive*
- *Minimum Risk*

Be a part of ATD's history!

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How Can ATD Support **You?**

Group Benefits

With a minimum of **five (5) paid participants**, you can organize an International Group and receive a reduced rate plus other benefits.

Paid Group Attendees	5-24	25-49	50-99	100-299	300-499	500+
Reduced Registration Rate (\$25 off)	✓	✓	✓	✓	✓	✓
Recognition on the Official Conference Website		✓	✓	✓	✓	✓
One (1) Complimentary Conference Registration for the Group Leader		✓	✓	✓	✓	✓
Rebate Based on Number of Paid Participants' Full Conference Registration Fee <i>* Processed 90 days after the conference ends</i>		5%	10%	15%	20%	20%
Virtual Booth (USD \$3,500 value!)						✓

Registration Fees

USD\$

Registration Type	ATD Member	Non-Member
Individual Registration	\$395	\$495
Group Registration <i>International Groups receive special \$25 off registration fee!</i>	\$370	\$470
ATD Membership (Professional Level) <i>Join ATD Membership for Virtual Conference discount (\$100 off!) & to access latest TD contents and member-only benefits!</i>	\$209	

Pricing Example

Product	ATD Member	Non-Member	Registration Example
ATD 2020 Virtual Conference	\$370	\$470	\$370/person
ATD Membership (Professional Level)	\$209		\$209/person
Number of Paid Registration			25 people
1 Complimentary Registration for Group Leader			Yes
Rebate			Yes (5%)
			Total: \$14,475
			Rebate : \$463

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spring
INTO LEARNING

atd
SITEWIDE SALE

SAVE \$39

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ATD Virtual Conference

Join us for 5 days of unparalleled insight and networking. Have a team of 5 or more? Save even more when you **attend as a group**.

June 1-5, 2020

~~\$395~~ \$355.50

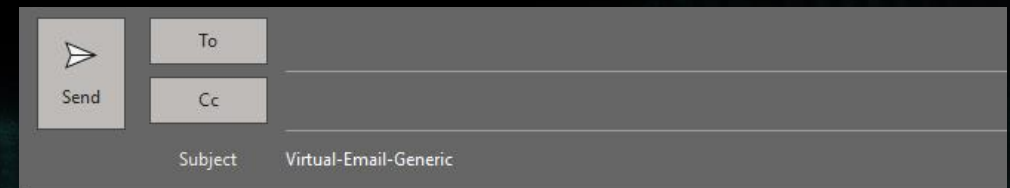
ADD TO CART

- Site-wide Spring Sales Event offers **additional 10% discount!**
e.g. Join Virtual Conference & Membership as a group:
 - Virtual Conference: **\$333** (~~\$370~~)
 - ATD Membership: **\$188** (~~\$209~~)
- **Hurry up! Sales end on *Monday 5/4, EST.***
- Visit <https://www.td.org/spring-sale> to understand more!

Marketing Support

ATD provides marketing support for International Groups for effective attendee recruiting, support includes:

- Email templates
- Social posts
- Convince your boss letter
- Conference graphic images
- And more!



In challenging times like these, it's important to keep learning and growing together as we continue to move forward. That is why we would like to welcome you to join us in the **ATD Virtual Conference: Building Capabilities and Connection.**

Registration Process

1. Fill out online form to register group and acquire group code
<https://virtualconference.td.org/internationalgroup>
 1. Recruit minimum five (5) paid attendees
 2. ATD Regional Manager will contact you to provide more information about the conference and about organizing an international group
 3. Complete registration spreadsheet and return it to atdglobal@td.org
 4. Receive invoice and arrange payment
- Individuals joining a group can register and make their payment on the website (must apply the group code during the registration process to receive \$25 group discount)

Discussion / Q&A

How Can You Support **Your International Groups Virtual?**

- Orientation
- Daily debrief
- Post-conference sharing
- ...