

E.W. Mitchell's Learning Consortium presents:

Designing the Blended Learning Landscape Conference



Podcasts

April 28, 2008 - April 30, 2008

Web Meetings

Learning
in the 21st
Century
2008

Blogs



Collaboration Communities

Web-based Tutorials/Training

Simulations

Featuring presentations
from these leading
organizations:

Mobile Learning

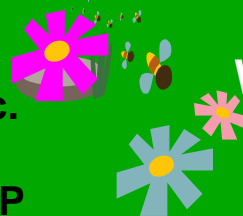


DIRECTV
CustomerVision, Inc.
Syniverse Technologies
The GMarie Group
Pfizer, Inc.
Vertex Solutions, Inc.
TechEmpower
Powell Goldstein, LLP
Dublin Consulting



Classroom Training

Webinars



Designing the Blended Learning Landscape

April 28, 2008 - April 30, 2008

DoubleTree Ontario, CA

Dear Friends and Colleagues,

Learning in the 21st Century's, Designing the Blended Learning Landscape Conference is one of the industries newest events to feature the latest in learning and technology that you can't afford to miss.

This conference will appeal to Chief Learning Officers, Directors of Training, Training Managers, Trainer Specialist, Facilitators, Content Developers, Instructional Designers, and Consultants who are interested in hearing from leading organizations about their experiences in using eLearning and mLearning to drive business results.

This conference was developed with you in mind. We've listened to your challenges and have focused on what you want to learn and explore. We have scheduled Q&A sessions to give you an opportunity to discuss your issues and challenges with our panel of speakers and other training professionals.

After attending this conference, participants will have broadened their knowledge for designing, developing, and managing the learning function and the technology that drives it.

This conference will provide expert insight and hands-on workshops on:

- Rapid E-Learning
- Latest software and hardware supporting eLearning and mLearning
- Training strategies for the new generation
- Drivers for a successful blended learning solution

Don't delay! Register yourself and team of key people today. We've made it easy to register. Register online at www.the-lc.org or fax the form on the back of this brochure to 909-348-7422.

We look forward to seeing you in Ontario.

Sincerely,

The Team at E.W. Mitchell's Learning Consortium

Designing the Blended Learning Landscape

Monday, April 28, 2008

Main Conference Sessions

Registration – 8:00am – 4:00pm

Breakfast - 7:00am - 8:30am

Lunch – 12:00pm – 1:00pm

8:00 – 9:45
P42801

Opening Keynote Address The Real Goal of Blended Learning - Achieving and Exceeding your Organizational Objectives

In this world of exciting technology available for learning and development, we sometimes lose focus on exactly what goals we are trying to achieve. This keynote will focus on the real reason we train; to meet the Organization's objectives.

Great Take Aways:

- Learn how to develop a road map to tie blended learning back into your organization's objectives.
- Tools you can use to assess what blended learning techniques work best for each learner within your organization.

**Warren M. Krompf CCP, SPHR
Powell Goldstein LLP**

10:00 –10:45
P42802

DEVELOPING A COMPREHENSIVE LEARNING ARCHITECTURE: Blending the Best of the 'Old' with the Best of the 'New'

Your organizations' needs are constantly changing. In order to remain competitive and serve a more diverse and global employee population, you need to have a comprehensive, integrated learning architecture. This architecture must be designed to support and enable both learning and on-the-job performance. It's important to build this architecture on the foundation of traditional approaches such as instructor-led training, mentoring and coaching, and now, e-courses or e-learning. And, it's critical to understand and incorporate new approaches such as simulations and games, blended learning, formalized-informal learning, WEB 2.0 technologies, and new forms of learning-at-the-speed of work.

This is the session for those ready to take a serious look at all of your organizations' learning options – 'old and new' – and then blend them into a comprehensive learning architecture. Come and join this fun dialogue with Lance Dublin, industry veteran, consultant and author.

**Lance Dublin
Dublin Consulting**

11:00 – 12:00
P42803

Wikis & Web 2.0 Technology

Wiki is the Hawaiian term for rapid. So let's look at how this term can translate into being relevant for your company. Web 2.0 technology and Social Learning all provide a solution for knowledge capital and real-time information sharing to foster:

- Informal/Social learning,
- "Communities of Practice"
- Repeatable business processes and
- Faster problem solving skills

for your audience; employees, sales, constituents, partners, etc.

**Cindy Rockwell
CustomerVision, Inc.**

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1:00 – 2:15
P42804

Finding the Right Blend to Take Your Training Beyond the Classroom

Emerging technologies, demographic shifts, and increasingly busy schedules are creating new expectations for workplace learning. Today's busy workers want training that is focused, flexible and readily accessible when needed. Instructional designers are increasingly being challenged to find new approaches to meet training needs.

This session offers an inside look at innovative ways to expand learning opportunities beyond the confines of the traditional classroom. Through a combination of case studies and detailed examples of successful solutions, you will discover new ways to make information available to your learners. You will leave this session with a detailed understanding of how to blend games, simulations, performance support systems and Web portals into your training projects.

Rosemary Craft
Janice Ware
Vertex Solutions, Inc

2:30 – 3:15
P42805

Fundamentals of Interactive Simulation Design

This session is designed to provide participants with a hands-on introduction to the features and functions of Captivate through the development of an interactive simulation.

Application-Focused Learning Objectives:

- Successfully create a simulation with Captivate
- Add interactivity to a Captivate movie with buttons and text fields
- Add tests items to a Captivate simulation
- Publish a Captivate as both a simulation and student handout

Shawn Stiles
Pfizer, Inc.

3:30 – 5:00
P42806

LEARNING 2.0: What, How, and Why Care

There is surely a lot of buzz about Web 2.0 and Learning 2.0. Blogs and v-logs, wikis and group chat, podcasts and VODS, games and simulations, m-learning and rapid e-learning, and social networks are becoming a part of the ongoing conversation among learning professionals. It's time to know what these new learning technologies and approaches are, how you can use them, and why they are important to your learners and your organization.

Come and join this fun dialogue with Lance Dublin, industry veteran, consultant and author to understand how to best integrate and leverage these 'new' approaches and technologies to make Learning 2.0 real in your organization.

Lance Dublin
Dublin Consulting

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P42901

eLearning 2.0

A revolution is quietly going on in the world of knowledge work and learning. Because of changing work environments and the advent of new technologies and methods, we are seeing significant changes in knowledge work and learning. These changes impact us dramatically as individuals but also they have a big impact on the use of technology for learning. So much that we now refer to it as eLearning 2.0.

This session will introduce you to wikis, social bookmarking, blogging, and other eLearning 2.0 tools. It will examine and discuss the implications of these tools for personal and group learning. It will also discuss the broader implications on organizational learning and how this changes the eLearning paradigm.

Tony Karrer
TechEmpower

9:30 –10:45

P42902

Blended Learning - Building Fun and Effective Learning Programs that Combine eLearning, Decision Support Tools and Knowledge Management

This session will explore and demonstrate the performance gains to be made by looking at blended learning in a new way.

Learn how to break the boundaries of the classroom and build effective programs that learners can access on-demand.

This session will demonstrate actual blended learning programs using a variety of authoring tools. Join us for an exciting discussion about performance improvement through blended learning approaches.

Janet Emery
DirecTV

11:00 – 12:00

P42903

This is a Challenge

In this session you will be able to discuss some of the challenges you are experiencing in Training and Development and acquire possible solutions to those challenges.

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1:00 – 3:00
P42904

Use SnagIt to Create High Impact eLearning

Are you interested in creating high impact eLearning, but don't have the budget for sophisticated eLearning software nor do you have programming skills?

SnagIt is an inexpensive software program that is easy to use to develop eLearning content. This interactive "hands-on" session will include:

- The basics of how to use SnagIt.
- Tips and tricks for creating effective e-learning using SnagIt.
- How to create short instructional videos using SnagIt.

Dani Watkins
EPI

1:00 – 3:15
P42905

Therapy for eLess Trainers - An eLearning Design Workshop for Beginners

Making the transition to designing courseware for eLearning, when you are not familiar with it, seems like a scary proposition. Even the most seasoned stand-up trainer can be intimidated by what they see others doing. Now is the time to share your fears and concerns: call it "therapy for eLess trainers". Reluctance and refusal of technology has been observed of great trainers that need to make the leap into eLearning.

This workshop will provide some simple low tech solutions, methodologies and considerations for the timid or novice eLearning leader. The workshop will also focus on understanding simple design theories (ADDIE), along with synchronous and asynchronous technology and techniques to make online course development as interactive, and sometimes even more learner-focused than face to face training. It is a time to use your current expertise and explore how to transition it to a new medium.

Debi Kostyun
Syniverse Technologies

3:30 – 5:00
P42906

Instructional Design for The Subject Matter Expert

Subject Matters Experts are most often called upon to assist with training of new equipment, systems, or processes. An SME as they are usually referred to is the person(s) with the most knowledge about the process that others will need to master. It is very important that SME's understand about workplace learning is developed and executed.

This session covers the basic ISD principles, allowing an SME to create training that will be successful for the learner and the organization.

We will cover:

- Training from the Participants Perspective.
- The Learning Objective- what the trainee should be able to do once training is completed.
- Data Collection- What really needs to be taught.
- Create effective training materials- appropriate for the topic and the audience.

Renee Coleman
R. Coleman Consulting

Designing the Blended Learning Landscape

Wednesday, April 30, 2008

Main Conference Sessions

Registration – Closed

Breakfast - 7:00am - 8:00am

8:00 – 9:45
P43001

Developing Effective Detailed Design Documents and WBT/CBT Storyboards

Writing a detailed design document is both art and science. It is science because there is a process and steps to follow. It is art because each project does not easily fit into a cookie-cutter mold. An effective detailed design begins with a basic outline; then, the expertise of the designer, parameters of the project team and needs of the client are incorporated to shape the final product.

Effective storyboards are created using a few key principles, once a detailed design document is completed. The detailed design is your roadmap for developing the storyboards; the storyboards then fill the features into that roadmap.

After years of experience, we have found a handful of key principles that lead to faster client approval and fewer edits during the design and development process. In this session you'll receive the key principles, sample WBT/CBT detailed design documents, sample storyboard documents, and practice writing these yourself!

Jane Klein
The GMarie Group

10:00 – 11:45
P43002

Knowledge Management as a Learning Solution - Features for Enhanced On-Demand Learning

This session will discuss some of the top Knowledge Management vendors and the top features you might desire to implement in your work environment. Create more than just online information, create dynamic online learning tools. Discover the differences between traditional Knowledge Management approaches and more dynamic Performance Support approaches.

Knowledge management is no longer about libraries or searchable text, it's about rich features that provide online knowledge structured as learning solutions. Join us for an exciting discussion about performance improvement.

Janet Emery
DirectTV

Designing the Blended Learning Landscape

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Main Conference Sessions

Registration – Closed

Breakfast - 7:00am - 8:00am

8:00 – 9:45

P43003

Develop Interactive Learning Content with PowerPoint

Do you want your learning materials to look very professional, but you have a "shoestring" budget? With PowerPoint and some technical instruction, you can create effective materials and tools for eLearning or the classroom.

Using good design and interactive elements, you can increase the impact of your content using PowerPoint. This interactive "hands-on" session will include:

- How to use advanced features of PowerPoint to develop animations and other interactive elements.
- Practical tips to design professional learning materials using PowerPoint.
- Effective techniques to present content to enhance retention.

Dani Watkins
EPI

10:00 – 11:45

P43004

The Mobile Phone- The New Learning Device

Technology has changed the way people work and communicate. In this hands-on session, you will use a computer to create and publish content and your mobile phone/PDA to access it.

We will discuss:

- How Mobile Learning can become apart of your Blended Learning Solution
- Available Software
- Different ways in which this technology can be used to train employees

Renee Coleman
R. Coleman Consulting

Designing the Blended Learning Landscape

April 28 – 30, 2008

Registration Information

Web: www.the-lc.org
Phone: 909-510-4355
Fax: 909-348-7422
Mail: 12188 Central Ave Suite 580
Chino, CA 91710-2420
e-Mail: customerservice@the-lc.org

PRICING	Register before Feb 29 SAVE \$300	Standard Price
	In person Conference Attendance	\$895.00
Live on-line via Citix WebSeminar	---	\$ 549.00

Citrix WebSeminar- If you are registering for all sessions live online, please be sure to fill out all of your contact information correctly. Your information will be entered for all sessions and you will receive e-mails from Citrix with log-in details and reminders.

DoubleTree Hotel
222 N Vineyard Ave
Ontario, CA 91761
909-937-0900



Our event hotel is the DoubleTree. It is close to the airport, shopping and restaurant row. Free shuttle service to and from the airport and Ontario Mills mall. All room are newly renovated with the elegance that Hilton hotels are known.



LA/Ontario International Airport (ONT) is a medium-hub, full-service airport with commercial jet service to major U.S. cities and through service to many international destinations. ONT is located in the Inland Empire, approximately 35 miles east of downtown Los Angeles in the center of Southern California. The airport is the centerpiece of one of the fastest-growing transportation regions in the United States.



April 28 – April 30, 2008

Doubletree Hotel
Ontario, California
www.the-lc.org

How to Register

By Fax: **909-348-7422**
By Mail: 12188 Central Ave Ste #580
Chino, CA 91710-2420

Please Note

- Registration does not include lodging and airfare.
- Please do not mail and fax registration. Duplicate charges may occur.

Registrant Information

Mr. Mrs. Ms. Dr.

Last Name, First Name, MI

Title

E-mail

Organization/Company Name

Industry

Mailing Address

City, State, Zip

Phone

Fax

Registration Fees

Please check appropriate box (US \$).

<input type="checkbox"/>	00	In Person Conference Attendance Early Bird Special – Good Until February 29, 2008 SAVE \$300.00	\$ 895.00
<input type="checkbox"/>	C1	In Person Conference Attendance March 3 – April 23, 2008	\$1195.00
<input type="checkbox"/>	C2	On-Line Conference Attendance – Attend all session via Citrix WebSeminar	\$ 549.00

Totals

Conference	<input type="checkbox"/> 00	<input type="checkbox"/> C1	<input type="checkbox"/> C2	\$
Total (CA Residents will be charged tax of 7.75%)				\$

Payment Options Please check one. All cards are charged in US dollars

Please bill my:	<input type="checkbox"/> CHECK	<input type="checkbox"/> AMEX	<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD
Billing Address:				
Account No.	Credit Card Verification #		Expiration Date	
Name on Card:	Signature		Today's Date	

Deadlines: Paid registrations must be received by April 25, 2008. **Confirmation:** Written confirmation will be sent once payment is received. Please allow up to 10 working days for receipt of confirmation. **Substitutions:** If a registrant is unable to attend, substitutions are welcome and can be made at any time, even on-site. **Refunds:** ALL REFUND REQUESTS MUST IN WRITING. Requests for refunds must be received on or before March 24, 2008 at that time a full refund minus a \$65.00 handling fee will be processed. After March 24, 2008, no refunds will be made only substitutions. Refund request will not be processed until after the event.