

2009 National Summit on

Corporate Learning & Development

Maximize Your Corporate Learning Programs and Training Budget in a Tight Economy

January 29–30, 2009 ▪ Washington, DC

Post Conference Workshop on Coaching and Mentoring



ASMIweb.com

You Will Learn How to:

- Plan for Your Program's Future During Uncertain Times
- Leverage Learning as a Business Strategy to Increase Productivity and Profitability
- Illustrate the Impact of Corporate Learning to Sustain Stakeholder Buy-In
- Link Learning to Individual and Organizational Performance to Transform Your Business



Corporate Learning & Development

Align Learning Initiatives to Your Business Plan

Dear HR Professional,

The Wall Street Journal has reported that developing talented leaders is one of the biggest challenges facing HR Executives. Executives are expected to be more sophisticated, creative and progressive in order to develop the skills and competencies of the existing workforce. As we continue to work under the strain of our weakening economy, organizations have started to cut budgets that are tied to workforce programs in addition to significant downsizing. As a result, HR Professionals have less financial resources to alleviate an increasingly long list of workforce management issues.

The American Strategic Management Institute (ASMI) recognizes that building and implementing an effective Corporate Learning Program will give an organization the competitive edge it needs to excel in today's fast paced business environment. For these reasons, we invite you to attend ASMI's Corporate Learning and Development Summit on January 29-30, 2009 in Arlington, Virginia. Join thought leaders and colleagues to learn how to maximize limited resources to create a continuous learning program within your organization that can withstand a bleak economy and produce a highly skilled workforce.

Enhance Your Training Program on a Shoe String Budget

In times of economic distress, organizations typically see their training and development budgets significantly reduced. During the Corporate Learning and Development Summit, you will learn how to design a sustainable program using your existing resources and how to incorporate learning initiatives already in place to create a comprehensive program for all employees to utilize from the top down.

Cultivate an Environment of Continuous Learning

The key to the success and expansion of your training program starts with employees on the frontline and middle levels of management. Promoting continuous learning as a benefit to employees will foster a work environment that allows the knowledge of experienced individuals to flourish. At the Corporate Learning and Development Summit, learn how to communicate the success and ROI of your corporate university program to senior executives in order to build and sustain support.

Register today by calling (703) 894-0920 or visit us online at www.ASMIweb.com/Corporate. Reserve your spot now, as space is limited.

Kindest Regards,



Samantha McGuire
Director, Center of Human Capital Management
American Strategic Management Institute (ASMI)

Who Should Attend:

1. Chief Learning Officer
2. Chief Development Officer
3. HR Directors
4. VP of HR
5. VP of Corporate Development
6. HR Managers

...all other staff involved in Learning and Development

Learn to Do More with Less in these Uncertain Financial Times

Corporate Learning & Development

Day One:
January 29, 2009

8:30

Conference Registration and Continental Breakfast

9:00

Keynote Address:

Corporate University Alignment: Manage Your Learning Program for Sustained Impact

This keynote address will address how to leverage your learning program into a successful tool for developing your employees. Career development initiatives have proven to be a key method to engage and retain talent. We will discuss the issues that are faced in developing and implementing an in-house "Corporate University", including the common mistakes and pitfalls that reduce the overall effectiveness of the program.

Don Duquette

Executive Vice President of Learning Solutions
General Physics Corporation

10:15

Refreshment Break

10:30

Lessons Learned from Corporate Performance: Connecting Learning and Employee Engagement at Caterpillar

- Explore the challenges associated with learning and employee engagement
- Develop a framework to improve or sustain your overall employee engagement efforts from a L&D perspective
- How the four key levers in the framework can be applied to your organization to achieve greater business results

Frederick Goh

Strategic Learning Manager
Caterpillar University

Top 5 Reasons to Attend:

1. Learn How to Develop or Enhance Your Learning and Development Program
2. Discover How to Maximize Your Training Dollars as Training Budgets Decrease
3. Leverage Learning as a Business Strategy to Increase Productivity and Profitability
4. Use Technology Assisted Learning to Increase the Effectiveness of Your Program
5. Build the Business Case to Support Your Learning Initiatives

Improve Employee Retention through Continuous Learning

Corporate Learning & Development

Day One: Continued

11:30

Development Timeline: Track the Progression of Learning and Development Initiatives to Increase Efficiency

- Create an execution plan that engages your stakeholders
- Discover how to track the progress of your program and measure your results
- Learn the dos and don'ts of good assessment design

12:30

Lunch

1:30

E-Learning 2.0: Use Technology Assisted Learning to Increase the Effectiveness of Your Learning and Development Program

- Describe how e-learning is changing the face of learning and development programs
- Learn how to use technology to engage your employees
- Understand the three E's of e-learning: efficient, effective and exciting

David Meltcalf
CLO Advisor and Researcher, Institute of
Simulation and Training
University of Central Florida

2:15

Refreshment Break

2:30

Develop Formal On-Boarding Learning Roadmaps to Support Continued Employee Growth

- Learn how to clearly define the path of your learning and development initiative beginning with on-boarding
- Develop a roadmap to communicate the mission and goals of your Corporate University to your employees
- Engage your employees by providing the knowledge they are seeking to develop their careers

Martha Soehren
Chief Learning Officer
Comcast Communications

Ashley Anders
Senior Manager of Leadership and
Professional Development
Comcast Communications

3:30

Do More with Less: Learn How to Make Your Learning Program More Effective with What You Have

- Learn how to increase the effectiveness of your program with a decreasing budget
- Utilize creative solutions to stay within your budget
- Discover how to foster innovation as a key to program growth

4:30

Adjourn

“Exceptional!

Great examples of
implementation –
real stories of how to
overcome obstacles”

Ginger Simpson
Vice President Human
Resources
Workstream, Inc.

Corporate Learning & Development

Day Two:
January 30, 2009

8:30

Continental Breakfast

9:00

Keynote Address:

Business Transformation: Positioning Learning as a Business Partner for Increased Results

Corporate Learning initiatives must show clear understanding of the dynamics of the business that they are serving and be able to demonstrate how learning can drive measurable improvements in important business goals. During this keynote address we will discuss best practices for how those who develop and deliver learning need to collaborate with senior management in order align the goals of the program with the overall mission of the company

Robert Brinkerhoff
Professor Emeritus
Western Michigan University

10:00

Refreshment Break

10:15

Leverage Your Brand to Expand the Corporate Learning Function

- Link the mission of your corporate learning program to the overall mission of your organization
- Communicate the value of your corporate university with the latest media, marketing vehicles and stakeholder management tools
- Learn the value of marketing and communications in building your talent brand

Jeanne Meister
Author *Corporate Universities: Lessons in Building a World-Class Workforce*
Founder of www.newlearningplaybook.com

11:15

Enhancing Support: Communicate the Business Results of Your Corporate University to Senior Executives

- Ensure your corporate university program is generating a return on investment
- Effectively demonstrate the ROI of your program to your stakeholders
- Develop a process for calculating the metrics to track your results

12:00

Lunch Break

“ Very interactive.
[This conference]
Challenges existing
thinking and mindsets”

Camelia Poh
Senior Executive
Human Resources
National Healthcare
Group Polyclinics

Corporate Learning & Development

Day Two: Continued

Post-Conference Workshop:

Workshops are designed to be an interactive way for participants to learn the latest management techniques in order to implement them in their workplace. This workshop will provide a platform to learn practical applications of current best practices. Space in this comprehensive workshop is limited, so be sure to reserve your seat today.

1:15

Learning and Development 101: Develop a Coaching and Mentoring Program to Supplement Your Corporate Learning Initiatives

Coaching is a very powerful and effective leadership development tool. It has become a core business practice in the corporate world with the best companies using coaches, both internal and external, for key managers and executives. Coaching is key in dealing with the common practice of employees being promoted with little or no training in the areas of management and leadership. Promotions to management roles are based on their superior productivity, expertise in a given area or savvy political skills instead of to someone exhibiting exceptional leadership skills. During this workshop, you learn how to:

- Teach your employee how to gain hard skills such as strategic planning, technical and finance skills, interpersonal skills, political savvy, and executive presence
- Improve the skills of employees who never managed or lead a team before
- Learn how effective coaching can improve the business results of your organization

4:15

Adjourn

Post-Conference Webinar:

Date: February 3, 2009 | Time: 2:00 – 3:30 pm ET

Corporate Learning Alignment: Managing Your Learning Program for Sustained Impact

Career development initiatives have proven to be a key method to engage and retain talent. We will discuss the issues that are faced in developing and implementing an in-house "Corporate University", including the common mistakes and pitfalls that reduce the overall effectiveness of the program. This webinar will address how to leverage your learning program into a successful tool for developing your employees.

During this webinar YOU WILL LEARN:

- Strategies to extend learning initiatives through out your organization
- Tools for creating a vision or mission statement for your learning and development program
- How to engage your employees by providing an environment of continuous learning

Register using the registration form or online at www.ASMIweb.com/Corporate

Corporate Learning & Development

Logistics & Registration

Exhibiting & Sponsorship

To learn more about exhibiting and sponsorships at the 2009 National Summit on Corporate Learning and Development please contact Jessica Ward at 703-894-0920 or email her at Ward@PerformanceWeb.org.

HOW CAN I REGISTER?


1. **ONLINE** at www.ASMIweb.com/Corporate
2. **VIA FAX** to 866-234-0680
3. **VIA PHONE** to 703-894-0920
4. **VIA MAIL** to 1515 N. Courthouse Road, Sixth Floor
Arlington, VA 22201

- Yes! Register me for the 2009 National Summit on Corporate Learning and Development
- Add the Pre-Conference Workshop
 - Add the Post-Conference Webinar
- Please Call Me for a Special Group Discount.

Delegate Information

Name		Title	
Office		Organization	
Address			
City	State	Zip	
Telephone		Fax	
Email			

Payment Information

- Training Form/Purchase Order
- Check (accepted by mail only)
- Credit Card 

Credit Card Number	Expiration Date
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Name on Card	3 Digit Card verification #
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Billing Zip Code


Please make checks payable to: The Performance Institute

Note: Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.


Priority Code: W209-ONCAT

VENUE & HOTEL

The 2009 National Summit on Corporate Learning and Development will be hosted at The Performance Institute's training center in Arlington, VA, just one block east of the Courthouse stop on the Orange Line of the D.C. Metro. A public parking garage is located inside of the building for \$10/day. Continental breakfast and refreshments will be provided for delegates on each day.

 Conference Address:
The Performance Institute Training Center
1515 N. Courthouse Rd.
Suite 600
Arlington, VA 22201

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$209 until December 29, 2008. Please call the hotel directly and reference code "Corporate Learning" when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

 Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd.
Arlington, VA 22209
Phone: 703-528-2222
www.courtyardarlingtonrosslyn.com

TUITION & GROUP DISCOUNTS

The tuition rates for attending the 2009 National Summit on Corporate Learning and Development are as follows:

	Early Bird Rate	Regular Rate
Conference Only	\$1399	\$1499
One Workshop	-----	\$499
Post-Conference Webinar	-----	\$299

* For the Early Bird Rate, Register By December 1, 2008

For more information on group discounts for the 2009 National Summit on Corporate Learning and Development please contact Blake Humble at 858-874-6876 or email him at BHumble@ManagementWeb.org

Cancellations and Quality Assurance

The American Strategic Management Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: Tara Shuert, VP of Education Services, ASMI, 1515 N. Courthouse Road, Suite 600, Arlington, VA 22201. We will evaluate individual complaints in a context of collective comments from the event.

Note: A \$399 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future conference. If you do not cancel your registration before the day of the event, you will be charged for the full conference amount. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The American Strategic Management Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason The American Strategic Management Institute decides to cancel this conference, ASMI accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

Corporate Learning & Development



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Discusses why HR professionals use metrics in the business world to show bottom-line results to the entire organization. You will learn how to benchmark your organization's internal human capital approach and create a foundation for increasing the effectiveness of your HR strategies.

Presented by:

Chris DeVany, Founder and President of Pinnacle Performance Improvement Worldwide

Become a More Effective Leader by Developing a Conscious, Strategic Approach to Influence Others

Learn how to promote organizational adaptability and enhance employee engagement. Also learn to increase speed and efficiency in your environment and build leaders who can operate in complex situations.

Presented by:

Ken Boxer

The Four Ps for Effective Communication: How to Communicate More Consciously and Effectively

This webcast will help you to communicate more consciously and effectively. The principles and skills you will learn are practical and apply to any form of written or spoken communication.

Presented by: Lourie Simoneau

To Order CDs Online, Please Visit www.ASMIweb.com