

The premier networking event for training and learning executives



# Training Directors' Forum

June 11-14, 2006

Desert Springs,

A JW Marriott Resort & Spa

Palm Springs, CA

[www.trainingdirectorsforum.com](http://www.trainingdirectorsforum.com)

**Advancing your organization starts here.**

An entire program focused on presenting unique solutions to your executive-level challenges: only at Training Directors' Forum, now in its 22nd year.

Presented by:

**training**  
making people and business succeed



# Fresh Perspectives. New Approaches.

Training Directors' Forum brings together the most innovative and knowledgeable experts in the industry to address your most pertinent issues related to human capital management. This one-of-a-kind event offers an exciting new program that will challenge and inspire.

## Targeted Content. Valuable Connections. Intimate Setting.

The Forum is your source for executive-level peer interaction, insights and strategies. Attending this year's Forum is imperative for those seeking to:

- Improve management of employee development and performance.
- Benchmark and learn from other organizations that are building and advancing their learning programs.
- Build a more effective and creative workforce.
- Improve the bottom line performance of your organization through innovative human capital management.
- Make the connections they need to get ahead this year, next year, and ten years down the road.

Contained in this year's unparalleled program is a wealth of knowledge to help you achieve your goals as a learning executive. You will learn by listening, learn by doing and learn by interacting. No other forum can provide the intimate one-on-one setting combined with the comprehensive content and expert insight that you'll find at Training Directors' Forum.

### Register Early: Tuscany Awaits!

Register by April 13 and you will receive: a signed copy of Michael Gelb's latest book, *Da Vinci Decoded*; reserved seating at the Tuscan Dinner; and be entered to win a trip for two to Tuscany, Italy! (Winner will be announced at the Forum Tuscan Dinner). Register using the registration form on the back of this brochure or go directly to [www.trainingdirectorsforum.com](http://www.trainingdirectorsforum.com).

### All-Inclusive Networking Event:

Your registration to the Training Directors' Forum includes access to three Sponsor Showcase Receptions, the Monday evening networking party and Tuscan Dinner on Tuesday, plus breakfasts and lunches throughout the conference.

*“This was the first time I have attended the Training Directors' Forum and I was extremely impressed with the quality of content and networking opportunities. This program is a class act and certainly something I will consider for not only myself, but my colleagues.”*

— Kim Oswald  
Iowa Heart Center, 2005 Attendee

## Differences Can Make You Stronger

Different learning styles can be used to improve productivity and creativity in your organization. You'll learn just how to do that when you kick-off the Forum by taking the HBDI (Hermann Brain Dominance Instrument) to identify your instinctive approach to thought. Throughout the Forum, you will have plenty of opportunities to follow-up with your peers on how you can take advantage of various learning styles within your organization.

*“Small groups, personalized attention to our issues. The size of the conference is what I love.”*

— Susan Updegraff  
OU Physicians, 2005 Attendee

# The Forum Schedule

FRIDAY, JUNE 9 thru SUNDAY, JUNE 11

9:00 am - 4:00 pm Certificate Programs (additional fee)

SUNDAY, JUNE 11

4:30 pm - 5:30 pm Peer Communities

5:30 pm - 6:30 pm Sponsored Showcase & Reception

MONDAY, JUNE 12

8:00 am - 8:15 am *Training* magazine Welcome

8:15 am - 9:45 am Keynote (Herrmann)

9:45 am - 11:00 am Discussion Groups

11:00 am - 12:00 pm Keynote Spotlights

12:00 pm - 2:00 pm Lunch & Sponsor Showcase

1:00 pm - 2:00 pm Sponsor Sessions

2:00 pm - 3:00 pm Sessions

3:15 pm - 4:15 pm Sessions

4:15 pm - 4:45 pm Peer Communities

4:45 pm - 5:45 pm Sponsor Showcase & Reception

5:45 pm - 6:45 pm Special Event

TUESDAY, JUNE 13

6:15 am - 7:00 am Netwalking

7:00 am - 8:00 am Sponsor Showcase & Continental Breakfast

8:00 am - 9:00 am Keynote (Sierra)

9:00 am - 10:00 am Discussion Groups

10:00 am - 11:00 am Keynote (Chapman)

11:00 am - 12:00 pm Keynote Spotlights

12:00 pm - 2:00 pm Lunch & Sponsor Showcase

1:00 pm - 2:00 pm Sponsor Sessions

2:00 pm - 3:00 pm Sessions

3:15 pm - 5:15 pm Project Clinics

5:15 pm - 6:15 pm Sponsor Showcase & Reception

6:15 pm - 9:00 pm Tuscan Dinner Event

WEDNESDAY, JUNE 14

6:15 am - 7:00 am Netwalking

7:30 am - 8:30 am Continental Breakfast

8:00 am - 8:45 am Keynote

9:00 am - 12:00 pm Keynote (Barker)

## Morning Netwalks



Get your brain and body moving each day with a combined fitness walk and networking talk. Carolyn Balling, training manager at E-LOAN and author of *Fit to*

*Train: How to Succeed at Training Delivery (Without Really Tiring)* will lead a colorful exploration of the area's natural terrain.

## The Setting

*Palm Springs, California*

From the hustle of shops, restaurants, bars and pools to the calm of spas, golf, and the beautiful natural surroundings, Palm Springs is truly one of the world's premier vacation destinations.



## The Venue

*Desert Springs,  
A JW Marriott Resort & Spa*

Recognized by *Condé Nast Traveler* 2005 Gold List as one of the world's best places to stay, this spectacular 400-acre exotic getaway in exclusive Palm Desert offers breathtaking views, exotic wildlife, and the feeling of a tropical paradise. You'll find one of the world's best spas dedicated to your every spa need, two Ted Robinson-designed 18-hole championship golf courses, a lawn & tennis club, 5 swimming pools, a high-energy nightclub and more.

Please note that lodging is not included in your registration fee. Call hotel's reservation center at (800) 331-3112 and mention you are with the Training Directors' Forum to receive the special rate of \$169. **The deadline to make a reservation at the discounted rate is May 15, 2006.** Please reserve your room early, as space is limited.

## The 2006 Forum Showcase



### Sponsor Showcase

The Sponsor Showcase is specifically designed to enable you to engage providers in a meaningful, consultative dialogue about current trends, business pressures and operational hurdles.

Get your preview by visiting:  
[www.trainingdirectorsforum.com](http://www.trainingdirectorsforum.com)

### Peer Showcase

Bring an example of something that has worked wonders in your training department to share with your peers. You'll share and discuss these best practices with your fellow Forum participants. The top examples will be showcased in an issue of *Training Directors' Forum E-Net*.

### Showcase Q&A



Do your vendors really understand your needs? Join Pam Schmidt, Executive Director of ISA – The Association of Learning Providers, for an honest discussion of what vendors and customers really need from each other.

Plan your schedule right away.  
Visit [www.trainingdirectorsforum.com](http://www.trainingdirectorsforum.com)

## Spotlights

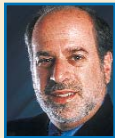
Hear from:



**Lance Dublin**  
Aligning Your Learning Strategy with Your Organization's Needs



**Laurie Bassi**  
Proof that Training Works



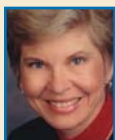
**Marc Rosenberg**  
Beyond E-Learning



**Bob Pike**  
Purpose Driven Learning



**Mark Allen**  
The One Thing You Need to Know About Corporate Universities



**Dana Robinson**  
Positioning Learning to be Seriously Strategic



**Lou Russell**  
The Need for Speed

## Improving Performance Through Whole Brain Learning



*Ann Herrmann-Nehdi CEO, Herrmann International*

Everyone is being asked for "more" in less time. Learn practical proven tools and approaches used by organizations using whole brain thinking to do more with less, improving performance by better leveraging the brain power in their organizations.

You will receive your personal Herrmann Brain Dominance Profile defining your learning, performance, communication and leadership preferences. Your profile will provide the foundation for looking at the Forum as a learning laboratory and your peers as fellow experimenters.

## Creating Passionate Learners



*Kathy Sierra, Co-Creator and Author, Head First series of bestselling books*

The results of an ongoing project researching what inspires "passionate users" has produced some surprising, counter-intuitive, and immediately usable results for training directors. We'll look at incorporating tools and techniques from game developers, neurobiologists, advertisers, and filmmakers for creating compelling, memorable, and killer learning products and experiences.

We'll look at ways in which the subtlest changes can produce the greatest benefit when we're trying to motivate, teach, and inspire.

## Emerging Learning Technologies: Do you Wiki?



*Bryan Chapman, e-Learning Analyst, Brandon Hall Research*

We are only beginning to scratch the surface on how to harness the power of technologies such as Wikis, Blogs, PodCasts, VideoBlogs, and RSS Feeds. And as these technologies become everyday terminology trainers must think about how they can be used to engage learners even more. We'll explore proactive strategies for increased collaboration and learner self empowerment without compromising the integrity of your training initiatives.

## A Community Renaissance

Mon. & Tues. Evening Events



*Michael Gelb, Author, How to Think Like Leonardo Da Vinci*

### Da Vinci Decoded

Enjoy a Tuscan dinner and wine tasting event where you'll enjoy conversation and networking, while learning and practicing the seven essential principles by which Leonardo Da Vinci lived and worked:

- 1) **Curiosita** – Seek the truth;
- 2) **Dimostrazione** – Take responsibility;
- 3) **Sensazione** – Cultivate awareness;
- 4) **Sfumato** – Engage the shadow;
- 5) **Arte/Scienza** – Balance the masculine and feminine principles;
- 6) **Corporalita** – Integrate body and spirit;
- 7) **Connessione** – Practice love.

This special evening, filled with practical exercises, reflective conversations, and inspiration will help you put each of the seven principles to use, creating your own personal and professional renaissance today.

### More Balls Than Hands

Learn the basics of how to juggle, and more importantly stretch your ideas on how learning and performance work. Learning how to learn is life's most important skill, and juggling serves as a great metaphor for passing on this skill to others. You'll walk away from this program better prepared to tackle the many challenges facing your training department.

## Your Future in Training: A Strategic Plan



*Renowned futurist, Joel Barker, will walk you through the Implications Wheel, a strategic*

exploration tool that will capture the collective wisdom of the group on *How to Get Management's Commitment for Training*. By participating in this event, you will receive an invaluable takeaway which can be used again and again as a resource to improve the response of your department to management's needs and, better yet, to prove your department's worth to management.

# Project-Based Clinics

Learn by doing at this exclusive set of hands-on, interactive sessions! Reserve your spot by noting your clinic choice on the registration page.

## C1 Wiki-Wiki Learning Lab Experiment

*Bryan Chapman, e-Learning Analyst, Brandon Hall Research; Tony O'Driscoll, Researcher, IBM Almaden Services Research*

Working with other members in the class, you will become a content contributor with the purpose of building an instructional Wiki on a training-related topic. Learn how Wikis might be used in your organization to rapidly populate a knowledge repository and how to use the repository to continually share and update learning content with others.

To participate you must bring a networked enabled laptop. Enrollment is limited to 25.

## C2 ROI Success

*Patti Phillips, Co-Author, Return on Investment Basics; President/CEO, ROI Institute, Inc.*

Reporting the ROI in training and performance improvement programs along with a balanced set of measures important to all stakeholders tells the complete story of program success. Multiple data, including ROI, provide stakeholders the information they need to make decisions about all types of programs. During this clinic, you will be introduced to the leading accountability process, the ROI Methodology.

## C3 How to Design a Certification Program

*Judy Hale, Certified Performance Technologist, Hale Associates*

Discover how you can avoid bureaucratic nightmares and demonstrate that your program adds value to your organization by examining how other companies are using certification to:

- Increase cash flow and revenue.
- Decrease service costs.
- Gain customer confidence.

- Avoid product liability costs.

Then work hands-on to create a program yourself.

## C4 The Best in Mobile Learning

*David Metcalf, Researcher, Institute for Simulation and Training, University of Central Florida, and Judy Brown, Executive Director, Academic ADL Co-Lab*

Explore how m-learning will further converge with your blended learning strategy. You'll see how leading companies are using m-learning and explore their approaches to mobile content integration. We'll look at ISD, information design principles and delivery options for a variety of devices, development tools, technology standards and applications in the context of real-world examples.

## C5 The Trainingland Game!

*Patti Shank, President, Learning Peaks; Jennifer Hofmann, Author, The Synchronous Trainer's Survival Guide; Jane Bozarth, NC Office of Personnel*

If you played Candyland as a kid, you'll love this life-sized training version. Players will move a life-sized trainer along the rainbow path, moving through the ROI Rainforest and picking cards from the Training Crises card deck. The player who first becomes a CLO wins. Although the game is sure to be hilarious, it will also provide opportunities to learn from and about each other and more importantly, win important prizes.

## C6 Scoping Large-Scale Instructional Development Projects

*Darryl Sink, President, Darryl L. Sink & Associates, Inc.*

This hands-on session provides insight and practice using 10 important considerations to help

you better scope instructional design/development projects. Then, you will work in small groups to estimate the human resources needed to staff three large-scale projects. Compare your ideas on project team formation with what actually happened in each project. The session will end with an engaging activity in which you will learn additional powerful strategies for managing large projects and teams.

## C7 Managing the Learning Organization

*Michael Nolan, President, Friesen, Kaye and Associates*

This practical, engaging clinic will examine common characteristics of High Performance Learning Organizations. Through a series of highly interactive applications, build a best practices portfolio that ensures measurable results. You'll learn to:

- Align learning initiatives with organizational needs.
- Identify key factors that help achieve individual and organizational performance and results.
- Develop evaluation strategies for increased value.

## C8 Rapid LMS – 30 Minutes to Publish E-Learning Programs

*Ray Jimenez, Author, Rapid E-Learning; CEO, Vignettes for Training, Inc.*

You will receive one year complimentary use of Rapid LMS which you can use to publish courses, register, track and communicate with participants and deliver programs through a hosted secure server. Learn how this tool can be used to publish e-learning rapidly – avoiding the difficulties of a larger LMS and dependencies on the IT department.

## Spotlights

Hear from:



**Jack Phillips**  
Investing in Human Capital



**Doug Harward**  
Outsourcing as Part of Your Overall Development Strategy



**Carolyn Balling**  
Managing a Small Training Department



**Tony O'Driscoll**  
Valuing Learning's Contribution



**Mike Flanagan**  
From Piloting to Planning: A Toolkit for E-Learning Strategy Development



**Nap Dufault**  
Aphorisms, Napisms and Bingo



**Jay Cross**  
Informal Learning



## Common Grounds Discussions

More java, less jive. Select up to four lively Common Grounds Discussions and find a whole café of ideas from the people who know best – your peers. Discussions include:

Transform Your Training Organization into a Performance Organization – *Eric Brechner, Microsoft*

Business Simulations to Grow General Manager Skills – *Tim Clifton, Intel Corp.*

Integrate Corporate Training and KM for Maximum Impact – *Thomas Voigt, Nielsen Media Research*

Top 10 E-Learning Money Wasters – *Jane Bozarth, NC Office of St. Personnel*

Switching Compliance Training from Classroom to Online – *Susan Steinfeldt, Carle Foundation Hosp.*

Incorporating Microsoft Flight Simulator in Pilot Training – *Raynald Bédard, Embry-Riddle Aeronautical U.*

Mobile Approaches for Enhanced Corporate Learning – *Anthony Codianni, Toshiba America Business Solutions, Inc.*

Rapid Development to Major Organizational Change – *George Eplin, Orlando Police Depart.*

Selling Our Ratings: Beyond the Product Pitch – *Melissa Doe, Nielsen Media Research*

Using an On-Demand LMS to Reach Your International Membership – *Kim Fossey, Internat'l Facility Mgmt. Assoc.*

Leveraging High Performing SMEs to Build Your HPT System – *Ken Johnston, Microsoft*

Showcasing Your Corporate U to Acquire New Customers – *Mike Hammond, Fidelity Investments*

Strategies for Raising the Bar on Your Web-based Trg. – *Laura Levy, Hosp. Corp. of America*

PowerPoint for E-Learning – *William Magnana, Dade Behring*

Understanding Training As a Process – *Michael McGinnis, Bose Corp.*

Deploying Work-based Learning for 30,000 Salespeople – *Don Morrison, IBM Ctr. for Adv. Lrg.*

Develop a Web-based SOP Trg Tutorial – *Gary Palochko, Pfizer*

Creating Blended Learning for Multiple Generations – *Lynn Russell, Beazer Homes, USA*

The Trg Dir's Role in Preparedness – *Mark Schneider, Office of Emergency Preparedness*

Aligning Training as a Critical Element for Organizational Strategy – *Juan Carlos Trueba, Carnival Cruise Lines*

Managing the Training Organization: Challenges of Leading the Way – *Charline Wells, Sandia Nat.'l Lab*

Critical Success Factors to Launching an LMS – *Kim Ziprik, Randstad USA*

Establishing Standards in Decentralized Training Environments – *Thomas Voigt, Nielsen Media Research*

The Classroom Trainer in the Online World – *Jane Bozarth, NC Office of St. Personnel*

E-learning to Link Trg, Coaching, Talent Selection, and Job Perform – *Donald Hall, Country-wide Home Loans/Full Spectrum*

Blended Learning Strategies at Ernst and Young – *Ray McGowen, Ernst and Young*

Total Performance Improvement – *Greg Wagner and Beverly Thornton, PPG*

Develop Effective New EE Orientation Programs – *Sandra Morris, GMAC Commercial Mortgage*

Leveraging a Decentralized Corporate Training Model – *Holly Mortlock, Eli Lilly*

## Sessions Snapshot

Aligning Your Learning Strategy with Your Organization's Needs – *Lance Dublin, CEO, Lance Dublin Consulting*

Proof That Training Works – *Laurie Bassi, President, McBassi and Co.*

Beyond E-Learning – *Marc Rosenberg, Author, Beyond E-Learning*

Purpose Driven Learning – *Bob Pike, Chairman and CEO, The Bob Pike Group*

The 29 Things Corporate Universities Do To Add Value – *Mark Allen, Author, The Corporate University Handbook*

Positioning Learning to Be Seriously Strategic – *Dana Robinson, President, Partners in Change Inc.*

The Need for Speed – *Lou Russell, Author, Training Triage*

Investing in Human Capital – *Jack Phillips, Author, Investing in Human Capital*

Outsourcing as Part of Your Overall Development Strategy – *Doug Harward, Founder, TrainingOutsourcing.com*

Valuing Learning's Contribution – *Tony O'Driscoll, Researcher, IBM Almadean Services Research*

Aphorisms, Napisms and Bingo – *Nap DuFault, Training Director, Harris Corporation*

For complete session information visit [www.trainingdirectorsforum.com](http://www.trainingdirectorsforum.com)

Informal Learning – *Jay Cross, Founder, Workflow Institute*

From Piloting to Planning: A Toolkit for E-Learning Strategy Development – *Mike Flanagan, Vice President, Consulting, Intrepid Learning Solutions*

Managing a Small Training Department – *Carolyn Balling, Head of Training, E-LOAN*

The Link Between Business Objectives, Business Cases, and ROI – *Saul Carliner, Concordia University*

How to Engage Line Managers in Performance Improvement – *Judy Hale, Certified Performance Technologist, Hale Associates*

Seven Problems that Expose Learning's Value Contribution Challenge – *Tony O'Driscoll, Researcher, IBM Almadean Services Research*

Strategic Thinking: An Essential Competitive Competency – *Ann Herrmann, CEO, Herrmann International*

Accelerating Transfer and Application: The New Frontier of Learning – *Cal Wick, CEO, Fort Hill*

Turning Classroom Trainers Into Online Facilitators – *Jennifer Hofmann, Author, The Synchronous Trainer's Survival Guide*

Project Management Leadership: Growing a Collaborative Project Team – *Lou Russell, Author, Training Triage*

## Peer Communities

Join these birds-of-a-feather groups organized around:

**PC1 Training magazine's Top 100 Winners**, facilitated by Joe Kornik, Editor-in-Chief, *Training magazine*

**PC2 Health Care**, facilitated by Mark Schneider, Yale Office of Emergency Preparedness

**PC3 Military/Government**, facilitated by Jean Burmester, Director, Joint ADL Co-Lab

**PC4 Mobile/Gaming**, facilitated by Judy Brown, Joint ADL Co-Lab; David Metcalf, Institute for Simulation and Training, University of Central Florida

**PC5 Informal Learning**, facilitated by Jay Cross, Founder, Workflow Institute

**PC6 Learning Technologies**, facilitated by Patti Shank, President, Learning Peaks

# A year of experience in under a week: Forum Certificate Programs

Friday, June 9 through  
Sunday, June 11, 2006  
9:00 am – 4:00 pm

Further your career by strengthening specific skill sets when you attend one of four comprehensive certificate programs. These courses of study – taught by leading experts – will provide you with the theory, best practices and applications you need to be a top performer. Each specially-priced certificate program includes a full-conference registration – so you'll save up to \$695 when you register for a certificate program.

For complete certificate program information, visit [www.trainingdirectorsforum.com](http://www.trainingdirectorsforum.com)

Your certificate package includes full access to all regular Training Directors' Forum events (June 11-14) as well as your in-depth certificate program (June 9-11).

## P1 Online Learning Management Certificate



*Bill Horton, President; Kit Horton, Vice President, William Horton Consulting*

If you play a part in making strategic and tactical decisions concerning your organization's development of e-learning, the Online Learning Management Certificate is for you. Led by Bill and Kit Horton, this certificate program delves into the intricacies of what it takes to manage e-learning effectively from start to finish, including designing a plan, aligning learning objectives with business goals, navigating purchasing decisions, selling your program to others, evaluation and more. You'll learn to:

- Plan your strategy.
- Win management support.
- Evaluate your efforts.
- Decide what tools you will need.

## P2 Performance Consulting Certificate



*Jean Barbazette, President, The Training Clinic*

This certificate program is intended for independent and staff performance consultants (and for those interested in joining their ranks) and examines all of the factors that play a part in successful performance consulting. You'll:

- Understand the 8 steps in the consulting process.
- Identify 4 types of performance consulting skills needed to be successful.
- Distinguish between the roles of the performance consultant, trainer and change agent.
- Identify 10 essential elements of a performance plan.
- Use a 16-step plan to build alliances with line managers.
- Use appropriate tools to measure the use and results of performance consulting.

CEUs are available for this certificate program. For information call 800.937.4698.

## P3 Strategic Planning Certificate



*Saul Carliner, Assistant Professor, Concordia University, Graduate Program in Educational Technology*

Develop a strategic plan for your training and performance improvement organization. Saul Carliner introduces you to the process of strategic planning, the format of a strategic plan, and the issues that a plan should address, such as technology infrastructure, e-learning, departmental business models, economic conditions and planned introduction of change. In addition, you'll learn to develop business cases to justify specific strategic projects, and how to monitor the progress of a strategic plan. Specifically, learn:

- How to develop a strategic plan.
- Issues to consider when introducing change.
- A format for presenting the strategic plan.
- Strategies for justifying proposed changes to training departments.

- To track changes and manage unexpected events during plan implementation.

In addition, you will work on your own strategic plan.

## P4 Strategic Rapid E-Learning Certificate



*Ray Jimenez, Author, Rapid E-Learning, CEO, Vignettes for Training, Inc.*

To make breakthroughs in Rapid E-Learning you must strategically rethink and reinvent the training function. Focusing on practical and innovative strategic tactics and technologies that significantly cut costs and time, this certificate program will help you redirect your team's focus. By implementing these tactics, you'll respond better to business needs and produce immediate and long lasting contributions. Better yet, you'll be able to apply new thinking towards the functions of content, instructional design, production processes and in the roles of trainers, chief learning officers, and subject matter experts (SMEs). You'll then understand how these changes can rapidly improve performance across an entire organization. You will learn about:

- Cases where Rapid E-Learning has made strategic contributions.
- New practices and processes in rapid content development and delivery.
- Rapid E-Learning production processes.
- Financial and Return on Investment (ROI) accounting for Rapid E-Learning.
- Rapid E-Learning models, templates, reusable tools, and expandable technologies.

## Online Certificate Programs

Know of colleagues who can't make it to TDF? Ask them to take a look at the all-new series of Online Certificate Programs. Available exclusively online, these programs combine live online study with offline project work, all with your busy schedule in mind. Programs begin in Spring, 2006. For more information, visit [trainingliveandonline.com](http://trainingliveandonline.com).

Plan your schedule right away.  
Visit [www.trainingdirectorsforum.com](http://www.trainingdirectorsforum.com)

# Training Directors' Registration Form

## Forum

June 11-14, 2006 • Certificates: June 9-11, 2006  
 Desert Springs, a JW Marriott Resort & Spa  
 Palm Springs, CA  
 www.trainingdirectorsforum.com

### How to Register:

Online: www.trainingdirectorsforum.com  
 By Fax: 888.889.4662  
 By Mail: Training Directors' Forum  
 60 Industrial Parkway, PMB #650  
 Cheektowaga, NY 14227  
 Questions: tdf2006@showcare.com  
 or call 877.445.2524

### Please Note:

- Full payment in U.S. funds must be received to process registration. Conference badges will not be issued without full payment.
- Please do not both fax and mail registration. Duplicate charges may occur.
- If paying by check, please mail registration form and check in together.
- Cancellations must be received in writing by May 19, 2006. After May 19, substitutions will be allowed, but no refunds will be given. Any refunds will be processed after TDF 2006.

### Your Three-Day Conference Registration Includes:

- All programmed events Sunday evening to Wednesday noon
- Your own Herrmann Brain Dominance Instrument Assessment
- Access to Session Handouts
- Three Continental Breakfasts, Two Lunches and Refreshments
- Three Sponsor Showcase Receptions
- Monday Evening Networking Event
- Tuesday Tuscan Dinner Event
- Access to Sponsor Showcase

### Your Certificate Registration (June 9-11) Includes:

- All of the above Three-Day features
- The Three-Day Certificate Program of Your Choice
- Handout Materials
- Refreshment Breaks and Lunches Each Day

**Register by  
 April 13 and receive  
 VIP status!**

See page 2 for details.

## 1 Registrant Information

Phone (required) \_\_\_\_\_ Fax \_\_\_\_\_

E-mail (required) \_\_\_\_\_

Please fill out the following ONLY if you have changes to mailing address shown below.


Name \_\_\_\_\_

Title \_\_\_\_\_

Organization/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Check here if you require special services. 

## 3 To help us serve you better, please answer the following

**My job title is (Check one)**

1. President or Above  
 2. Vice President  
 3. Director  
 4. Manager  
 5. Trainer  
 6. Supervisor/Coordinator/Assistant/Specialist  
 7. Other

4. 5,000-9,999  
 5. 1,000-4,999  
 6. 500-999  
 7. 250-499  
 8. 100-249  
 9. Less than 100

**Size of learning/training budget (Check one)**

1. Under \$10,000  
 2. \$10,000-\$49,999  
 3. \$50,000-\$99,999  
 4. \$100,000-\$499,999  
 5. \$500,000-\$999,999  
 6. \$1,000,000+

**Total # of employees (in all locations) (Check one)**

1. 50,000+  
 2. 25,000-49,999  
 3. 10,000-24,999

**Your purchasing authority (Check one)**

1. Have buying authority  
 2. Influence buying decisions  
 3. No influence

**My organization's primary business activity (Check one)**

1. Manufacturing  
 2. Hospitality (food, lodging)  
 3. Retail  
 4. Wholesale/Distribution  
 5. Finance/Banking

6. Real Estate/Insurance  
 7. Business Services  
 8. Communications  
 9. Transportation/Utilities  
 10. Health/Medical Services  
 11. Educational Services/Academic Institution  
 12. Government and Military  
 13. Consulting  
 14. Public Administration  
 15. Other

Number of years in training/learning: \_\_\_\_\_

## 2 Fee/Amount Due

**The Forum (June 11-14)**

3-Day TDF Conference (Register by April 13 and receive VIP status!) ..... \$1495 100

**Certificate Programs (June 9-11)**  
 (3-day pre-conference workshop and a 3-day conference registration. See page 7 for details.)

P1 Online Learning Management Certificate .....\$1995 300  
 P2 Performance Consulting Certificate .....\$1995 301  
 P3 Strategic Planning Certificate .....\$1995 302  
 P4 Strategic Rapid E-Learning Certificate .....\$1995 303

The events below are Free to conference attendees. Please sign up in advance. Space is limited. (Select one clinic and one community discussion.)

**Project Clinics** (see page 5)

C1 Wiki-Wiki Learning Lab Experiment (Chapman)  
 C2 ROI Success (Phillips)  
 C3 How to Design a Certification Program (Hale)  
 C4 The Best in Mobile Learning (Metcalfe/Brown)  
 C5 The Trainingland Game! (Shank/Hofmann/Bozarth)  
 C6 Scoping Large-Scale Instructional Development Projects (Sink)  
 C7 Managing the Learning Organization (Nolan)  
 C8 Rapid LMS - 30 Minutes to Publish E-Learning Programs (Jimenez)

**On-Site Peer Communities** (see page 6)

PC1 Training magazine's Top 100 Winners  
 PC2 Health Care  
 PC3 Military/Government  
 PC4 Mobile/Gaming  
 PC5 Informal Learning  
 PC6 Learning Technologies

TOTAL AMOUNT DUE (US Dollars)

\$

## 4 Method of Payment/Credit Card Authorization

(Required for processing of registration)

Visa  MasterCard  AmEx  
 Check (Please mail check and registration form together - Do not fax form or send separately.)  
 All checks made payable to TDF 2006

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