atd SACRAMENTO CHAPTER
Association for
Talent Development

Training and Development Conference
Friday, September 26th
Registration at 7:45 AM • Program: 8:30 AM to 4:00 PM

ATD Sacramento's Educational Partner 2014

SACRAMENTO STATE

Modoc and Napa Hall / 3000 State University Drive, Sacramento, CA

Lots of EXTRAS at this year's conference – including over $2500 in workshops and books to be given away! See page 6 for more information

Register at ASTD Sacramento (maximum of 110 attendees)

All New Program and Format for 2014!
For the First Time in Sacramento
Featuring "Leaving ADDIE for SAM" with Allen Interactions

Includes: Continental breakfast, lunch, snacks, all workshops, vendor demonstrations, chance to win prizes, ask questions, network, and more…

LOS RIOS
WORKFORCE & ECONOMIC
DEVELOPMENT

PplDev
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**UCDAVIS
EXTENSION**

MORNING Sessions
Registration begins at 7:45 AM
Breakfast, Networking, and Meet the Sponsors in Modoc Hall
General Session at 8:30 AM Sharp!

Leaving ADDIE for SAM
Steve Lee, Allen Interactions
Full Morning session: 9:00 AM to 12:00 Noon (with Networking Break
10:15-10:45) or attend either of the two alternatives below

Quickly Create YouTube Videos
9:00 to 10:15 AM
Doug Greene, Doug Greene Media

Go Mobile: A Mobile e-learning
Solutions Workshop
10:45 to 12:00 Noon
Michael Ryan, Business Consultant

Lunch, Networking, and a few surprises

AFTERNOON Sessions
"IMPROV"ing Talent Development: Leveraging Improvisational Techniques
for Truly Engaging Training
Alan Montague, CPLP
Full Afternoon Session : 1:00 to 4:00 PM (with Networking Break 2:15-2:45)
or attend any of the 3 alternatives below

It's ZebraZapps!
Back in the computer lab with Steve Lee
1:00 to 2:15 PM

Quickly Create YouTube Videos
1:00 to 2:15 AM
Doug Greene, Doug Greene Media.

Go Mobile: A Mobile e-learning
Solutions Workshop
2:45 to 4:00 PM
Michael Ryan, Business Consultant

It's ZebraZapps!
Back in the computer lab with Steve Lee
2:45 to 4:00 PM

Become a member and save BIG! Sacramento Chapter members: $149; Non-Chapter members: $199
Non-members: Purchase a membership and attend for only $229

Topics and Speakers

Leaving ADDIE for SAM: An Agile Model for Developing the Best Learning Experiences

Steve Lee, Co-Founder of Allen Interactions

This is a FULL MORNING Workshop!

Ever feel that your early design relies more on content than the learner's experience? Do you get to the material review to find your client, internal or external, wants big changes that are difficult to incorporate within the timeline? Do the good ideas come late in process and are then difficult to act on?

Find out why Allen Interactions uses SAM (Successive Approximation Model), an iterative, agile development process, to create meaningful, memorable, fun, learner-centric experiences and how it drives focus first and foremost on the client's needed outcomes–not the form of delivery or technology.

The goal of the session is to help attendees understand the basics of the Successive Approximation Model (SAM), CCAF-based Design, and measure their organization's readiness to follow a process other than the traditional ADDIE.

Attendees will:

1. Learn about the essential process iterations to design and develop more successful e-learning applications.
2. Define the essential components of context, challenge, activity, and feedback to design e-learning applications
3. Select the most effective design and development process for your organization

It's ZebraZapps!

Steve Lee, from Allen Interactions, returns in the afternoon with two back-to-back, hands-on sessions in the computer lab. He'll help you jumpstart your design and development efforts with Allen Interactions' powerful new authoring system, ZebraZapps!

Steve Lee, a co-founder of Allen Interactions, is an award-winning instructional designer, e-learning developer, project manager, and renowned "Trusted Advisor", assisting companies developing their own internal learning development teams. With learning industry experience spanning the last three decades, Steve has provided strategic learning and consulting services for over 400 major organizations spanning a wide variety of industries. Steve is also considered a Master Developer in many Authoring Systems including Authorware® (over 20 years' experience) and ZebraZapps, being tasked to compete (and win) in "author off" contests, set up authorized reseller partners, as well as create and deliver authorized training curriculum for those tools. Steve spent 10 years as a full time college professor of computing at Colorado Mountain College (CMC), developing curriculum for the State of Colorado in Information Security and Web Application Development. Steve also served as the Department Chair, Blackboard Administrator and Faculty President during his tenure at CMC, an institution with over 20,000 students.

"IMPROV"ing Talent Development: Leveraging Improvisational Techniques for Truly Engaging Training

Alan Montague, CPLP, President of IMPROVing Organizations

Back by popular demand for a train-the-trainer style introduction to "Applied Improvisation."

This is a FULL AFTERNOON Workshop!

Alan will actively engage everyone in a selection of improvisational activities, show you how to take them back to your organization and facilitate them yourself. You will walk away with enhanced communication skills, improved listening skills, and be inspired to "IMPROV" your training!

Creating something from nothing requires exceptional team working skills. Whether that is on an Improv stage or in today's ever changing workplace, the interpersonal and team skills developed and used by people working in improvisational theater are as strong as any you will ever see. Trainers, facilitators, and anyone needing to develop talent can dive into a huge array of exercises and games used by improvisers to expand and enrich their repertoire of experiential learning and review activities.

Join us at this train-the-trainer session and actively engage in a selection of these activities and learn how to take them back to you own organizations and facilitate them yourself. Enhancing communication, inspiring action, and developing listening skills and many other areas of focus.

Objectives:

By the end of the session participants will be able to:

- Understand and explain some of the basic principles used in Improvisational Theater and how these relate to principles in the modern business environment.
- Incorporate a selection of the simple exercises from improvisation within a team building or other organizational development context.
- Improvise.

Alan Montague is the founder and President of IMPROVing Organizations, a consultancy that is dedicated to leveraging Learning & Development to help organizations achieve their business goals. Alan also serves as VP of Programs for the ASTD Golden Gate Chapter. Alan obtained the ASTD's Certified Professional in Learning and Performance designation in 2011 and has over 16 years' experience on four continents helping people learn. Committed to the furtherance of our profession, Alan facilitates for a CPLP study group organized by a sister west coast chapter on the Delivering Training and Facilitating Organizational change Areas of Expertise. Alan has studied advanced improvisational techniques at many of the top schools of improvisation in the country. He has presented at conferences and chapter meetings on Accelerated Learning and the use of improvisation in team building. Alan is also the founding Secretary and still a board member of the Applied Improvisation Network.

For more information about Mr. Montague, please go to http://www.improvingorganizations.com

Quickly Create YouTube Videos – For Training and Development Professionals

Doug Greene, Doug Greene Media

This is a specially designed workshop for training and development professionals.

This hands-on mini-course will show why video is such a good fit for trainers, how to plan and prepare for it, what gear to get, how to do it, and how to post to get desired results.

- Learn why video production and marketing is Important, and why it's a great fit for trainers
- Experience YouTube and Google's tools and see why they can be a game changer
- Understand the importance of planning and pre-shooting (the script, the gear, and Google's tools)
- And more about optimizing your videos

Doug Greene is the owner of Doug Greene Media. His services for small businesses and consultants include web video production and planning, online interviewing, and video editing. Doug has always worked with information. His degree is in photojournalism.   In print media he worked as a newspaper photo editor and magazine editor in Sun Valley, Idaho. He went on to work as a freelance writer and photographer specializing in outdoor adventure and recreation. His editorial work appeared in The NY Times, LA Times, Outside Magazine, Ski, Skiing, Backpacker, Outdoor Photographer and other publications. He believes video is the most powerful internet marketing tool that small businesses and consultants can use. His combined editorial and technical background makes him uniquely qualified to help people learn and use techniques and tools to create videos to help them with their business needs.

Go Mobile: A Mobile e-learning Solutions Workshop

Michael Ryan

Want to be on the cutting edge of mobile delivery using your IOS or Android device? Join us for a session that will: turbo charge your training and development efforts, energize your learners and distinguish you from the pack by leveraging the latest technology.
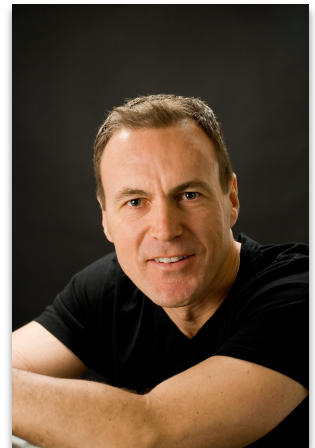
In this workshop, I will demonstrate how you can create an innovative mobile learning solution to educate today's workforce, even if they are on the road and never in the office! How? Come find out!

Session Objectives
1. Identify your target audience and their choice of device: Android or IOS?
2. Analyze and design the best solution for mobile delivery of learning solutions.
3. Keep it S.I.M.P.L.E.

Michael Ryan is a business consultant, solution architect, and certified change management professional that has managed and designed technology based training programs for more than18 years. An avid learner, he is always offering clients unique ways to train their workforce taking advantage of new and emerging technologies and business trends such as BYOD. He has lead business transformation initiatives by addressing change management needs in the areas of learning solutions, communications, leadership, organizational alignment, workforce transition, and deployment.

A self- proclaimed "Apple Geek," Michael is a weekend warrior that competes in triathlons, marathons and adult baseball leagues. He is a member of the Sacramento chapter of ATD.

ATTENTION Conference Attendees!

There is even more this year..

Michael W. Allen, CEO of Allen Interactions and author of "Leaving ADDIE for SAM," will be "Skyping-in" for a special appearance at the conference.

In addition, Allen Interactions is raffling off seats to two ATD Instructional Design Certificate Workshops. These retail for over $1,300 per seat. Allen Interactions and ATD Sacramento will also be giving away 2 copies each of Leaving ADDIE for SAM and the companion workbook. Is there more? Yes, limited copies of both books will be available the day of the event at a deep discount for attendees! You don't want to miss this conference!