2nd Annual

Brought to you by: **CLN CORPORATE LEARNING NETWORK**

CORPORATE LEARNING ANALYTICS

**July 25 – 27, 2016
DoubleTree by Hilton
Nashville, TN**

Uncovering the Impact of L&D to the Enterprise

NEW Takeaways!

Take a Deep Dive into:

- LRS & xAPI
- Strategic L&D Leadership
- Workforce Analytics
- Measurement & Evaluation
- eLearning Analytics

Leigh Bochicchio NEW

Vice President, Global Learning
MasterCard Worldwide

Jim Mason NEW

Director of Learning & Development
TGI Friday's

Scott Frasard NEW

Head of Contact Center Training
Harte Hanks

Mark Jones NEW

Learning Technologies Manager
Yum! Brands (Pizza Hut, Taco Bell, KFC)

Kim Kavala NEW

Vice President of Learning & Organizational Development
Assurant

Wende Stambaugh NEW

Senior Vice President, Global Learning and Leadership Development
Bank of America

NEW Experiences!

✔ **High Impact Workshops;**

Tech Accelerator to kick-start your xAPI path

L&D Impact Accelerator to calculate ROI and get to Levels 3 & 4

✔ **Bringing the L&D Community Together:**
Do's and Don'ts from L&D trailblazers to make you more effective!

✔ **Demonstration Drive:**
Plan your learning analytics vendor roadmap for 2016!

✔ **Lunch 'n Learn Discussions:**
Benchmark your measurement strategies with industry colleagues!

www.LearningAnalyticsEvent.com · 1-800-882-8684 · Enquiry@CorporateLearningNetwork.com

CORPORATE LEARNING ANALYTICS

**July 25 – 27, 2016
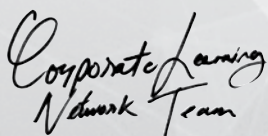DoubleTree by Hilton,
Nashville, TN**

Uncovering the
Impact of L&D to
the Enterprise

With 57% of CLOs viewing assessment and evaluation tools as their highest learning investment priority, **the pressure to prove and improve the impact of L&D continues to increase.** What's more, in recognizing the technical skills necessary to accelerate today's digital workforce, learning programs must deliver the promise of promoting high performance while serving the greater enterprise needs.

Corporate Learning Analytics 2016 returns with fresh, collective perspectives on adopting the newest analytics platforms, **harnessing the latest in learning evaluation methods**, and establishing crucial L&D partnerships to align with business goals.

Whether you're seeking to make a business case for upgrading your learning solutions, **advance to Kirkpatrick Levels 3 & 4,** or immerse yourself in all things LRS, this is the ONLY conference where you can find comprehensive insights on both tools & technologies to deploy xAPI and next generation learning evaluation.

- Corporate Learning Network Team

Attendee Snapshot:

ATTENDEE SENIORITY

- 50% Executive (Director, VP, C-Level)
- 28% Senior Management
- 22% Other (Specialist, Trainer, etc.)

ATTENDEE INDUSTRY

- 19% Consumer/Retail
- 17% Finance/Insurance
- 17% Software/Tech
- 14% Healthcare/Pharma
- 11% Business Services & Industrials
- 11% Energy & Transportation
- 10% Public Sector

Who Should Attend

Corporate Learning Analytics 2016 will bring together executives from corporate training and development organizations, whose day-to-day focus is on training effectiveness, strategic L&D investments, increasing employee engagement, and ensuring quality training experiences.

Expected participants include:

Chief Learning Officers

Vice Presidents, Directors, Senior Managers of:
▸ Learning & Development
▸ Training
▸ Learning Analytics
▸ Learning Assessment
▸ Training Effectiveness
▸ Learning Evaluation
▸ Training Impact
▸ Learning Measurement
▸ HR Analytics

About CLN

CORPORATE LEARNING NETWORK
Learning, Training &
Organizational Development Network

As an online resource for corporate learning leaders and academic professionals, Corporate Learning Network believes the Future of Learning will be created through multi-disciplinary approaches and peer-led exchange.

Through our live conferences, community webinars and virtual forums, we bring together stakeholders across the L&D spectrum to help you realize your plans for improved learning outcomes and organizational success.

The Robust Content Inspires Your Next Steps.

From visionary keynotes to real world case studies, you'll get information and inspiration to define new measurement approaches.

The Power Of **Corporate Learning Analytics** is the Combination of Strategy + Technology

The Technology Moves You from Inspiration to Actualization.

By connecting you with solution providers that can help you achieve your business goals.

PAST ATTENDING COMPANIES THAT COMBINED TECHNOLOGY + STRATEGY FOR SUCCESS

American Woodmark Corporation	DTE Energy	NetApp
Aramco Services Company	Dun & Bradstreet	Paycom
Avon	DuPont	Paylocity
BP	Ericsson	Peoplefluent
Bristol-Myers Squibb	Fidelity Investments	Pitney Bowes
California Institute of Technology	First American Corporation	PPD, Inc.
Catholic Relief Services	H&R Block	QVC
CIBC	InsideSales.com	Sally Beauty
Defense Acquisition University	JetBlue Airways	The Hershey Company
Dell	Lowe's	USAID
Department of Veterans Affairs	McKinsey & Company	Wells Fargo
DTCC	Medtronic	Whole Foods Markets

Featured Speakers

"Driving L&D Leadership through Measurement"

Kimberly Kavala
Vice President, Global
Learning & Development
ASSURANT

Kimberly Kavala is a leader focused on driving business results through learning. In her current role, Vice President of Global Learning & Development at Assurant, Inc., Kim leads a function with responsibility for enabling and accelerating the achievement of business and cultural objectives through the alignment of learning, including leadership, management and employee development, and role-specific learning.

"Optimizing Technology to Drive the Organizational Importance of Training"

Mark Jones
Learning Technologies
Manager
YUM! BRANDS

Mark has worked at Yum Brands for 17 years in various roles with Learning Technologies being the most recent. Prior to joining the Learning Technologies team Mark worked in several areas including data warehousing, software development and project management. Prior to joining Yum! Mark worked as an IT consultant developing software solutions for clients in the City of London and as a customer support manager for a software company delivering litigation support solutions.

"The Hard Data Proving the Value of Soft Skill Leadership Development"

Wende Stambaugh
Senior Vice President,
Global Learning and
Leadership Development
BANK OF AMERICA

Wende Stambaugh leads the Enterprise Development team, focused on Manager, Diversity & Inclusion and Military Learning. She helps managers develop themselves and others for higher performance and impact in an inclusive environment and helps veterans transition to corporate life. She is currently leading Manager Excellence, developing more than 20K middle and frontline managers across the globe.

"Gaining Executive Buy-in for a Learning Record Store (LRS)"

Andy Webb
Director of Training
**APPLIED INDUSTRIAL
TECHNOLOGIES**

For nineteen years at Applied Industrial Technologies, Andy Webb has been a catalyst for driving change in sales, operations, and finance – always focused on associate learning. In 2012 he headed the Organizational Change Management team responsible for readiness and training on several large SAP deployments. His SAP project experience and roles in Learning, Operations, and Communications have provided business insights that can leverage Tin Can technology.

"Bringing the 70:20:10 Model to Life"

Heather Nault
Director of Learning &
Knowledge Management
Leader for Benefits
Administration
MERCER

Heather Nault leads the Learning and Knowledge Management departments for Mercer's Benefits Administration division. Her team collaborates with colleagues and clients to analyze development needs and design and deliver learning solutions aligned with performance expectations. Heather has been with Mercer since 2001 and has extensive experience in needs analysis, performance consulting, instructional design and measurement.

"Optimizing Technology to Drive the Organizational Importance of Training"

Jim Mason
Director of Learning &
Development
TGI FRIDAYS

Jim currently leads Learning and Development for the Global TGI Fridays brand. His experience in L&D includes progressive roles as a classroom trainer, instructional designer, learning consultant, and L&D manager, spanning the past 11 years, both in financial services and in hospitality. His passions include finding ways to innovate learning solutions for the business and he is committed to tying all learning initiatives directly to measurable business results.

Schedule at a Glance

DAY 1: Monday, July 25 • HIGH-IMPACT ACCELERATOR WORKSHOPS

8:30AM Registration for Workshop A

9:00AM L&D IMPACT ACCELERATOR WORKSHOP A: Fast Track Your L&D Business Partnerships by Getting to Levels 3 & 4

12:30PM Registration for Workshop B & Networking Luncheon

1:00PM TECH ACCLERATOR WORKSHOP B: Seven Steps for Next Level Evaluation Methods with xAPI

3:00PM Registration for Workshop C & Refreshment Break

3:15PM L&D IMPACT ACCELERATOR WORKSHOP C: Calculating ROI in Training & Performance Improvement

5:15PM Welcome Reception (Open to All Conference Attendees)

DAY 2: Tuesday, July 26 • MAIN CONFERENCE KICK OFF

7:30AM Registration & Coffee

8:00AM Chairperson's Welcome & Opening Remarks

8:15AM OPENING ADDRESS: Proving the Impact of User Experience on Learning Engagement

9:00AM KEYNOTE: Demonstrating Learning Value with an Impact Framework

9:45AM EXECUTIVE STRATEGIES: Learning Analytics: The Essential Link Between Development Programs and Business Impact

10:30AM Morning Networking Break & Demonstration Drive

11:15AM DATA-DRIVEN INSIGHTS: The Hard Data Proving the Value of Soft Skill Leadership Development

12:00PM INNOVATION CATALYST: xAPI Deployed - Increase Learning Velocity and Effectiveness

12:45PM Networking Luncheon

1:45PM FUTURE OF LEARNING PANEL: Driving L&D Leadership through Measurement

2:45PM Roundtable Discussions:
- Managing Competing Agendas In Learning Measurement

OR

- Enriching your Corporate L&D Strategy with Data Scientists

3:30PM Afternoon Networking Break

4:00PM FRESH INSIGHTS: Line Up! Prepare the Learning Strategy for an Enterprise Win

4:45PM CLOSING INSIGHTS: Demystifying Learning Enterprise Architecture

5:30PM Networking Reception

DAY 3: Wednesday, July 27 • MAIN CONFERENCE

8:00AM Registration & Coffee

8:45AM Chairperson's Welcome & Opening Remarks

9:00AM OPENING ADDRESS: Techniques on Measuring Leadership Effectiveness

9:45AM KEYNOTE: Management Before Measurement

10:30AM Morning Networking Break

11:00AM ROE (RETURN ON EXPECTATIONS) PANEL: Optimizing Technology to Drive the Organizational Importance of Training

11:45AM STATE OF THE INDUSTRY: Overcoming Barriers to HR and Learning Analytics Collaboration

12:30PM Networking Luncheon

1:30PM LEARNING, CONNECTING, CONTRIBUTING: Bringing the 70:20:10 Model to Life

2:15PM INNOVATION SPOTLIGHT: Gaining Executive Buy-In for a Learning Record Store (LRS)

3:00PM Afternoon Networking Break

3:20PM CLOSING INSIGHT: Seeing the Unseen: Measuring the Intangibles to Promote Talent Productivity

4:00PM Close of Conference

8:30AM **Registration for Workshop A**

9:00AM **L&D IMPACT ACCELERATOR WORKSHOP A:**
Fast Track Your L&D Business Partnerships by Getting to Levels 3 & 4

Training is still "on trial," charged with incurring expenses in excess of the value it provides to the organization, and must reinvent itself and transcend the classroom. Attend this hands-on workshop to learn tactics for building programs and initiatives that enhance on-the-job performance and impact the bottom line. The information and activities included in this workshop focus on specific tactics at Kirkpatrick Levels 3 and 4, and you will learn the newest and most powerful ways to implement these levels.

Key Takeaways:
- Define the true desired result for any program or initiative
- Determine specific tactics to influence on-the-job behavior for a program or initiative
- Integrate elements that enhance on-the-job behavior and bottom-line results into a program planning process

Workshop Leader:
Linda Hainlen
Corporate L&D Leader, ATD Best Award Winner & Kirkpatrick Certified Facilitator
Kirkpatrick Partners

About Your Workshop Leader:

Linda has over 25 years of proven experience as a training manager, including real world experience applying the Kirkpatrick principles. She is one of the first Learning and Development leaders in the world to incorporate Baldrige, Lean-Six Sigma, Strategic Planning, Innovation, and Intelligent Risks models into the processes and operation of the learning function. Under Linda's leadership, her division at IU Health was awarded the highly prestigious ATD Best award in 2011.

12:30PM **Registration for Workshop B & Networking Luncheon**

1:00PM **TECH ACCLERATOR WORKSHOP B: Seven Steps for Next Level Evaluation Methods with xAPI**

Without evaluation, you have no idea which elements of your learning strategy are working and which are just noise. Yet, learning departments often struggle to evaluate their learning programs effectively, or even at all. They evaluate how learners feel and record assessment scores, but don't have the tools to capture the impact on job performance and business metrics. Rooted in learning theory, crammed full of real world case studies, and building on the latest learning technologies, this seven-step process gives you what you need to get started with or improve learning evaluation in your organization.

Key Takeaways:
- Understand the steps you can follow to fully evaluate your learning programs at all levels, from identifying early warnings of problems with delivery, to measuring learning, changes in performance, and business impact
- Learn both the "what" and "how" for executing each step with a planning workbook you can take with you
- Discover how to deploy xAPI to monitor and analyze real time evaluation data in Learning Record Store (LRS)

Workshop Leader:
Tim Dickinson
Director of Strategy
Watershed LRS

About Your Workshop Leader:

With a background in systems integration at the world's largest consulting firm, Tim knows how to make organizations more effective and efficient. At Watershed, he focuses on identifying the challenges in learning and development departments, understanding the tools needed to overcome them, and how to measure the impact on performance. Tim's extensive knowledge of corporate learning means he gets it— facts and data matter. He's the guy who can make the most complex things easy to digest.

3:00PM   **Registration for Workshop C & Refreshment Break**

3:15PM   **L&D IMPACT ACCELERATOR WORKSHOP C: Calculating ROI in Training & Performance Improvement**

Although L&D is no stranger to calculating return on investment, a great confusion around ROI remains in implementing a credible approach. Too often, learning organizations fear that reporting a negative ROI demonstrates a poorly aligned program, whereas an exceedingly high ROI undermines credibility. To demonstrate the contribution of training projects and programs, this session provides a step-by-step guide in employing a credible financial return methodology in isolating the effects of learning to the rest of the organization.

Key Takeaways:

- Explore a consistent and scalable approach to your training program's ROI analysis
- Make financial sense of the learning data
- Discuss ways of communicating process and results

Workshop Leader:
Caroline Hubble
Chief Consulting Officer
ROI Institute

About Your Workshop Leader:

Caroline manages the implementation of complex program evaluation projects and has significant experience conducting research and evaluation studies in areas such as leadership development, process improvement strategies, and skills training both in public and private sector organizations. In addition, Caroline designs and facilitates instructor-led and online courses on the ROI Methodology and provides expert coaching to individuals working towards ROI Certification.

**5:15PM**   **Welcome Reception (Open to All Conference Attendees)**

Why Attend?

- ✓ **Get up to speed** on the latest learning tools, technologies and templates for an adaptive learning evaluation framework

- ✓ **Explore emerging models** in leadership development

- ✓ **Build roadmap strategies** to gain executive buy-in for learning investments

- ✓ Elevate the **role of business partnerships** to drive value within your organization

- ✓ Support the execution of hardy learning analytics frameworks to **demonstrate the organizational value** of training

- ✓ **Design** training your learners want, and your business needs!

DAY 2: Main Conference Kick Off
Tuesday, July 26, 2016
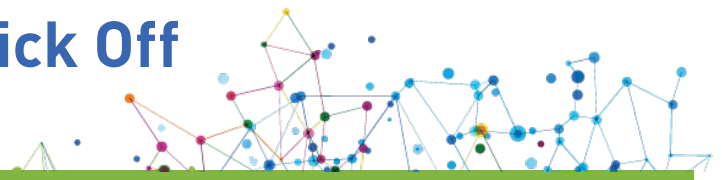
7:30AM **Registration & Coffee**

8:00AM **Chairperson's Welcome & Opening Remarks**

8:15AM **OPENING ADDRESS: Proving the Impact of User Experience on Learning Engagement**

Learning organizations are now driven to equip their teams with the knowledge, skills, and capabilities to ensure product management excellence – further driving the need to enhance the learning user experience. In an effort to fast-track the global workforce's product knowledge, MasterCard developed a connected learning platform. Filled with robust tracking and impact metrics, this platform was able to measure program success through interactive feedback on learning assessments. Ultimately, this award-winning technology accelerated learning, reached cost-efficiency benchmarks, and achieved 90% penetration to end-users.

Key Takeaways:
- Exploring a connected learning solution driving global collaboration and engagement to support 7,800 employees
- Employing modernized platforms to deliver relevant content connected to on-the-job performance metrics
- Gaining an understanding on how the connected learning platform provided visibility into what content learners accessed, and the specific measures used to determine the program's success

Leigh Bochicchio
Vice President of Global Learning
MasterCard Worldwide

9:00AM **KEYNOTE: Demonstrating Learning Value with an Impact Framework**

Knowing whether or not a training program actually produced tangible results can be a challenge, especially when the training aims to change culturally embedded behaviors. The case study presented is an actual evaluation project that identified the direct impacts of a soft skills training pilot program to determine if the training solution should be rolled out to the entire organization.

Key Takeaways:
- Identify a robust evaluation method to isolate training effects
- Describe how to use logic models in the evaluation process
- Identify how to use statistics to properly support an evaluation

Scott Frasard
Head of Contact Center Training
Harte Hanks

9:45AM **EXECUTIVE STRATEGIES: Learning Analytics: The Essential Link Between Development Programs and Business Impact**

L&D organizations often struggle to communicate the value that development programs contribute to the bottom line. Not surprisingly, the C-Suite is underwhelmed by the quality and value of the information provided by learning leaders. On the rare occasion that learning groups gather information about impact, they struggle with communicating results in a meaningful way because learning leaders do not effectively translate Kirkpatrick's 4 Levels of Evaluation (or other methods) into business terms.

Key Takeaways:
- Best approaches for determining learning impact

- Using technology tools to gather and report valid and reliable estimates of business impact in a scalable fashion
- Sharing the Talent Development Reporting Framework as a tool to effectively communicate training impact in business terms

John Mattox
Senior Talent Measurement Consultant
Metrics that Matter (a CEB Company)

10:30AM **Morning Networking Break & Demonstration Drive**

Preview cutting edge learning analytics tools & technologies in 5 minute speed rounds!

11:15AM **DATA-DRIVEN INSIGHTS: The Hard Data Proving the Value of Soft Skill Leadership Development**

As organizations are becoming flatter and pushing responsibility down the ladder onto front- and middle-managers, this leadership sector increasingly faces barriers to development. As successors to today's leaders, this segment must be carefully trained and engaged to effectively lead tomorrow's organizations. This session follows the results from a three-year repeated measures study correlating the impact of higher manager development participation with higher employee engagement and intent to stay with a sample of over 15,000 global managers.

Key Takeaways:
- Statistical impact emerged with the launch of a fully-virtual Manager Excellence program
- Increased participation in manager development correlated to higher levels of employee engagement and intent to stay
- Methodologies and metrics used for reporting leadership development impact

Wende Stambaugh
Senior Vice President, Global Learning and Leadership Development
Bank of America

Michele Ricchiuto
Senior Vice President, Learning and Development Leader
Bank of America

12:00PM **INNOVATION CATALYST: xAPI Deployed - Increase Learning Velocity and Effectiveness**

xAPI provides Learning and Development the ability to increase the velocity of Content Development, at a lower cost and with unmatched effectiveness. In the session,we will discuss how to implement xAPI with a live use case, to seethe major disruption and tremendous benefits occurring in the path for early adopters.

Key Takeaways:
- Action steps to create a dashboard that provides strategic talent development insights to take advantage of xAPI, with New Content, Existing Content, and Open Content
- Integrating an xAPI solution with my existing SCORM/LMS infrastructure
- Capturing data from instructor led and virtual training to achieve a tactical business advantage

George Churchwell
President
Tech 2000

12:45PM **Networking Luncheon**

Lunch n Learn with Industry Peers - Find Attendees with Similar Cohorts for Informal Networking

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1:45PM **FUTURE OF LEARNING PANEL: Driving L&D Leadership through Measurement**

A hallmark of a successful learning organization is its ability to tie all training results to organizational goals. In accelerating and retaining high-performing teams, L&D must first identify the business gaps required to invest in skills training. No matter what approach, developing a rigorous, step-by-step philosophy for learning measurement is the lever to a high impact learning organization.

Key Takeaways:

- Defining outcomes and success metrics before designing learning experiences
- Determining which competencies to train in meeting business objectives
- Processes on effectively communicate business results to business leaders

Moderator:

Kim Kavala
Vice President, Global Learning & Development
Assurant

Panelists Include:

Deidre Williams
Product Training Manager
Aflac

Siobhan Curran
Director Learning Technology and Analytics
DTCC

Trish Holliday
Chief Learning Officer
State of Tennessee

2:45PM **Roundtable Discussions**

Choose from one of the following interactive "PowerPoint free" discussion sessions to take a deep dive with your peers in the latest in learning measurement.

Managing Competing Agendas In Learning Measurement

OR

Enriching your Corporate L&D Strategy with Data Scientists
Roundtable Leader:

AD Detrick
Principal Learning Measurement Consultant
Xerox Learning Services

3:30PM **Afternoon Networking Break**

Here's your chance to follow our roadmap and visit the solution providers that best meet your current and future technology needs.

4:00PM **FRESH INSIGHTS: Line Up! Prepare the Learning Strategy for an Enterprise Win**

Many learning programs today come with "implied" outcomes, but when the question is asked: "What was its impact on the business?" the answers are usually less than satisfactory to decision makers. In order to have impact and value, learning strategies need to be laser-focused on the business goals of the Enterprise. This presentation will cover an alignment model for partnership conversations that will effectively relate the story of impact and value.

Key Takeaways:

- Understand the line of sight between individual/business area performance and an enterprise goal
- Use a business alignment conversation model to develop a focused learning strategy
- Leverage customer interaction and knowledge management data to enable action-oriented business decisions

Angel Suarez
Learning Measurement & Analytics Consultant
State Farm Insurance

4:45PM **CLOSING INSIGHT: Demystifying Learning Enterprise Architecture**

There is much to consider in the rapid growth of technology, namely in the modernization of today's medium-to-large enterprise. Is there a solution to meet the demand of today's learners and future-proof your corporate learning? People are accessing content on-the-go with a variety of mobile devices while many enterprise learning departments are able to only deliver, track, and report on content that is locked in an LMS.

Key Takeaways:

- Learn how xAPI and LRS' can improve tracking and reporting of key metrics
- See real client cases of organizations maximizing their ecosystems and utilizing xAPI/LRS'
- How to get started with implementing new training tech initiatives.

Nick Washburn
Director of Learning
Riptide Software

5:30PM **Networking Reception**

After a long day of learning, benchmarking, and planning, unwind and mingle with your L&D peers at our cocktail reception. End your night exploring the local fare in Music City!

DAY 3: Main Conference
Wednesday, July 27, 2016

8:00AM **Registration & Coffee**

8:45AM **Chairperson's Welcome & Opening Remarks**

9:00AM **OPENING ADDRESS: Techniques on Measuring Leadership Effectiveness**

With emerging technologies and the incoming workforce attributing to the ever-evolving business landscape, corporate learning executives must embrace the inescapable paradigm shift to remain competitive assets. In developing a culture of engaged, inspired talent, leaders are called upon to design innovative experiences for learning as a process, not a one-stop event. In demonstrating the programs have an impact on business results, leadership development programs must prioritize measuring efforts for continued L&D support.

Key Takeaways:

- Deploying analytic-based learning to enhance technology enabled experiences for over 45,000 managers
- Applying collaborative approaches to changing leadership in a globalizing workforce
- Determining benchmarks to measure milestones in leadership and management development

Sarah McNee
Continuous Learning Leader, Leadership and Management Development
IBM

Peter Mostachetti
Leadership & Management Development Leader
IBM

9:45AM **KEYNOTE: Management before Measurement: Setting the Direction, then Maintaining the Course**

DAU has created a robust performance-based strategic planning process with a best-in-class learning analytics capability. It aligns performance goals and objectives to its enterprise and leverages learning analytics for both formal and informal assets to manage the results. Additionally, DAU also analyzes word frequencies and patterns from the thousands of comments through "text mining", and analyzes the root cause(s) of low performing courses for curricula design and development.

Key Takeaways:

- Methods to align training to business goals and assess "impact" results
- "how-to" insights to DAU's performance-based strategic planning process and award-winning results
- DAU's effective Learning Analytics Program including its tools and techniques

Chris Hardy
Director, Strategic Planning and Learning Analytics
Defense Acquisition University

Brenda Sedlacek
Deputy Project Manager
Defense Acquisition University

10:30AM **Morning Networking Break**

11:00AM **ROE (RETURN ON EXPECTATIONS) PANEL: Optimizing Technology to Drive the Organizational Importance of Training**

Today's advanced analytics technology provides unparalleled opportunities to track and measure the complete learning experience. Despite the heightened expectations this brings forth, learning organizations are slow to adopt standards that increase both visibility and accountability to the rest of the business. Through the perspective of progressive learning leaders, this session will uncover the methods on adopting tools to quantify efficiency, performance, and business partnerships.

Key Takeaways:

- Navigating the scope of emerging platforms available to disrupt L&D
- Best practice examples of tech adoption to yield quantifiable business impact
- Innovative methods of incorporating technology to capture the learning experience
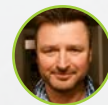
Panelists Include:

Jim Mason
Director of Learning & Development
TGI Fridays

Erica LeBlanc
Operations Development Manager
Thomson Reuters

Ryan Sullivan
Manager of Data Analytics
PPD

Mark Jones
Learning Technologies Manager
YUM! Brands (Pizza Hut, Taco Bell, KFC)

11:45AM **STATE OF THE INDUSTRY: Overcoming Barriers to HR and Learning Analytics Collaboration**

Increasingly the value of Learning / Training is being challenged. Given that the impact of various other factors lead to success of learning initiatives, L&D and HR could benefit from getting a broader perspective. The challenge is overcoming barriers that impact deep collaboration to gather the relevant data. This session aims at surfacing some barriers, strategies to overcome those, and using them to demonstrate learning effectiveness through analytics.

Key Takeaways:

- Barriers to implementing learning and HR analytics frameworks and processes in enterprises
- Strategies to overcome the barriers that prevent Learning Organizations from demonstrating return on expectation
- Quick wins to establish credibility in the Learning Effectiveness domain using analytics

Rupalli Thacker
Former Senior Manager, Strategic Projects Global Talent Management
Staples

12:30PM **Networking Luncheon**

Don't miss the chance to meet with your peers during our lunch and learn sessions focused on key industry issues.

1:30PM **LEARNING, CONNECTING, CONTRIBUTING: Bringing the 70:20:10 Model to Life**

We all know and embrace the 70:20:10 model, but our learners need a way to connect with this that is understandable and easily applicable to their development needs. Mercer has rebranded our 70:20:10 model and has created multiple tools and processes that colleagues utilize to take ownership of their own development and measure their success.

Key Takeaways:

- Leveraging the 70:20:10 model in a way that is learner-centric and can be easily understood by audiences
- Creating tools and processes which make 70:20:10 easy to use and apply for colleagues
- Reducing speed-to-proficiency for new colleagues, by 20% and improving employee engagement survey results for career development by 2% year-over-year

Heather Nault
Director of Learning and Knowledge Leader for Benefits Administration
Mercer

2:15PM **INNOVATION SPOTLIGHT: Gaining Executive Buy-In for a Learning Record Store (LRS)**

Follow an LRS case study from the executive pitch, through business alignment and measuring ongoing learner application. How do you articulate LRS value to senior management throughout the effort? Follow the money... Recognizing financial metrics and KPIs will frame your LRS in the language leadership understands.

Key Takeaways:

- Insight into a case study that measures financial competency and application of basic operations and business skills
- Candid perspectives and practical examples on constructing business formulas for xAPI statements
- The ask for executive buy-in extends beyond the approval phase and into the business of ongoing results

Andy Webb
Director of Training
Applied Industrial Technologies

3:00PM **Afternoon Networking Break & Prize Drawing!**

This final break will be a prize extravaganza! Don't miss your chance to make your final connections and find out if YOU are a prize winner.

> ❝ *"The peer examples that show what people are really doing was the event highlight."* ❞
>
> Director, Instructional Design & Curriculum Management, **Pitney Bowes**

3:20PM **CLOSING INSIGHT: Seeing the Unseen: Measuring the Intangibles to Promote Talent Productivity**

We depend on analytics to uncover relationships that provide concrete value. While it might be tempting to ignore intangible benefits to promote talent productivity, it is a mistake; they are critically important to environment and culture. Intangibles are the invisible competitive advantage! This session will uncover the benefits in measuring elusive talent performance indicators, as well as insights into some of the tools available and their application.

Key Takeaways:

- Identifying Intangibles such as customer delight, innovation, and engagement – bringing light to the invisible
- Managing intangibles for tangible outcomes, such as shared values, internalized standards, or the value of communities of practice
- Measuring Intangibles by way of financial and human capital– the tangible sidecar partner

Annalisa Adams-Qualtiere
Former Learning & Development Manager
Jabil

4:00PM **Close of Conference**

We hope you enjoyed CLA and hope to see you at other events throughout the year. Before you leave the event, make sure you get in touch with us about Corporate Learning Week, our annual flagship L&D summit!

> ❝ *"Great way to realize what the industry is doing about analytics."* ❞
>
> Learning Services IT Transformation & Portfolio Manager, **Ericsson**

Event Partners

If you are interested in becoming a sponsor and/or exhibitor, please email spex@iqpc.com or call 1-212-885-2771.

CEB Metrics That Matter™
Website: www.cebglobal.com/mtm

CEB Metrics That Matter™ is the market-leading learning analytics system, combining a world-class evaluation system with powerful analytic tools to help organizations measure and improve their talent development programs.

Riptide Learning
Website: www.learning.riptidesoftware.com

The Riptide Learning Division brings Riptide Elements® learning products to the web/mobile international market. Elements is a flexible, scalable, and configurable platform of learning services (courseware, LRS, authoring, curriculum management, reporting & analytics, and hosting). Riptide staff members are active participants in the community developing xAPI—the benchmark in learner experience tracking.

Tech 2000
Website: www.t2000inc.com

Tech 2000 is committed to pushing the limits of technology and innovation to improve the learning experience and support partners and customers that are driven to improve education. We focus on delighting and satisfying our clients again and again, to substantially improve their business and meet their organizational goals. This is our business – and our passion. Our education-technology uses a hybrid approach to learning including: LMS, LRS and mobile apps to highlight the real benefits of training for business. We aid businesses in assessing, developing and increasing the accessibility of content to engage your high performing workforce. We offer an LRS, SCORM wrapper, various LMS plug-ins as well as content development services. xAPI is a crucial step towards enabling tracking and reporting of learning activities on any device or learning scenario. As a company, they are focused on integrating the most recent learning standards and web technologies.

Watershed LRS
Website: www.watershedlrs.com

We aim to positively impact the effectiveness of every learning professional and L&D department through education, best practices, and leading-edge solutions. Watershed enables corporate training and learning departments to make data driven decisions that solidify them as a strategic asset to the organization.

Watershed is a reporting tool tailored for evaluating learning programs. It aggregates data from disparate systems to provide a complete view of learners and programs. A reporting dashboard provides a way for learning departments to monitor their program as a whole, while an intuitive report builder allows users to explore trends, competency development, and behavior change of specific learners or groups.

Xerox Learning Solutions
Website: www.xerox.com/learning

The speed of change in today's business world means that to stay relevant and competitive, companies and their employees must perform at the top of their game. Xerox Learning Solutions is an award-winning provider of global end-to-end corporate learning services, designed to accelerate productivity and growth for your business. Xerox Learning's diverse expertise allows us to deliver measureable, impactful, performance-based learning solutions that align with strategic business goals, accessible to our customers at the point and time of need. Our brand recognition, global presence, and superior innovation give us a powerful competitive position and offers our customers a true trusted partner. We build learning solutions so that Work can Work Better.
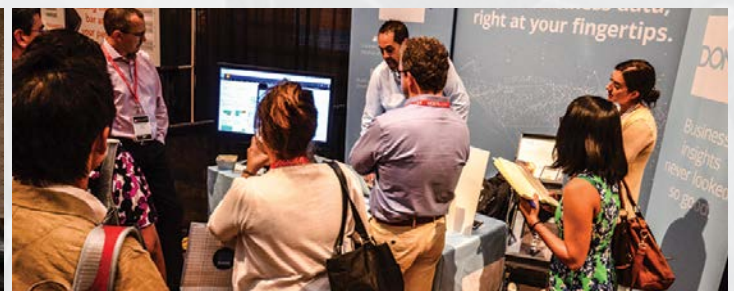
Media Partners

If you are interested in becoming a media partner, contact Rachel Luciano at Rachel.Luciano@iqpc.com or call 1-212-885-2744

ATD Chattanooga
Website: www.atdchatt.org
The Association for Talent Development (ATD) is the world's largest association dedicated to those who develop talent in organizations. These professionals help others achieve their full potential by improving their knowledge, skills, and abilities. The Chattanooga Area Chapter was established over 45 years ago. Our members work in healthcare, manufacturing, education, consulting, management, and many more fields - all with talent development priorities.
The local Chattanooga Area Chapter provides you with professional development and networking opportunities. We meet monthly to learn, share, and network. We host workshops and educational programs a few times each year so you can become certified in various talent development skills and techniques.

Corporate Learning Network
Website: www.corporatelearningnetwork.com
Corporate Learning Network is a subsidiary of IQPC––one of the world's largest conference organizations. By virtue of this close connection––this day-in, day-out working contact with conference organizers, research analysts, and portal editors––CLN is an amazingly well-informed online publication.
We amass content yearly from our portfolio nearly 2,500 yearly conferences and trade shows. Many of these programs feature a virtual "who's who" of leading academics and practitioners in their respective fields.
Our objective is to offer up structured content that enables training professionals to think through what needs to be done and how to do it.
Become a member of Corporate Learning Network today!

Kirkpatrick Partners
Website: www.kirkpatrickpartners.com
Kirkpatrick Partners is proud to be the One and Only Kirkpatrick® company, and the only provider of authentic Kirkpatrick products and programs. The company carries on the work of Don Kirkpatrick, PhD, and the Kirkpatrick Model of training evaluation. Kirkpatrick Partners offers training, consulting, impact studies, books and other written resources on the four levels of evaluation and related concepts.

Organization Development & Training (Hosted by the Human Capital Institute)
Website: www.linkedin.com/groups/2087299/profile
Organization Development & Training, sponsored by the Human Capital Institute, is a Subgroup of Linked:HR, the largest professional Human Resources group on LinkedIn. The group is for HR professionals that deal with OD and Training programs and issues.
The group seeks to foster the most interactive discussions as well as bring our members cutting edge tools and solutions for their development initiatives. It includes improving organization and employee performance through well-planned interventions designed to help an organization meet current and future job demands; coaching and training needs; and other management, leadership and technical skill requirements.

ROI Institute
Website: www.roiinstitute.net
ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology developed by Dr. Jack J. Phillips. Drs. Jack and Patti Phillips are the leading experts on the use of return on investment (ROI) in non-traditional applications. They regularly conduct ROI workshops and provide consulting services, making the ROI Institute an industry leader in measurement and evaluation. The ROI Institute, along with more than 100 ROI consultants, applies the ROI Methodology in 22 fields, which have been implemented in6 0 countries. The ROI Institute builds internal capability with a process to help individuals to achieve Certified ROI Professional (CRP), a designation respected by executives in various organizations.
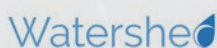
Watershed LRS
Website: www.watershedlrs.com
Watershed is dedicated to changing the world of e-learning by helping corporate training and learning departments get more from their learning and development initiatives. This includes the creation of Watershed, a customizable learning analytics platform that provides actionable insights from training and performance data in real time. Made possible by a technology called the Experience API (a.k.a., Tin Can API), Watershed enables users to collect and study learning experiences and how they impact business outcomes. Headquartered outside Nashville, Tenn., Watershed's clients include AT&T, HealthStream, Yum! Brands, and Visa, just to name a few. To learn more, visit www.watershedlrs.com.

Registration & Pricing

End-User (Learning & Development / Human Resources Executives)

Package	Register & Pay By 7/15/16	Standard
Economy: Main Conference	$2399 **Save $200**	US $2599
Premium: Main Conference + Workshops	$3099 **Save $200**	US $3299
One Workshop	US $549	

Corporate Partners (Learning & Development / Human Resources Solution Providers)

Package	Register & Pay By 7/15/16	Standard
Economy: Main Conference	$3299 **Save $200**	US $3499
Premium: Main Conference plus Workshops	$3899 **Save $200**	US $4099
One Workshop	US $549	

Group Discounts

Number of Attendees	Savings
3 to 4	40% off standard pricing
5 or more	50% off standard pricing

Please note: IQPC will never recommend, approve or appoint any third party rooming service to act on our behalf. Please be extremely wary if you are approached by any such companies. We will always endeavor to negotiate the best available rates for you so please use the Hotel´s website link provided.

*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

Please note multiple discounts cannot be combined. A $99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*CT residents or people employed in the state of CT must add 6.35% sales tax.

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Details for making payment via EFT or wire transfer:
JP Morgan Chase & Co.
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Account#: 937-332641
ABA/Routing#: 021000021
IQPC: 25437.002

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment.Your registration will not be confirmed until payment is received and may be subject to cancellation. For IQPC's Cancellation, Postponement and Substitution Policy, please visit www. iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

3 Ways To Register

🌐 www.learninganalyticsevent.com

☎ 1-800-882-8684

@ enquiry@corporatelearningnetwork.com

Venue & Accommodation

The special room rate of **$199.00 per night,** plus applicable state and local taxes, has been established for this event.

You must call **1.800.222.8733** and give the group name **"Corporate Learning Analytics"** no later than **July 8th, 2016** to receive this rate.

In addition the special rate has been extended to three days before and after the conference.

WAKE UP IN MUSIC CITY

Nashville is home to a vibrant music and entertainment scene spanning a variety of genres, including attractions like the Musician's Hall of Fame and the Grand Ole Opry. Nashville's attractions offer unique historic sites, culinary experiences, outdoor activities, and more - including a vibrant, ever-growing art scene with a variety of art museums, galleries, and performing arts institutions.

Sponsorship & Exhibition Opportunities

Event sponsorship is an excellent opportunity for your company to showcase its products and services to senior level, targeted decision makers attending Corporate Learning Analytics 2016. IQPC & CLN help companies like yours achieve important sales, marketing and branding objectives by setting aside a limited number of event sponsorships – all of which are tailored to assist your organization in creating a platform to maximize its exposure at the event. **For sponsorship opportunities,** please contact **Simon Copcutt** at **1-212-885-2771** or email **spex@iqpc.com**.

If you are interested in becoming a **media partner**, please contact **Rachel Luciano** at **Rachel.luciano@iqpc.com** or **1-212-885-2744.**