

4th Annual

# Chicago eLearning & Technology Showcase

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hosted by



Chicagoland Chapter of the American Society  
for Training & Development



Chicago International Society  
for Performance Improvement



Society for Technical Communication  
Chicago Chapter

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Tuesday, August 16, 2011  
Union League Club of Chicago

## Schedule

Time	Event	Page
8:00–9:00	Check-in & Light Breakfast (Main Lounge, 2nd floor)	
9:00–9:50	Opening Keynote (Main Dining Room, 6th floor).....	3
10:10–11:00	Breakout Session 1 (7th & 8th floors).....	4
11:00–11:20	Morning Beverage Break (Main Lounge, 2nd floor)	
11:20–12:10	Breakout Session 2 (7th & 8th floors).....	6
12:25–1:25	Lunch (Main Dining Room, 6th floor).....	8
1:40–2:30	Breakout Session 3 (7th & 8th floors).....	9
2:50–3:40	Breakout Session 4 (7th & 8th floors).....	12
3:40–4:00	Afternoon Snack Break (Main Lounge, 2nd floor)	
4:00–4:50	Afternoon Keynote (Main Dining Room, 6th floor).....	3
5:00–7:00	Prize Drawings & Art Tour.....	14

## Helpful Information

### WiFi

WiFi is available throughout the building. No password is required.

### Cell Phones

Please do not use cell phones in or near session rooms. There are some empty phone booths on the second floor that are ideal for phone conversations.

### Session Seating

Each session has a limited number of seats, and **seating is on a first-come, first-served basis**. Arrive early to the sessions you most want to attend, and have a second choice for each breakout session time slot.

### Session Slides & Handouts

Over the next week, slides and handouts for some sessions will be posted online: <http://www.slideshare.net/ChicagoeLearningShowcase>.

### Photography

We will be taking photos throughout the day. These photos will be used in social media and newsletter reports. If you do not consent to use of your image in these reports, you must tell onsite staff, and we will ensure that you are not included in any published official photographs. For links to our Flickr group and other social media pages, go to <http://www.chicagoelearningshowcase.com/community.html>.

## Keynote Presentations • Main Dining Room, 6th Floor

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### Opening Keynote



#### **Defusing Landmines in eLearning Projects**

**Jennifer De Vries, CPT**

**9:00–9:50**

The mark of a skilled elearning professional is being able to anticipate and defuse project issues before they arise. This skill is often painfully gained by less-than-ideal experiences. But here is your opportunity to learn from an experienced practitioner, rather than acquiring these lessons the hard way. Through the use of storytelling about real projects, I will guide you through

- The questions to ask during project scoping—before you commit to a timeframe and/or budget
- A sample agenda for a project kick-off meeting
- Common issues that sidetrack an elearning project and how to avoid them
- Setting realistic expectations and meeting or beating them

*Jennifer De Vries, CPT, is the President & Chief Solutions Architect for BlueStreak Learning. Jennifer has over 20 years of experience in managing elearning programs for companies such as IBM, Motorola, Joint Commission Resources, and Thomson/NETg. She frequently writes on the topic of elearning for industry journals and is best known for her groundbreaking report *Rapid E-Learning*, published by Bersin & Associates. Jennifer has been named one of the top 20 most influential people in online learning by *OnlineUniversityRankings.org*. Her company, BlueStreak Learning, focuses on helping organizations successfully start and grow high-quality, customer-focused elearning programs.*

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### Afternoon Keynote



#### **Construct the Ultimate Multiple-Choice Test! Stop Measuring Recall and Start Measuring Application**

**Ken Phillips, CPLP**

**4:00–4:50**

Do you feel like you know how much participants truly learn from your elearning programs? If not, you're not alone. According to a 2009 ASTD research study, 81% of organizations measure participants' learning (Level 2 evaluation), yet only 55% of these organizations view the data collected to be of real value. The problem is that the validity of our results is only as good as the quality of our test questions. Often, we develop questions that are too simple, that are overly difficult, or that test knowledge and not application. In this session, you will learn the art science of Level 2 multiple-test creation. Together, we will analyze a sample test and learn how to identify and correct common mistakes. Whether you are new to elearning or an advanced professional, you will walk away with skills to help you improve your online Level 2 multiple-choice tests.

*Ken Phillips, CPLP, is the CEO and Founder of Phillips Associates. Ken has more than 25 years of experience in designing learning instruments and assessments and has authored more than a dozen published learning instruments. Over the past 3 years, he has concentrated on helping others create online Level 2 knowledge tests to measure learning. Ken is also certified in Measuring and Evaluating Learning and Test Design and Delivery by ASTD and in the Kirkpatrick Four Levels™ Evaluation.*

## Breakout Session 1 • 10:10–11:00

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### Analysis, Evaluation, & Management

#### How to Measure Informal Learning & Engage Managers to Optimize On-the-Job Impact

**Jeffrey Berk**  
**The Dugout, 802**

The measurement of informal learning—such as social networks, performance support, and coaching—is on the rise. Measurement is important to help organizations determine informal learning's mix and place in relation to formal programs. When informal learning has a low impact, the root cause is often lack of manager support. Through a case study and short hands-on exercises, this session will address how to measure informal learning and increase manager support.

*Jeffrey Berk has 15 years of learning industry experience. He led the Benchmarking Group at Andersen and is currently Chief Operating Officer for KnowledgeAdvisors. He manages internal and customer-facing operations and formulates strategic solutions. Jeffrey is a certified public accountant, holds an MBA from the University of Chicago, and is an Adjunct Professor at Loyola University of Chicago. He also co-authored and published the book Human Capital Analytics.*

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### Design

#### Creating Scenario-Based Learning Using Rapid eLearning Tools

**Traci Weiss**  
**Civic & Arts Room, 820**

More and more organizations want to use scenario-based elearning. Creating scenarios is challenging when the client's elearning technology does not easily support increased levels of interaction. However,

it is possible to create scenario-based elearning in the confines of your client's elearning platform. In this session, I will share client scenarios, and we will brainstorm about ways to implement these scenarios in rapid elearning tools. Then, I will share the solutions designed or developed in Adobe Presenter (using Captivate), Articulate, and Lectora to meet the client's needs.

*Traci Weiss is an Instructional Designer with The CARA Group. She has over 7 years of experience in learning and development. Traci's areas of expertise include elearning design and development, instructional design, storyboarding, project management, content development, instructor-led development, webcast development, facilitation, and performance improvement. She has experience with a variety of tools such as Lectora, Articulate, Raptivity, Captivate, and Adobe Presenter.*

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### Development/Authoring Tools

#### SCORM 101 **Mike Kemmler** **Boys Club Room, 816**

In this session, we will start with the basics of the Sharable Content Object Reference Model, better known as SCORM. I will describe where SCORM came from, what it is, what requirements it must meet, and at a high level, how SCORM objects enhance an LMS. We will look at the different parts of SCORM: the overview, Content Aggregation Model, Run-Time Environment, and Sequencing & Navigation. To review the topic, we will view an example SCORM file generated by Articulate Presenter.

*Mike Kemmler is an elearning professional with over 15 years of experience in helping people improve their job performance by exploiting emerging learning technologies. He is currently an Instructional Design Manager with Huron Consulting Group. Mike applies instructional design, adult learning principles, and cutting-edge instructional technology to both technical and soft skills training needs.*

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## LMS & Delivery

### Webinars Made Easy

**Sarah Remijan**

**French Room, 710**

In this session, I will share what I have learned through trial and error in producing webinars. We will cover what to do before, during, and after a webinar, regardless of the software that you use. Topics will include preparation, physical setup for presenters and attendees, and how to work with external presenters. You will receive a copy of my Webinar Ready Checklist, which you can customize for your organization. And we will practice the presenter role for a webinar in GoToWebinar, using my computer or your own laptop.

*Sarah Remijan is Manager of Club and District Training for the Leadership Education and Training Division of Rotary International. She has worked in the learning industry for more than 10 years. For the past 3 years, Sarah has focused on developing elearning modules and producing and moderating webinars. She has recently produced webinars with 80 to 250 attendees, 1 to 4 external presenters, and in multiple languages—English, Spanish, and Portuguese.*

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## Social/Collaborative Learning

### Training via Online Discussions

**Eric Sanders, CPLP**

**Colonial Room, 830**

Many facilitators are accustomed to guiding classroom discussions and reviewing written assignments. What happens when you combine those two activities? That is exactly what we are doing when we moderate online discussion forums, either as the primary component of an online course or as an addendum to a face-to-face course. In this session, I will share best practices on moderating threaded discussions. Then, we will set up and start to use a threaded discussion. Bring your ideas and online discussion issues so that we can have fun and learn together.

*Eric Sanders, CPLP, is an Organization Development Economist who helps clients improve revenue, speed, quality and/or cost control through investment in people. Eric also teaches at Benedictine University and the Lake Forest Graduate School of Management. He has used online instruction to complement face-to-face instruction for 15 years. He is a facilitator of Measurement and Evaluation in CCASTD's Workplace Learning & Performance Institute and President of the Organization Development Network of Chicago.*

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## Mobile Learning

### Leveraging the Latest Technologies for Learning: Video, 3D, & Mobile Apps

**Edward Prentice**

**Tudor Room, 700**

How are we elearning experts supposed to keep up with the speed of light at which technology is rolling, and how can we leverage new technologies for the benefit of our learners? In this session, we will explore the benefits of bringing video and 3D animation to learning courses. We will also look at mobile technology, how it can best be used for elearning, and what the future of mobile learning looks like. Last, we will cover techniques for learning on tablet devices with video and animation and create a sales presentation with an iPad app.

*Edward Prentice is President of Centrax Corporation. He founded the company in 1985, focusing on video production. In 1995, he restructured Centrax to concentrate on web-based learning and media by combining instructional techniques and learning principles with cutting-edge media development. Ed is experienced in many areas of media in elearning, including video, virtual worlds, games, mobile learning, social media, and interactivity. He regularly speaks at elearning and e-media events around the country.*

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### Analysis, Evaluation, & Management

#### Leveraging Learning Technologies to Meet Business Objectives

**Consuela Shorter**  
**The Dugout, 802**

In this session, you will learn how to use an LMS to deliver blended learning techniques that align with your organization's strategic goals. I will share examples of how learning technologies have been used in the retail, corporate, and product service industries to increase customer loyalty, train frontline managers, and teach customers and end-users how to use products. We will discuss the overall business objective, the challenges presented in meeting the objective, the approach, and results. You will learn a realistic approach to ensuring learning and development an active voice in business strategy sessions.

*Consuela Shorter has worked in human resources and learning and development for 10 years. Consuela is experienced in leveraging learning technologies to align business objectives and initiatives to sales goals. She is currently a Training Consultant for SilkRoad Technology. She trains and provides consulting to human resources professionals on human resources information systems, recruiting management, onboarding, performance management, and LMSs. Consuela is certified as a Master Trainer and in Instructional Development and Design.*

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### Design

#### Design Mapping Techniques for Better Rapid eLearning Courses

**Dave Anderson**  
**French Room, 710**

In today's economy, organizations are trying to find effective, efficient ways to bring their training online. Rapid elearning meets those needs. The tools are effective and fast to learn—they are generally easy to use and require no special programming skills. These applications also enable you to quickly create courses without giving up good design. In this session, Dave will explain the three core areas of elearning design and teach you practical ways to apply one or all of these design principles to your elearning courses.

*Dave Anderson is an elearning designer with more than 15 years of experience in online training. As Community Manager at Articulate, he works with the elearning community, helping users get the most from their tools, while finding creative ways to build more engaging courses. He also shares elearning tips and tricks through his screencasts.*

#### Down & Dirty Video: Engaging eLearning Video on a Budget

**Greg Owen-Boger**  
**Civic & Arts Room, 820**

Often, the best way to convey concepts in elearning is to include video of the instructor or subject matter expert speaking directly to learners. Producing video can be a daunting task if you are not equipped with the know-how or the instructor is not at ease in front of the camera. This session will provide practical hands-on strategies for producing "talking head" videos on a budget. Topics will include developing and rehearsing a script, engaging learners and sounding conversational (and coaching others to do the same), and setting up a makeshift studio.

*Greg Owen-Boger is the Vice President of Turpin Communication. A former actor, director, and camera operator, Greg is now a communication trainer and coach. He oversees all aspects of elearning and blended learning platforms, including instructional design, script development, production, and LMS deployment. He also appears on camera as a subject matter expert. Greg recently partnered with KinetiCast to develop online how-to videos about shooting on-the-fly video presentations.*



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## Development/Authoring Tools

### **A Dynamic Solution for Organizing & Presenting Your How-To Guides**

**Mike Baron, Molly Heilmann, & Kathleen Fortney, Ph.D.**  
**Tudor Room, 700**

"How do I do this?" It's a common refrain, even after users go through formal training. Most documentation is focused *not on the user*, but on the system or process, leaving learners lost and frustrated. When learning a new technology or procedure, users benefit from clearly illustrated workflow diagrams and step-by-step procedures. This documentation functions as a training resource and dynamic reference that can be updated in real time to reflect operational changes. After brief discussion of learning models and documentation methodology, participants will break into groups for an interactive online scavenger hunt that demonstrates the importance of easy-to-understand documentation.

*Mike Baron is the founder and Chief Storyteller of ProjectStory. Through ProjectStory, Mike has provided custom training content and operational procedures for organizations of all sizes for over 10 years.*

*Molly Heilmann has worked in learning and development for the past 5 years. She is a National Account Manager for Berkeley Training. Her focus is custom content development and strategy. Molly has a background in technology account management and experience in starting and operating a small business.*

*Kathleen Fortney, Ph.D., is a Learning Strategist at Berkeley Training. She has designed and developed elearning solutions, from short modules to 3D simulations, for 6 years. Kathleen has also managed cross-functional elearning project teams and teaches at Capella University.*

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## LMS & Delivery

### **The Devil Is in the Details: Technical Considerations for eLearning**

### **Margie Feely, PHR, PMP** **Boys Club Room, 816**

Have you ever created an elearning module that was inaccessible because of technology? Maybe your audience did not have the correct player, your client's LMS was incompatible, or your client's version of the authoring tool was too old. Because of today's need for rapid design, development, and deployment, we often default to tools that are readily available and easy-to-use. However, we sometimes forget about the details that can very easily derail any elearning project. In this session, Margie and attendees will share elearning technology challenges and workarounds.

*Margie Feely, PHR, PMP, is President of Marquee Performance Consulting. She recently worked for Aon Hewitt as a senior talent development consultant, providing project management services, needs assessments, and L&D strategies. She has also provided instructional design services to clients including National Education Training Group and Arthur Andersen Worldwide Services.*

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## Social/Collaborative Learning

### **Case Study: Creating a Collaborative Virtual Learning Community**

**Keeley Sorokti**  
**Colonial Room, 830**

How do you design and effectively manage collaborative virtual learning communities to teach working professionals? And do it by using low or no-cost technology like Google Apps, Ning, and Adobe Connect? For the past 3 years, the Master's Program in Learning & Organizational Change (MSLOC) at Northwestern University has met this challenge. During this session, I will share practices and insights on initiating self-directed learning, active reflection, and group collaboration. Then, you will work together to design virtual collaborative activities that you can use in your own work environment.

*Keeley Sorokti is a student in the MSLOC program at Northwestern University and the program's Instructional Technology Coordinator. Her focus is on social learning and knowledge management.*

## Lunch • 12:25–1:25 • Main Dining Room, 6th Floor

### Table Assignments

If you chose to be assigned to a table, your table name and number will be on a card in your badge holder. If you did not choose to be assigned to a table, please sit at one of the tables without a sign.

### Lunch Order Cards

After you take your seat, remove the lunch card from your badge holder and put it above your plate. If you ordered a lunch customized for your dietary needs, be sure to alert your server as well.

## Hosts • Main Lounge, 2nd Floor



The mission of the **Chicagoland Chapter of the American Society for Training & Development (CCASTD)** is to enhance our members' knowledge, skills, and leadership in the areas of work-related competence, performance, and fulfillment. In doing so, our members can improve their own effectiveness as well as the effectiveness of their clients, organizations, and communities. One of 140+ chapters of ASTD, and one of the largest chapters nationwide, the Chicagoland Chapter was founded in 1943. Today, CCASTD is an

organization of 1,200+ workplace learning and performance professionals working and serving in the greater Chicago metropolitan area. <[ccastd.org](http://ccastd.org)>



Established in 1963, **CISPI** is the Chicago chapter of the International Society for Performance Improvement, the premier forum for improving organizational and individual performance by presenting and developing innovative ideas in the field of human performance technology (HPT).

CISPI's goal is to serve as a resource for HPT information and ideas, develop its members' HPT expertise, and provide networking opportunities for its members in the greater Chicago area. CISPI members include internal and external consultants, executives, instructional designers, trainers, and academics dedicated to improving human performance in the workplace. Our members work in a variety of settings including business, industry, universities, government agencies, health services, non-profit organizations, and educational institutions. <[cispi.com](http://cispi.com)>



**STC Chicago** is one of the oldest chapters of the Society for Technical Communication, with members that include technical writers and editors, content developers, instructional designers, academics, usability professionals, web designers and developers, and translators. Founded in 1955, STC Chicago has a rich tradition of providing diverse educational and networking experiences to technical communication professionals, as well as cultivating relationships between academia and industry.

In 2011, Society leaders recognized STC Chicago as a Community of Distinction, specifically citing our successful membership campaign, newsletter archives, use of social media, and innovative eLearning & Technology Showcase. STC Chicago has previously been recognized as a Community of Distinction (2007–2009) or Excellence (2010), with special acknowledgment of our creative and effective initiatives and the substantive value they provide to our members. <[stc-chicago.org](http://stc-chicago.org)>



## Breakout Session 3 • 1:40–2:30

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### Analysis, Evaluation, & Management

#### Top 10 Ways to Make Your eLearning Project Successful

**Mark Steiner**

**French Room, 710**

In this session, we will discuss the process of successfully creating elearning from both an instructional design and application development perspective. This session will be especially useful to elearning designers and developers, training consultants, and managers considering elearning. We will cover 10 important considerations related to the entire development process of an elearning project. I will reference real-world examples and address outcomes of NOT following the recommendations. Our topics will include client education, roles, technical requirements, milestones, deliverables, validation cycles, aspects of learning unique to the web, and more.

*Mark Steiner has been president of his elearning consulting firm, mark steiner, inc., since 2001. Since 1992, he has designed, developed, and managed elearning and interactive media programs for a variety of clients. His roles have included group director, project manager, lead instructional designer, and lead programmer. Mark holds an M.S. in Industrial Training. He has instructed graduate-level courses on elearning and has spoken at training and elearning conferences in the United States and Europe.*

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### Design

#### How to Create a Course from Short Self-Directed Learning Materials

**Jan Saillard**

**Colonial Room, 830**

Many organizations are creating self-directed education to meet learners' requests for short online materials. But what if you also want to give learners

the structure and support of a classroom? In this session, you will learn from Allstate's journey of moving from a classroom-delivered coaching course to short self-directed pieces and finally to a virtual classroom without web conferencing or meeting times. Then, you will have the opportunity to apply the lessons learned to your own work. You will create a high-level design for a virtual course for your own organization and share your ideas with others.

*Jan Saillard has worked as an Instructional Designer in a variety of Allstate departments—including call centers, sales, and claims—for 11 years. Jan currently designs education for Allstate's technology and operation department. Throughout her career, she has designed and developed numerous short online education modules using rapid elearning. Jan has an M.A. in Human Resource Development, has taken an ASTD social media course, and has received an Advanced E-Learning Instructional Design Certificate from ASTD.*

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### Development/Authoring Tools

#### Making It Work: Quality Assurance for eLearning Courses

**Janet Gregory & Becky Lucas**

**Tudor Room, 700**

Making sure your elearning courses function properly for your intended audience means focusing on three areas: 1) performing quality assurance of the courses as they are being developed, 2) testing the courses in their intended delivery formats, and 3) making sure your audience can access and play the courses. This session will walk you through incorporating these tasks into your course development process. You will also practice doing quality assurance and building test cases so that you have the skills needed to create elearning courses that work!

*Janet Gregory's 30-year career has been focused on helping people get more done—either by building better job tools or by improving their performance. During her early career, she was an application developer and manager of computer-based training. Janet currently works in performance improvement*

## Breakout Session 3 • 1:40–2:30

and elearning. She is President of Compass Performance Solutions, Inc., where her roles also include instructional designer, course developer, and project manager.

Becky Lucas, CPT, is founder and president of Training Partners Plus, Inc. She is also the visionary behind RetailTraining.com and the creator of the Retail Education Model™ and Retail Curriculum Architecture™. Becky's career in training spans over 20 years. In the past 10 years, she has developed over 90 elearning courses for her clients using Dreamweaver, Articulate, and Captivate technologies.

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### LMS & Delivery

#### Best Practices for LMS Selection & Implementation

**Brian Richardson, PMP**  
**The Dugout, 802**

Selecting and implementing a learning management system (LMS) is key for enterprise learning and development. Organizations with a successful LMS are able to accelerate elearning adoption, target learning to improve workforce performance, and measure the impact of learning on business results. Many organizations struggle with selecting the right LMS as well as with achieving the promised benefits. In this session, you will learn how to articulate the value of implementing an LMS and to follow best practices for selecting and implementing an LMS. Topics will include selection criteria, stakeholders, requests for proposals, vendor presentations, and scheduling and managing implementation.

*Brian Richardson, PMP, is a consultant, speaker, facilitator, and trainer with over 18 years of experience in enterprise knowledge and learning; change strategy and implementation; project and program management; and process improvement. He is the founder and CEO of Richardson Consulting Group, Inc., a professional services firm with clients such as Allstate, United Health Group, CME Group, Wells Fargo, Northern Trust, Leo Burnett, AutoTrader.com, and Accenture.*

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### Panel Session: 4 Short Presentations

#### Boys Club Room, 816

#### Case Study: Training 1200 Employees to Use a New CRM System in 8 Weeks with a Limited Budget

**Derek Blake**

In this case study, the problem was that the project manager did not budget \$1.5 million for external training. I will share the proposed solution with the allocated dollars (\$70,000), the executive team pitch, objections, a demo of the training, and the results.

*Derek Blake is Director of Training and Development for PSAV. He has several years of experience as a senior manager and executive coach. Derek has helped improve company profitability by creating and delivering sales and operations training.*

#### Developing an eLearning Curriculum Plan—A Closer Look

**Brigitte Barrett-Johnston**

I will show how the Nielsen Company has rapidly designed, developed, and deployed elearning to its global clients and employees. I will focus on a curriculum plan created for a global client using several elearning deployment options. Then, we will discuss methods for developing curriculum plans that meet clients' needs.

*Brigitte Barrett-Johnston is the Director of Curriculum for The Nielsen Company. Brigitte designs and develops curriculum plans and online training for employees and clients. She has a degree in Communications and extensive experience in television, media, training, and development.*

## **Creating High-Impact eLearning in a Rapid Development Timeframe for a New Product Rollout**

**Kathleen Fortney, Ph.D., & Katie Stangel**

How do you create high-impact elearning with limited time and budget, multiple audiences, and the need for SME input? We will describe how we created a 15-minute elearning program for owners/managers and another for store employees to provide the tools needed to talk to customers about a new product line.

*Kathleen Fortney, Ph.D., is a Learning Strategist at Berkeley Training. She has designed and developed elearning solutions, from short modules to 3D simulations, for 6 years. Kathleen has also managed cross-functional elearning project teams and teaches at Capella University.*

*Katie Stangel is a Manager at True Value University. Katie has worked in learning and development for 11 years. She oversees the design, development, execution, and evaluation of elearning and instructor-led training for over 5,000 retailers.*

## **Training Trainers Online**

**Hadiya Nuriddin, M.Ed., CPLP, PHR**

The client for this project had subject matter experts teach 100% of the curriculum. Although the SMEs had experience facilitating, many struggled to teach the courses. Therefore, my team built a train-the-trainer course. I will share the blended solution that I designed and explain how we measured success.

*Hadiya Nuriddin, M.Ed., CPLP, PHR, is an independent performance consultant and instructional designer with over 15 years of experience. She specializes in designing and developing technical and professional development courses. Hadiya also teaches human resources and business courses at Triton College.*

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## **Mobile Learning**

### **Voice Simulations + Humor = Engaging Learning Experiences**

**Nancy Munro, Allison Black, & Matt Elwell, CPLP**

**Civic & Arts Room, 820**

In this session, we will show you how to use interactive voice response (IVR), which enables learners to interact with a computer database, to create simulations for your mobile or online training programs. First, improv professionals will humorously demonstrate the importance of simulations. Next, we will show you when and when not to use simulation-based training. Then, you will help us build a voice simulation on the fly, and a volunteer will call the mobile simulator. Finally, we will playback the call and review what we have learned.

*Nancy Munro, Founder and CEO of KnowledgeShift, has 20+ years of experience in helping organizations implement learning strategies. Nancy has worked with organizations like Motorola, Eaton, and Kraft and small to mid-sized firms to address performance challenges that align to structural capabilities and revenue goals. She also helps organizations communicate with employees and customers in innovative ways by integrating their current infrastructure with newer technology, from online learning and podcasting to mobile learning.*

*Allison Black, Director of Client Media and Projects at KnowledgeShift, has extensive experience producing content with many rapid elearning tools and Flash. In addition, she does work in voice over, script writing, video editing, and project management. Allison also leverages her artistic talents outside KnowledgeShift. She frequently performs at the Annoyance Improv Theater, Second City, and Comedy Sportz.*

*Matt Elwell, CPLP, is President and CEO of The ComedySportz Theatre in Chicago. Matt has been part of the Chicago comedy scene for over 12 years. He draws on his experience in theater and his learning and performance certification from ASTD to lead a team of onstage and offstage "improvisors" who provide business-appropriate entertainment, training and development solutions, and ambassadorship for emerging brands.*

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### Design

#### **20 Really Easy, Really Cheap Ways to Add Interactivity to Your eLearning**

**Jenny Massoni & Sue Weller, CPLP, SPHR  
Tudor Room, 700**

Do you think that interactivity can be done with only flashy tools and lots of time? Or do you think incorporating multiple-choice questions alone adds interactivity? During this session, you will learn what makes an engaging elearning interaction. We will share examples that you can easily customize with your own content. Best yet, these interactions can be incorporated into any elearning software program, including PowerPoint. You will leave this session with examples, templates, and a commitment to creating highly interactive elearning that will keep your learners asking for more.

*Jenny Massoni is Associate Director, Global Head of Training and Communications at Astellas Pharma Global Development, Inc. She leads global cross-functional teams to design and deliver training and change management solutions. She holds a Master's in Training and Development and a Graduate Certificate in Performance Consulting from Roosevelt University.*

*Sue Weller, CPLP, SPHR, is Senior Manager of Training Services at Baxter Healthcare. Sue leads a team of training professionals who create high-impact compliance and regulatory-based learning solutions for team members worldwide. She is also Adjunct Faculty at Oakton Community College, where she teaches courses in human resources. Sue holds a Master's in Training and Development and a Graduate Certificate in Performance Consulting from Roosevelt University. Sue is the 2011 President-Elect/2012 President for CCASTD.*

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### Development/Authoring Tools

#### **High-Impact Videos in a Low-Cost World**

**Steve Baker  
Colonial Room, 830**

The rise of inexpensive video recorders, webcams, screencasting, and smart phones with built-in video recorders has made video more available and affordable than ever before. In this session, learn the basics of shooting and producing high-impact, good-quality videos that won't break the bank. Discover the essential steps in creating videos for your learning solutions: finding the talent, writing the script, shooting the scenes, and completing post-production. You will also learn to recognize potential roadblocks and landmines to avoid.

*Steve Baker is a Senior Learning Consultant at Allstate Insurance. He creates training on performance consulting, team building, and interpersonal skills. Steve also leads the Digital Media Community of Practice within Allstate and is responsible for the adoption of audio, video, and other social media into the learning process. He previously spent 3 years as an independent consultant and 17 years as a technologist with Motorola and Motorola University.*

#### **Creating Studio-Quality Audio on a Budget** **Jeff Graunke Boys Club, 816**

Does the audio in your elearning sound like an AM radio broadcast? It doesn't have to. In this session, you will learn how to create crisp, clear studio-quality audio that will improve your elearning projects. We will cover the audio recording and editing process step by step—including scripts, voice talent, microphones, free audio editing software, and recording tips and tricks gleaned through years of experience. It is easier than you think. In fact, we will record and edit awesome audio using audience members in this session. So bring your announcer voice.

*Jeff Graunke has more than 20 years of experience in writing, training, and computer systems. Over the past 6 years, he has created dozens of elearning courses on end-user computer applications, safety, financial topics, engineering, and computer-aided drafting. Jeff is an expert Lectora, Captivate, and Audacity user and a certified Training Manager. He is founder and president of Graunke Consulting, Inc., which specializes in elearning, training design, development, and delivery.*



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## LMS & Delivery

### **What's Your Virtual Effect? Tips to Be More Successful in the Virtual Classroom**

**Dawn Smith**

**French Room, 710**

Today's organizations report reduced travel cost and time and the ability to reach more employees faster as the driving forces behind increased use of virtual instructor-led training (VILT). For organizations to successfully meet learning objectives in this environment, an effective virtual facilitator and engaged participants are essential. In this session, you will learn several key tips and strategies to consider before facilitating your next VILT session. We will also explore challenges we face when using VILT, discuss ideas to meet these challenges, and cover common mistakes to avoid.

*Dawn Smith is an Online Learning Expert for Mondo Learning Solutions. Dawn has been working in training and development since 1997 and with online and virtual technologies for 11 years. She is the creator of a learning series for online instructors and has taught in both synchronous and asynchronous environments. Dawn holds an M.A. in Training and Development from Roosevelt University and an M.S. in Management Information Systems from Northern Illinois University.*

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## Social/Collaborative Learning

### **Using Social Media to Lead Learners to Their "A-Ha!" Moment**

**Beth Wolfe, CPLP**

**The Dugout, 802**

Socratic questioning—typically referred to as “debriefing”—is a highly effective way of not only measuring whether your learners are getting it, but also helping them reach their “a-ha!” moment. While we recognize debriefing as a key facilitation tool in the classroom, how well does it translate to a virtual learning environment? In this session, we will revisit the questioning concept and look at how

it fits within the virtual learning space. We will also have discussions and practice creating translatable questions using various social media tools.

*Beth Wolfe, CPLP, has more than 15 years of experience in workplace learning and performance, from instructional design and development to management. Beth has served as a learning design contractor for several Fortune 500 organizations and currently works for Hudson. She focuses on creating blended-learning solutions for both internal and external customers. Recently, Beth led a team of trainers/instructional designers working to align departmental activities with global corporate vision and key performance indicators.*

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## Mobile Learning

### **On-Demand Performance Support via Mobile Devices**

**Marty Rosenheck, Ph.D., CPT**

**Civic & Arts Room, 820**

The meteoric rise of mobile devices has created the opportunity for us to give performance support to people wherever they are. Mobile devices enable us to get the right content to the right person at the right time—the moment of need. In this session, we will discuss principles and guidelines for designing a mobile performance support strategy that includes knowledge capture, content curation and delivery, integration of social content, and analytics. You will see case studies that illustrate how various organizations have applied these principles and discuss how they might apply to your organization.

*Marty Rosenheck, Ph.D., CPT, is Chief Learning Strategist at Cedar Interactive. He has been helping organizations develop expert performance for over 25 years. He is experienced in learning and performance support systems, needs assessments, blended curricula, knowledge transfer, and social learning. He developed a learning approach called Performance Centered Learning®, which accelerates learners' speed to proficiency through the application of cognitive learning research. He has also shared ideas in presentations, workshops, and industry publications.*

## Prize Drawings • 5:00–5:30 • Main Lounge, 2nd Floor

### Prize Drawings

At the end of the day, join us back in the Main Lounge for prize drawings.

Registration Prize (Do Not Have to Be Present to Win)

- A copy of Articulate Quiz Maker '09, and
- Complimentary registration to ASTD's eLearning Instructional Design Certificate Program courtesy of Allen Interactions & ZebraZapps.

Must Be Present to Win

- A copy of Articulate Presenter '09,
- A copy of Articulate Engage '09, and
- CPLP® Mastery Knowledge Exam Prep Course from Owl's Ledge.

## Art Tour • 5:30–5:45

Join us for an exclusive (15-minute) spotlight tour of the Union League Club's renowned art collection in celebration of its remarkable 125-year history. Art Curator Elizabeth K. Whiting will deliver artful highlights, as we stroll past iconic works from the likes of Richard Hunt, Kerry James Marshall, Claude Monet, and Walter Ufer. **Space is limited to 25 people, so sign up at the check-in table as early as possible.**

## Exhibitors • Main Lounge, 2nd Floor

### CleverSpring

6221 Southwest Blvd.  
Suite 200  
Fort Worth, TX 76132  
phone: 817.840.7754  
info@cleverspring.com  
<http://www.cleverspring.com>

### Judge Group

(Chicago Office)  
10 S. LaSalle Street  
Suite 3410  
Chicago, IL 60603  
phone: 630.472.0090  
fax: 630.472.0081  
mheilmann@judge.com  
<http://www.judge.com>

### Ken Cook Co.

9929 West Silver Spring Drive  
Milwaukee, WI 53225  
phone: 414.466.6060  
fax: 414.466.9275  
info@kencook.com  
<http://www.kencook.com>



## Sponsors • Main Lounge, 2nd Floor

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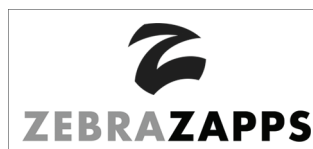
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## Upcoming Events from CCASTD, CISPI, & STC Chicago

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### CCASTD

#### **September Dinner Meeting**

Thursday, September 15, 5:30–8:30 p.m.

#### **Kirkpatrick Partners Workshop: Training on Trial**

Thursday, September 15, 9:00 a.m.–4:00 p.m.

#### **Workplace Learning Professional Institute Classes**

Saturdays, September 17 & 24; October 1, 8, 15, & 22; November 5; 9:00 a.m.–4:30 p.m.

For more information, go to <http://ccastd.org>

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### CISPI

#### **Multiple Speaker Event (topics such as Measurement & Evaluation; Management Communication)**

Thursday, September 22, 5:45–8:00 p.m.

#### **Cracker Barrel (progression format with various speakers)**

Wednesday, October 26, 5:00–9:00 p.m.

For more information, go to <http://cispi.com>

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### STC Chicago

#### **All about Content: From Building the Case to Optimizing for Reuse**

Thursday, August 25, 6:30–8:30 p.m.

#### **Selecting the Right Technology to Support Your Content Reuse Strategy (webinar)**

Thursday, September 8, Noon–1 p.m.

#### **Job-Hunting Secrets That May Surprise You**

Thursday, September 22, 6:30–8:30 p.m.

For more information, go to <http://stc-chicago.org>