

5th 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**  
WHERE KNOWLEDGE  
BECOMES KNOW-HOW

Chicago International Society  
for Performance Improvement



Society for Technical Communication  
Chicago Chapter

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Thursday, August 16, 2012  
Hilton Chicago

# Schedule

Time	Event	Page
8:00–9:00	Check-in & Light Breakfast (Grand Ballroom Foyer & Normandie Lounge, 2nd floor)	
9:00–10:00	Opening Keynote (Grand Ballroom, 2nd floor)	2
10:25–11:15	Breakout Session 1 (2nd, 3rd, & 4th floors)	3
11:40–12:30	Breakout Session 2 (3rd & 4th floors)	6
12:30–1:30	Lunch (Grand Ballroom, 2nd floor)	8
1:45–2:35	Breakout Session 3 (3rd & 4th floors)	8
2:35–3:00	Afternoon Snack Break (Normandie Lounge, 2nd floor)	
3:00–3:50	Breakout Session 4 (3rd & 4th floors)	11
3:50–5:00	Prize Drawings, Exhibitors, & Informal Networking (Normandie Lounge, 2nd floor)	14

## Keynote Presentation • 9:00–10:00 • Grand Ballroom, 2nd Floor



### The New Reality of Learning: Putting the Social, Local, Mobile Landscape to Work for Your Organization

**Chad Udell**

There is no doubt that learning is changing in the workplace. From the multitude of social and informal learning tools and platforms to the continued growth of the mobile device market and adoption, we have more tools at our fingertips than ever before. How do we separate fact from fiction in this arena in order to really get down to business? Join Chad as he explores the myths and realities facing learning professionals today. We have a tremendous opportunity to perform a soft reset on our learning organizations, let's not waste it.

*Chad Udell is managing director of Float Mobile Learning, which produces custom mobile learning solutions, strategy, and development for clients such as Caterpillar, Wiley Publishing, Pioneer, Growmark, and Abbott. Chad is also a faculty member of Bradley University's interactive department.*

*As an expert strategist, developer, and designer, Chad has spoken to corporations, trade associations, and academic institutions. He has facilitated workshops for the eLearning Guild and ASTD and is creating ASTD's certificate program on mobile learning. Chad also presented with Bob Mosher, Conrad Gottfredson, and Cammy Bean at ASTD's July "Learn Now" conference.*

*Chad serves as an advisor and beta tester for software, including the Adobe Creative Suite and rapid development toolkits. He also contributes to the specifications of the next generation of the SCORM standard, Project Tin Can. He has received numerous awards and written dozens of published articles. Chad's first book, published in June, is Learning Everywhere, an approachable how-to manual for professionals looking to produce mobile learning for their organizations.*

# Breakout Session 1 • 10:25–11:15

## Analysis, Evaluation, & Management

### Why Do the Winners Win? How Are Award Winners Using eLearning & Technology to Create Larger Learning Results?

**Bruce Mabee, CPLP**  
**Williford C, 3rd floor**

More and more large corporations and small organizations are saving significant amounts of money by using elearning. And a few are achieving much more—large-scale, measurable learning results. These organizations are saving money, innovating, moving the organization forward, and winning awards. In this interactive session, participants will compare elearning principles with award-winning examples of elearning patterns. We will ask, “What has been actually making a difference?” You certainly know some of the principles. This session is intended to help you leverage what you know.

*Bruce Mabee, CPLP, is a managing partner at Milestone Partners, LLC; a consultant in strategic change, leadership, and organization development; and an adjunct faculty member of the Benedictine University Master's program in Organization Development. Bruce has designed and facilitated online consulting skills programs since 2008. For 10 years, he has judged many ASTD and OD Network of Chicago's award competitions. He holds a Master's degree in Management & Organizational Behavior from George Williams College.*

### eLearning for Overseas Employees: Linguistic & Cultural Challenges

**Mitchell Donaldson & Ralph Strozza**  
**Grand Ballroom, 2nd floor**

This presentation will focus on producing multilingual elearning content with Articulate, Camtasia, and Flash in conjunction with computer-assisted translation tools and linguistic and cultural themes. We will describe best practices for writing with the intent of translation and with a multi-cultural audience in mind. Other topics will include how computer-assisted translation tools improve translation consistency and quality and how

you can resolve display issues in languages that do not use a roman alphabet.

*Mitchell Donaldson is a project manager for Interpro Translation Solutions, Inc. He has a B.A. in East Asian Languages (Mandarin Chinese) from Indiana University and a Certificate in Software Localization from the University of Washington. In 2001, Mitch began his career in translation and localization as an account executive for Interpro. After a stint as a paralegal, he returned to Interpro in 2012. Mitch's main client produces elearning content created in Articulate and Camtasia.*

*Ralph Strozza is the President & CEO of Interpro Translation Solutions, Inc., which he co-founded in 1995. He has worked in the translation industry since 1982. Ralph has B.S. degrees in Marketing and French and a minor in Spanish from Northern Illinois University and a Master's Degree in French and Italian from Northwestern University. He conducts introductory workshops in Trados translation tools for undergraduate and graduate translation courses at Northern Illinois University.*

## Design

### How Emotional-Based Training Accelerates Knowledge Transfer

**Nancy Munro**  
**Waldorf, 3rd floor**

You know the old saying, “You are what you eat.” A similar saying is true for knowledge transfer, “You know what you feel.” Cognitive scientists have proven that the more emotionally engaged people are in the learning process, the more likely they are to transfer this knowledge into long-term memory. In this session, I will use examples of elearning and mobile learning to demonstrate how you can easily design and implement more emotional-based learning in your programs and assessments. We will focus on three approaches: stories, visual techniques, and simulations.

*Nancy Munro, Founder and CEO of KnowledgeShift, has over 20 years of experience in helping organizations implement learning strategies. Nancy has worked with organizations like Motorola, Eaton,*

## Breakout Session 1 • 10:25–11:15 • *continued*

*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.*

### LMS & Delivery

#### **The Changing LMS Landscape: Updating Your Criteria When Evaluating LMS Vendors**

**Terry McGoldrick**

**Williford B, 3rd floor**

Our expectations about learning management systems (LMSs) have increased substantially over the past few years. As technology continues to offer new and better ways of learning, LMS vendors are working hard to keep up with this shifting landscape. But are we, the clients of the LMS vendors, also keeping up to date? Are we asking the right questions and evaluating LMS vendors according to our current and future needs? Join me for a discussion on how the shifting learning landscape has influenced key LMS market trends and how they translate to new and different expectations about our LMS vendors.

*Terry McGoldrick has over 25 years of experience leading talent functions across a wide range of industries. Many of his change management and learning projects have involved enterprise-wide implementation of learning management systems (LMSs), enterprise resource planning, and financial systems. Terry is a talent strategy consultant for The CARA Group and is currently evaluating the feasibility of consolidating over a dozen of a client's LMSs. Terry received an M.B.A. in Finance from Western Illinois University.*

### Mobile Learning

#### **Going Mobile with Brainshark & SitePals**

**Becky Lucas, CPT, & Theano Yerasimou, Ph.D.**

**Room 4D, 4th floor**

Becky and Theano will share how anyone can create an mLearning program using PowerPoint for text and graphics, SitePals for avatars, and Brainshark for putting everything together into a video presentation. After a brief design overview and demonstration of the case project, participants will have an opportunity to practice applying basic mobile design principles to create a storyboard for a creative mobile resume.

*Becky Lucas, CPT, has over 20 years of experience in the training industry and has been helping clients with elearning and blended training solutions since 2004. She is the owner of Training Partners Plus, Inc. (established in 1998) and RetailTraining.com. Becky holds a M.S. from Indiana University School of Education. In addition to being a Certified Performance Technologists, Becky holds National Professional Certifications in Customer Service, Sales, and Retail Management from the National Retail Foundation.*

*Theano Yerasimou, Ph.D., has over 10 years of experience in the training industry and is currently a learning program manager at Deloitte. She facilitates training programs in online, blended, and face-to-face formats, and she is experienced in multicultural, international, corporate, and educational settings. She holds a Ph.D. from Indiana University School of Education, where she taught courses that trained teachers on successfully delivering instruction through technology use and integration.*

## Breakout Session 1 • 10:25–11:15 • *continued*

### Simulations & Games

#### **Virtual Worlds Revisited**

**Mike Kemmler, Anders Gronstedt, Mark Jankowski, Karl Kapp, & John Lester**  
**Room 4C, 4th floor**

Still deeply entrenched in Gartner's Trough of Disillusionment, is it time to revisit virtual worlds? Mike Kemmler will host a virtual panel discussion via Second Life with a distinguished group of virtual world innovators, presenters, consultants, and authors, including Anders Gronstedt, Mark Jankowski, Karl Kapp, and John "Pathfinder" Lester. Panelists will address the current state of learning in the virtual world, explain the platforms they typically see organizations using for immersive learning, and discuss the current challenges and future possibilities of using virtual worlds for learning. Following the panel discussion, participants will be able to ask the panelists questions.

*Mike Kemmler is an elearning professional with over 20 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. While at Grant Thornton, Mike piloted the use of Second Life as an alternative training medium (directly comparing it to video conferencing).*

*Anders Gronstedt, president of the Gronstedt Group, specializes in immersive learning experiences, including simulations, virtual worlds, podcasting, and other innovative learning approaches. He hosts the weekly "Train for Success" meetings in Second Life.*

*Mark Jankowski is experienced in using 3D virtual worlds for corporate learning clients. His company, Amplified Learning, helps corporations and schools implement elearning solutions that increase impact and reduce costs.*

*Karl Kapp is an expert on the convergence of learning, technology, and business operations. He is co-author of the book Learning in 3D: Adding a New Dimension to Enterprise Learning.*

*John "Pathfinder" Lester is the Chief Learning Officer at ReactionGrid, which develops 3D simulations and multiuser virtual world platforms. From 2005 to 2010, John worked at Linden Lab, the creator of Second Life.*

### Social/Collaborative Learning

#### **Social Technology & Learning: Converting the Non-believers**

**Jeff Merrell & Keeley Sorokti**  
**Williford A, 3rd floor**

Students in the Master's Program in Learning & Organizational Change (MSLOC) at Northwestern University are experienced business professionals of all ages and backgrounds, but most have limited experience with social technology. At MSLOC they become more effective digital, networked learners. They blog, participate actively in online discussions, use Twitter and Google+, and enhance their learning experience by discovering new resources, making new connections, and making sense of new ideas. In this session, we will share the practices we use to convert the timid and the non-believers. We will also describe plans for our next-generation learning platform based on Jive software.

*Jeff Merrell is Associate Director and Lecturer for the Master's Program in Learning & Organizational Change at Northwestern University. He teaches Creating & Sharing Knowledge, the program's core course covering organizational knowledge management and collaboration. Jeff's professional background also includes more than 10 years of consulting on learning management system and e-learning projects for corporate and nonprofit clients, including GlaxoSmithKline, McDonalds, Cisco, and Cardinal Health.*

*Keeley Sorokti is Assistant Director for the Master's Program in Learning & Organizational Change at Northwestern University and directs the program's use of instructional technology. For the past 3 years, Keeley has led the design and implementation of innovative practices for delivering live, synchronous class sessions; using blogs and social media to enhance engagement; and using video and tools such as Google Docs to support distance learning. She is also a graduate of MSLOC.*

### Analysis, Evaluation, & Management

#### Best Practices & Avoiding Pitfalls for eLearning Translation & Localization

**Dan Emery**  
**Room 4C, 4th floor**

During this session, I will detail and demonstrate the good, the bad, and the ugly in my experience working with a variety of organizations to create many types of courses in over 100 languages. I will also share my core set of best practice processes and guidelines for clients embarking on a global training initiative. I will address topics such as selecting learning technology for localization; designing and developing multilingual content, voiceovers, and videos; using desktop publishing software, Flash, and Java; translating and editing; submitting and analyzing files; testing post-localization; and delivering the final course.

*Dan Emery joined TransPerfect's Washington, D.C., office in 2007 as a Director of Business Development. Today, he is the Regional Director of Learning Services. He founded that division's Learning On-Demand Program, which uses technology to streamline the translation project management and review process and provides multilingual call center support and in-country trainers. He has provided elearning and training localization services to clients such as corporate universities, human resources and learning departments, and content development companies.*

### Design

#### Hello, Is There Anybody Out There? Taking Your eLearning from Ignored to Adored

**Jon Robertson**  
**Waldorf, 3rd floor**

In this session, you will learn how to challenge the status quo of standardized training with the “new normal” of individualized learning. Through research-based strategies and concrete examples, I will shed light on how to implement programs that resonate across age groups and backgrounds to inspire people

to want to learn. I will also highlight the education evolution transforming academia and how it applies to the professional world. We will examine the reasons many elearning implementations fail, explore how technology is changing the way we learn, and discuss how to develop content that learners crave and design learning that appeals.

*Jon Robertson is the Director of Learning and Development at lynda.com. He oversees new hire and professional development training for employees. Jon has over 15 years of leadership experience in technology and SaaS organizations, with an emphasis on training, coaching, and organizational development. He previously held leadership positions in companies such as New Horizons CLC and InHealth Technologies, where he focused on driving business results through strategic talent management, coaching, team building, and learning programs.*

### Development/Authoring Tools

#### Tell Your Story on the iPad with Articulate Storyline

**George Hayman**  
**Williford C, 3rd floor**

Today, the holy grail of presentation distribution is iPad deployment. With the HTML5 standard still not defined, until now, the only way to effectively create content for the iPad has been through an app or web page. Recently, Articulate released Storyline, a standalone rapid development tool that people without programming knowledge can use to create interactive elearning courses for playback on PCs, iPads, other tablets, and mobile devices. This session will provide an introduction to Storyline and review some of its “game changing” features.

*George Hayman is a Project Manager of Instructional Design and Technology at The Joint Commission. He has been a multimedia professional, in both corporate and entrepreneurial settings, for almost 20 years. He creates everything from PowerPoint presentations to full HD video productions and video-enhanced distance learning modules. George was a beta tester for Articulate Storyline and is starting an Articulate users group for the Chicago area at [www.ChiArt.org](http://www.ChiArt.org).*

## Breakout Session 2 • 11:40–12:30 • *continued*

### LMS & Delivery

#### Interaction & Collaboration Techniques for Instructor-Led Virtual Training

Corinne Miller

Williford A, 3rd floor

The heart of instructor-led virtual training sessions is “engagement.” What are the techniques beyond the common polls and question and answer segments? What techniques should you use for what size audience? What’s the difference between interaction and collaboration? During this collaborative session, discover how it’s not just about mimicking the methods used in a physical classroom setting, it’s about a new mindset that connects virtually. Participants will receive a link for a PowerPoint slide set that includes examples using WebEx Training Center.

*Corinne Miller is the founder of Innovative Results. She is a former head of Motorola University, where she created a tri-dimensional elearning strategy that transferred the control, creation, and accountability to the learner. She is a frequent author on the topic of synchronous elearning and a thought leader in instructor-led virtual training (iVLT) for Lake Forest Graduate School of Management’s Corporate Learning Solutions programs. She also teaches about iVLT and conducting engaging, results-oriented sessions.*

### Mobile Learning

#### Mobile Decisions: Ensuring the Solution Meets the Learning Need

Susan Fisher

Williford B, 3rd floor

Mobile is the most important technology affecting the training and performance improvement industry today, but it’s not the right solution for every need. Many considerations go into selecting mobile delivery, and this decision should be made carefully and based on rational, need-based criteria. In this session, you will practice using these criteria to determine the best delivery methods for different performance needs.

*Susan Fisher is a lead instructional designer and learning consultant at Innovative Learning Group, Inc. She has more than 30 years of experience designing and developing training and performance support resources for a wide range of business applications. Susan has presented at industry events on topics including performance-based elearning courses and learning programs for mobile delivery. She is the author of the award-winning series Mobile or Not... Here It Comes! and Informal Learning: Making It Work.*

### Social/Collaborative Learning

#### Using Enterprise Social Networking in Training: 2 Case Studies

Jim Wallace & Kris Felstehausen

Room 4D, 4th floor

In this session, we will describe two case studies that used the Jive enterprise social networking platform for learning purposes. One project was highly successful; the other was not. We will compare and contrast the two projects, including project goals, techniques used, deliverables produced, results, and lessons learned. You will also be invited to share your own experiences using enterprise social networking for learning.

*Jim Wallace has spent 30 years in the training industry, and for 15 of those years, he has been a consultant working on successful projects for a wide variety of clients. His expertise covers most of the elearning and instructional technology tools that have been popular in the marketplace during his career. Jim has an M.S. from Rensselaer Polytechnic Institute. He is currently Consultant Manager for Hudson’s Learning and Performance practice.*

*Kris Felstehausen is an instructional designer and project manager with 19 years of experience in the training industry. She has built a wide variety of training curriculae across all training media. Kris has a Masters in Training and Performance Improvement from Capella University and a Masters in Music Theory from Northwestern University. She is currently an independent consultant who works with Hudson.*

## Lunch • 12:30–1:30 • Grand Ballroom, 2nd Floor

### Seating

Even though tables are numbered, you may sit anywhere you'd like during lunch.

### Lunch Order Cards

If you ordered a special lunch—e.g., vegetarian, gluten-free, or other dietary restrictions—you were given a lunch order card at check-in. After you sit down, place your lunch order card above your plate. You should also alert your server in case he or she doesn't see your card immediately.

## Breakout Session 3 • 1:45–2:35

### Analysis, Evaluation, & Management

#### Planning for Profitable Expansion: Creating Large-Scale eLearning for the First Time

**Jennifer DeVries, CPT, & Nicki Woolsey  
Williford A, 3rd floor**

The Walsh Group was rapidly expanding geographically and growing its revenues. In this presentation, we will describe how we assessed organizational readiness for elearning and promoted the elearning program to key audiences. We will explain how the program helped Walsh achieve long-term strategic goals and profitability. We will explore best practices for balancing the project work effort between internal staff and outsourced vendors to optimize the budget and provide professional growth opportunities for a new training department. We will show examples of the elearning solution and discuss lessons learned for managing a first-time, large-scale elearning initiative.

*Jennifer DeVries, CPT, is the President & Chief Solutions Architect for BlueStreak Learning. For over 20 years, she has managed elearning programs for companies such as IBM, Motorola, Joint Commission Resources, and Thomson/Netg. She writes for elearning industry journals and is known for her groundbreaking report *Rapid E-Learning*, published*

*by Bersin & Associates. OnlineUniversityRankings.org named Jennifer one of the top 20 most influential people in online learning. Her company focuses on helping organizations start and grow high-quality, customer-focused elearning programs.*

*Nicki Woolsey is a Corporate Trainer for The Walsh Group, a national construction company. For 4 years, she has been responsible for the creation and implementation of elearning and instructor-based training. Before taking on her training role, Nicki managed several large construction projects in the Chicago area. She holds a Master of Science in Civil Engineering and Master of Architecture from the University of Illinois, Urbana-Champaign.*

### Development/Authoring Tools

#### Activate Your GtPS (GlobalTEAM Power Suite) & Boost Performance

**Lee Johnsen, CPT, CPLP, SPHR  
Williford C, 3rd floor**

At a time of increased globalization and economic vulnerability, organizations are relying on dispersed teams to accomplish results. Yet most of these teams struggle to meet performance goals, and leaders are often ill equipped to deal with these teams'

## Breakout Session 3 • 1:45–2:35 • *continued*

challenges. During this session, I will describe critical success components for global teams. I will also demonstrate my company's online suite of resources for analyzing, planning, implementing, and tracking team progress. The tools help leaders identify gaps and select best practices to assist teams in boosting their performance. Participants will receive a free trial subscription to the online power suite.

*Lee Johnsen, CPT, CPLP, SPHR, is a partner at World Wide International Leadership Partners. He is a published author and has presented at regional and international conferences on training evaluation, blended elearning, and leadership of globally dispersed teams. As an adjunct faculty member of the American Management Association, he has designed and delivered online learning experiences on leadership topics such as developing executive leadership and coaching from a distance.*

### LMS & Delivery

#### **Lights, Camera...ENGAGE! Connecting with Learners Through Video**

**Greg Owen-Boger**  
**Waldorf, 3rd floor**

Often, the best way to convey concepts in elearning courses is to include video of the instructor speaking directly to learners. This can be a daunting task if you're not equipped with the know-how. It's even more challenging when the subject matter expert is not at ease in front of the camera. This session will provide hands-on strategies for engaging learners through a camera's lens. We will view sample videos and conduct live demos. Topics will include best practices for developing and rehearsing a script, strategies for engaging learners and sounding conversational, and language for coaching others.

*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, including instructional design, script development, video production, on-camera coaching, and LMS deployment. He also appears on camera as*

*a subject matter expert. Earlier this year, Greg led the initiative to launch a service that helps others create web-based videos on a budget.*

### Mobile Learning

#### **Learning Technology with Today's Tech Tools: Using Mobile Devices to Increase Participants' Engagement**

**Larry Straining, CPLP**  
**Williford B, 3rd floor**

Please take out your cell phones and turn them ON: We are going to explore the top free mobile technologies to enhance your presentations for increased engagement. This session will demonstrate how you can incorporate Twitter and QR Codes into your presentations and learning events to increase engagement immediately at virtually no additional cost. By practicing with the technology, you will be able to create an action plan to incorporate these tools into your own presentations. Bring your smartphones or other mobile devices with a data plan, and be prepared to be engaged.

*Larry Straining, CPLP, is the Founder and New Media Technology Coach at Larry's Training, LLC. He helps people reach their goals using creative and innovative technologies. Larry is also an adjunct professor at Tulsa Community College and Brown Mackie College. He is a Certified Professional in Learning and Performance™ (CPLP) through ASTD. His passion is exhibited in presentations at ASTD's International Conference and Exhibition and his book Learniappe...111 Creative Ways to Use QR Codes.*

#### **Blindspots in Mobile Learning Development** **Niraj Swami**

**Room 4C, 4th floor**

In this session, we will investigate some pitfalls that traditional elearning vendors and their customers are vulnerable to during mobile development and deployment. Topics will include the cost and scope creep teams are most likely to encounter and drawbacks of focusing on technology before

## Breakout Session 3 • 1:45–2:35 • *continued*

assessing user and business needs. We will explore three case studies: a native learning app, an HTML5 solution, and a hybrid solution. I will also use “legato,” my company’s iPad app that helps identify delivery methods and manage risk in elearning development, to show how mobile learning essentially differs from traditional online learning programs and tools.

*Niraj Swami has been involved in elearning since 2003. He creates custom learning, blended solutions, and tablet-based assessment engines, and he has been the lead developer of a cloud-based elearning authoring tool. Currently, he serves as the Director of Technology for allegro Learning Solutions. Niraj has an MBA in Strategy, Economics, and Entrepreneurship from the University of Chicago, Booth School of Business. In 2008, Google named him a top-50 Android developer.*

Transitioning workers to a new building, especially a new hospital, is a process. Repetitive, immersive experiences can ease people into new space over time. Competency begins with employee knowledge of how roles will function in the new space. Virtual environments are especially effective for this type of organizational learning. During this session, we will describe how using a 3D virtual environment supported wayfinding competency in a new 23-story children’s hospital. Participants will also engage in small group discussion about how virtual environments can be used to support their organizational learning.

*Diana Halfer, MSN, RN, NEA-BC, is the Administrator of Clinical & Organizational Development at Ann & Robert H. Lurie Children’s Hospital of Chicago. For 12 years, she has led the strategic evolution of elearning for employee and physician development. One of her roles includes helping to build the educational infrastructure to support elearning tactics. Diana has presented at many national healthcare conferences and local learning leader conferences.*

*Julia Hooper is the Director of Hospital Education & Workforce Development at Ann & Robert H. Lurie Children’s Hospital of Chicago. She has more than 20 years of experience with elearning. Recently, she served as the project lead for the Virtual Path to the Future, a 3D virtual environment used to prepare 5,000 employees and physicians for wayfinding in a replacement children’s hospital.*

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## Simulations & Games

### **Virtual Path: A Novel Learning Solution for New Hospital Moves**

**Diana Halfer, MSN, RN, NEA-BC,  
& Julia Hooper**  
Room 4D, 4th floor

## Breakout Session 4 • 3:00–3:50

### Design

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

**Sue Weller, CPLP, SPHR, & Jenny Massoni**  
**Waldorf, 3rd floor**

Do you think that interactivity can be done only with flashy tools and lots of time? Or do you think incorporating multiple-choice questions alone adds interactivity? During this repeat of an extremely popular session from 2011, 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.

*Sue Weller, CPLP, SPHR, is an Associate Director of Curriculum Management at Quintiles Transnational. Sue creates global learning solutions for strategically aligned business initiatives. She holds a Master's in Training and Development and a Graduate Certificate in Performance Consulting from Roosevelt University. Sue is the 2012 President of CCASTD.*

*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.*

### Development/Authoring Tools

#### Using Variables in Lectora to Collect Information from Your Learners

**Christine O'Malley**  
**Room 4C, 4th floor**

Training is not an isolated event. Learners, instructors, training administrators, and managers must communicate before, during, and after a course—even in the case of elearning. For example, we might need to know what learners type into an entry field or the steps they completed. With Lectora, you can use variables to collect information from your learners and report it to those who need it. In this session geared toward beginners, I will explain what variables are, how to create them, and how to program them to gather the information you need.

*Christine O'Malley is the Director of Creative Learning for Alliant Quality Partners and an independent consultant specializing in custom Lectora elearning solutions. Leader of the Chicago Lectora User Group and a certified Lectora Author, Christine has facilitated dozens of webinars on Lectora. She has over 20 years of experience in training and development, is certified in Web Design through the College of Lake County, and is certified in eLearning Design from CLARK Training & Consulting.*

### Mobile Learning

#### Mobile Coaching: The New Lifeline for Your Sales Organization in a Mobile Work Environment

**Maureen Haga**  
**Williford C, 3rd floor**

It's a simple fact: sales professionals and leaders are mobile. They are constantly on the go in the field. Companies are looking for ways to keep their competitive edge by providing innovative sales enablement solutions. The recent innovation in smart phone and tablet technology has made it possible to provide consistent, at exact point of need, relevant coaching experiences to mobile sales teams. In this session, learn current practices for implementing mobile coaching, receive guidelines for how to select a mobile coaching use case, and identify relevant learning content and business intelligence to include in mobile coaching.

*Maureen Haga, President of M2Execution, has 25 year's experience in sales performance development*

## Breakout Session 4 • 3:00–3:50 • *continued*

*and sales enablement. She is a trusted advisor to Fortune 500 corporations and small businesses. Successfully joining the mobile revolution, M2Execution developed My Mobile Coach™, a mobile coaching solution providing customized, on-demand, coaching for sales organizations enabling them to execute their sales strategies, process, and skills. Maureen has a Master's in Corporate Instructional Management and Organizational Development from Loyola University.*

### Simulations & Games

#### Serious Games for Business Training

**Robert S. Becker, Ph.D.**

**Williford A, 3rd floor**

Serious games go beyond entertainment. They've been popular since antiquity and are used in schools and universities, the government, military, industry, and commerce to improve learning and performance. This session will provide an overview of the purpose, mechanics, development tools, industry applications, and benefits of game-based training. Research shows that well-designed games increase the attention, engagement, motivation, competence, and acumen of learners. Serious games raise the bar for instructional designers and teachers. The affordances are astonishing, but serious games also represent a radical shift from the rapid learning paradigm of low investment, low return. Are you ready to try them?

*Robert S. Becker, Ph.D., is the President of Becker Multimedia, Inc. Robert has been a consultant, designer, and producer of elearning since the mid-1980s. He leads groups for the International Game Developers Association and the Serious Games Association, and he volunteers for CCASTD and*

*CISPI. His technical proficiencies include development of interactive instructional systems, interactive games and simulations, and learning management systems. His affiliations include Adobe, Apple, and Microsoft developer networks.*

### Social/Collaborative Learning

#### Digital & Social Media Strategy Training: A Critical Need for Today's Cross- Generational Workforce

**Glenn Raines**

**Williford B, 3rd floor**

The convergence of a downturn in the economy, rapidly changing technology, and an aging workforce has created a perfect storm that is dramatically transforming the workplace. This session will focus on rapidly training older Generation Xers and Baby Boomers on digital and social media strategies, tactics, and technologies. I will provide an overview of the digital and social media landscape and share example exercises for facilitating digital and social media training. I will also describe techniques for helping more experienced colleagues mentor digital natives on how to be more strategic, relevant, and competitive in the digital age.

*Glenn Raines is the Revealer of Value for Social Media Moves. He serves as corporate trainer for Leo Burnett Worldwide, Omnicom, and The Knowledge Engineers, where he trains teams on how to integrate digital and social media strategies into their client solutions. He also develops LinkedIn and Google+ Profiles for corporate subject matter experts so companies can effectively use social media to convey their human capital thought leadership as part of the brand value proposition.*

# Helpful Information

## WiFi

There is a public WiFi network that is generally accessible in the Grand Ballroom (keynote and lunch), Normandie Lounge (exhibitor area), and lobby. No password is required. WiFi is not available for attendees in breakout session rooms.

## Cell Phones

Cell phone reception is best in the main lobby of the hotel. Signals may vary in strength in session rooms. Please use cell phones in sessions only if the speakers suggest that as part of a session exercise.

## Session Seating

**Seating is on a first-come, first-served basis.** We have our largest rooms ever this year, with *lots* of seats. But just in case some sessions do fill up, 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>. If you miss a session, you may still be able to download the materials.

# Sharing the Showcase Experience

## Photography & Flickr

We will be taking photos throughout the day. These photos will be used in social media and newsletter reports. For a link to our Flickr group, go to <http://www.chicagoelearningshowcase.com/community.html>.

## Video & YouTube

If you would like to share your experience at the Showcase on video, stop by the Turpin Communication table in the Normandie Lounge. The Turpin Communication team will ask you how you're enjoying the day, and the videos will be posted to our YouTube channel: <http://www.youtube.com/user/ChicagoeLearning>.

## Twitter

Follow us on Twitter @ eLearning12. We'll be tweeting throughout the day with the hashtag #CETS12 and invite you to do so too.

## LinkedIn & Facebook

We're on LinkedIn and Facebook. Search for Chicago eLearning & Technology Showcase, or for direct links to our pages, go to <http://www.chicagoelearningshowcase.com/community.html>.

## Prize Drawings • 3:50–5:00 • Normandie Lounge, 2nd Floor

### Prize Drawings

At the end of the day, join us back in the Normandie Lounge for prize drawings. Prizes include gift cards, software, and the following:

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

- Complimentary registration to ASTD's Advanced eLearning Instructional Design Certificate Program, courtesy of Allen Interactions & ZebraZapps

#### Must Be Present to Win

- Copies of keynote speaker Chad Udell's book *Learning Everywhere*
- Complimentary registration to ASTD's eLearning Instructional Design Certificate Program, courtesy of Allen Interactions & ZebraZapps

## Hosts • Normandie 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)



Founded in 1955, **STC Chicago** is one of the oldest chapters of the Society of Technical Communication. Members include technical writers and editors, content developers, instructional designers, academics, usability professionals, web designers and developers, and translators.

STC Chicago serves the professional and educational needs of technical communicators, educators, researchers, managers, and students. We support the local and larger STC communities and further the overall goals of the Society by providing a wide range of learning opportunities, including meetings, workshops, and the Institute for Professional Development. [stc-chicago.com](http://stc-chicago.com)

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### Ellegro Learning Solutions

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Schaumburg, IL 60195                    <http://ellegrolearning.com>  
phone: 847.598.2118

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

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### CCASTD

#### **September Dinner Meeting: Innovation Techniques for Everyday Problem Solving**

Thursday, September 20, 5:30–8:30 p.m.

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

Saturdays, September 29; October 6, 13, 20, & 27; November 3 & 17; 9:00 a.m.–4:30 p.m.

#### **Workshops and Clinic with Tom Kuhlman from Articulate**

Wednesday, November 14, 9:00 a.m.–4:00 p.m.; Thursday, November 15, 9:00 a.m.–4:00 p.m., 5:30–8:30 p.m.

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

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### CISPIg

#### **HPT Learning Symposium**

Fall 2012

#### **World Café Roundtable**

Winter 2013

#### **Member Networking Event**

Fall 2012

#### **Cracker Barrel**

Spring 2013

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

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### STC Chicago

#### **Tech Comm as ROI: Creating a Profit Center, Not a Cost Center**

Tuesday, August 22, 6:30–9:00 p.m.

#### **Thursdays @ STC Chicago: Informal Discussion & Networking**

First Thursday of each month, 11:30 a.m.–1:00 p.m., multiple locations throughout the Chicago area

#### **Content Management**

Week of September 17, Time TBD

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