

The background is a solid orange color. There are several thin black lines: a vertical line on the far right, and four vertical lines that start from the bottom of the word 'CONFERENCE' and extend to the bottom of the frame. A diagonal line starts from the middle of the letter 'P' in 'CONFERENCE' and extends towards the bottom right corner.

THE L&D CONFERENCE

June 22 - July 31

WHY ATTEND THE L&D CONFERENCE

YOU HAVE AN IMPORTANT DECISION TO MAKE - LET US HELP

You're an L&D professional or a manager of L&D professionals. You want to know whether the upcoming L&D Conference provides value, whether it will be worth the money and time—and most importantly, whether it will translate into performance, insight, and inspiration. We get that, so here, in this document, we will provide you with information to help you decide.



CHANGING THE WAY WE CONFERENCE

The first thing you should know is that the L&D Conference will be pioneering a new way of conferencing. We will describe the rationale and design principles below, but you should know something.

We're going to break some things. On purpose!

We're going to nurture great new learning events, but admittedly, a few of our innovations may hit some turbulence. That's what happens when you innovate! We are not playing safe; we believe that careful, calculated boldness will create learning breakthroughs. But you should take this into account: The L&D Conference will be different!

BETTER OPPORTUNITIES TO EVOLVE

Old fashioned conferences—the face-to-face variety—were sometimes invigorating; a good way to know what's hot and what's not. But let's be truthful. Traditional conferences weren't really designed for learning, and they certainly weren't designed to help attendees bring their insights back to work. Things learned in conference sessions faded when we returned to our jobs, when other priorities got in the way. We forgot what we learned. Our inspiration to get something done just didn't hold up!

But is there an alternative? Is a better conference design even possible? We think so!

KEY BENEFITS OF ATTENDING

LEARNING WHEN THERE'S TIME TO LEARN

The L&D Conference will enable attendees to learn over six weeks, while they are also working! Featured Sessions will be partly asynchronous—meaning that you can engage the learning at your convenience, when it fits into your work and personal schedules. Work-Life-Learning balance - woo!

1

LEARNING IN THE WORKFLOW

The design of the L&D Conference will enable and encourage attendees to take their learning immediately back to their work. It's a six-week experience, giving people time to share what they've learned with their teams, to try things out, to get feedback and encouragement from our world-class speakers and our enlightened attendees. No longer will the learning fade. Immediate application is baked into the conference experience!

2



ACCESS TO WORLD-CLASS SPEAKERS

3

Our speakers are handpicked from among the best and brightest in the L&D community, from across the globe. We've got thought leaders, but only those who have been there and done that! Real L&D practitioners. Real research translators. Brilliant communicators. People who are devoted to helping others be successful. Speakers from all over the world with many varied experiences; there's truly something for everyone!

ENCOURAGING RESEARCH-INSPIRED, EVIDENCE-INFORMED PRACTICAL SKILLS

4

We believe conference goers should walk away with practical, immediately usable nuggets of insight—skills that make a difference and improve learning outcomes. We also believe that attendees should NOT be subjected to myths, common misconceptions and hype. Our speakers are selected based on the practicality and effectiveness of their messaging - not marketing hype.

NOT JUST WEBINARS!

5

Webinars have their place, but as learning architects we know better than to think webinars can produce behavior change. The L&D Conference is not a hodgepodge of webinars strung together. Instead, it uses asynchronous and synchronous sessions to drive personal development and enable attendees to drive organizational change in their work units.



MORE LEARNING FOR YOUR MONEY

6

At old fashioned conferences, attendees might be expected to sit in a dozen sessions over three days. But the L&D Conference will allow participants to sample over 25 Featured Sessions, choosing what they most need to learn! There are six weeks, so attendees theoretically could engage in all these sessions—though we will recommend that they focus their learning. And in addition to these Featured Sessions, there will be tons of other sessions as well, panels, debates, interviews, discussions, networking. No other conference has ever enabled an attendee to learn so much!

OTHER BENEFITS

- No travel expenses, no travel exhaustion, no travel stress.
- Less time lost from work, less time away from family.
- No travel pollution, no carbon footprint.
- Serious networking opportunities.
- Intimacy, closer connection to speakers.
- Discount House, where attendees get discounts from speakers and sponsors.
- A truly global experience with speakers and attendees from all over the world.
- A diversity of speakers with varied experience, skillsets, and geographies.
- Opportunity to attend an innovative and pioneering learning experience and bring back lessons learned from the first-ever L&D Conference designed for the post-Corona future.



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