

Elearning! **Summit 04.29.10**



Show Guide

Welcome to the fifth *Elearning!* Summit, the industry's first virtual trade show.

Learn from the industry's leaders in sessions hosted in the Conference Hall.

Visit the exhibitors, ask questions and view hundreds of products in the Expo Center.

Network with your peers in the Lounge, Conference Hall and Expo Center.

04.29.10 Summit Schedule:

Expo Opens 6:00 AM PT
Sessions Start 7:00 AM PT
Expo Closes 2:00 PM PT

Inside the Show Guide:

- >> Schedule-At-A-Glance
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Event Sponsors



Hosted By:





Welcome to the Summit

It is a pleasure to host the 5th *Elearning!* Summit. Every edition gets better. This Summit features sessions from Xerox, AutoDesk, John Muir Health, APEX Optical Labs and industry-leading analysts from Bersin & Associates and Dublin Consulting. Together, we are learning about the industry's best practices, emerging technologies, and developing our own skills to help build smarter organizations.

The Summit is a live virtual event accessible from your desktop on 04.29.10. We invite you and your colleagues to join us. There is no cost to attend for professionals in the corporate or public sector learning and performance fields.

Inside the event you can:

- >View live sessions and participate in Q&As;
- >Network with peers and build your contacts;
- >Visit sponsors' booths and view demos;
- >Skype with attendees and sponsors;
- >Access the resource center filled with white papers, best practices and more.

Nothing is better than joining 1500+ of your peers at this live, interactive conference.

See you at the Summit!



Catherine Upton
Elearning! Summit Director
Skype: catherine-upton

Schedule-at-a-Glance: April 29, 2010 6 AM - 2 PM PT

Time PT	Time ET	Topic
6:00 AM	9:00 AM	Summit Opens
7:00 AM	10:00 AM	Best Practices: Global Learning
8:30 AM	11:30 AM	Social Learning 101
10:30 AM	1:30 PM	Solutions Roundtable
12:00 PM	3:00 PM	Ask the Experts Panel
1:00 PM	4:00 PM	Reinventing Learning
2:00 PM	5:00 PM	Summit Closes

10 Tips to Maximize the Summit Experience

- 1 Login Early on 04.29.10
- 2 Upload Your Picture (After Login Click Settings Button)
- 3 Use Skype for Live Chat in the Summit
- 4 Don't have Skype? Download it Free at: www.skype.com.
- 5 Add your Twitter and Facebook IDs (In Settings Details)
- 6 Join a Group at the Summit (In Settings, Click My Networks)
- 7 Chat with Everyone in Networking Lounge, Conference and Expo Centers
- 8 Exchange Virtual Business Cards to Network On and Off Line
- 9 Access Experts in the Expo Hall
- 10 Missed A Session? The Summit is On-Demand Until 8/1.

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General Session I: Best Practices: Global Learning 7:00 AM PT



Joann Halle
Xerox North America

Learn how Xerox re-engineered its learning and development function, moving from traditional classroom-based training to global blended learning. The speakers will address all three phases of strategy development, technology evaluation and deployment, and training implementation.



Al Paz
Xerox

Attend this session to learn how Xerox is managing the global rollout of its blended learning curriculum and how the company was able to:

- >> Reduce travel and administrative costs for large-scale training sessions by hundreds of thousands of dollars annually — which is critical in the current economic environment.
- >> Improve access to training by enabling sales and service professionals to attend trainings throughout the year without having to leave their offices.
- >> Support the delivery of 450 sessions in the first half of 2009.
- >> Address a variety of stakeholder requirements through ease of use and flexibility. In Europe, for instance, the virtual sessions are used in 14 countries with 12 languages, while users worldwide require little or no training to participate in the online L&D courses.



Carie Blum
Xerox

General Session II: Implementing Social Learning in the Enterprise 8:30 AM PT



David Mallon
Bersin & Associates

Industry research shows that organizations of all sizes are exploring the use of social networking and collaboration platforms. David Mallon, Bersin & Associate's principal analyst, will review the categories of social software, what buyers and users should expect these applications to do, and insight into best practices for implementation. Kathleen Valderrama, project manager in knowledge management for the Federal Reserve Bank of Cleveland, will show how the Bank has integrated social software tools into its learning and development efforts to enable learning on-demand and knowledge-sharing. Dan Pontefract, head of learning for leading Canadian telecommunications company TELUS, will talk about social learning as part of the company's shift to a more informal culture of collaboration for its 35,000+ team members. Join this session, bring your questions, and learn how to jumpstart your successful implementation.

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General Session IV: Ask the Experts Live Panel 12:00 PM PT



Lance Dublin
Dublin Consulting

Wonder what the Return on Investment (ROI) or Return on Expectation (ROE) is for e-learning? What tools should you use? How can you develop quality e-learning on a budget? This is your opportunity to Ask The Experts. This panel led by Lance Dublin, Dublin Consulting, hosts power users of learning and technology solutions that impact performance. Harry Wittenberg of AutoDesk and Ginny Spence of John Muir Health, have launched enterprise-wide and department only learning initiatives. Ask these experts your critical questions and leverage their years of experience. Post questions via Twitter to #ELSummit.

Closing Session: Reinventing Learning at Essilor: The World's Largest Network of Ophthalmic Labs 1:00 PM PT



Scott Colehour
Allen Interactions

Learn how Essilor leveraged world class e-learning and complementary instructor-led materials to launch APEX-Optics' performance improvement initiative to improve customer satisfaction, lab productivity, lab profitability and employee capability. During this session, Fred Dierksmeier, Program Manager, Essilor of America, will share how seasoned employees gained new technical skills and knowledge about APEX-Optics Labs. From employee, to lab manager, to senior vice presidents — comments such as "fantastic materials and program", "helps employees believe in themselves" and "will bring tremendous value" are commonplace. Hosted by Scott Colehour, Co-Founder & Solutions Architect, Allen Interactions, Scott will share the learning strategy and tactics deployed to reinvent Essilor's learning initiatives.

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