Register today and save big!
Industry-Defining Event for Talent Development

Learn about tomorrow’s talent development trends today!

The ATD 2015 International Conference & Exposition brings the talent development industry to life. Each aspect of the industry is covered for every level of practitioner, from CEOs and deans to specialists and students.

At ATD 2015, join more than 10,500 of your learning colleagues from around the globe in Orlando, FL., May 17–20, 2015, to share best practices and insights. You’ll learn about current and future trends, and find out how to apply them on the job to get results. You’ll also hear from world-renowned thought leaders and industry luminaries. ATD 2015 will provide the tools and resources necessary to move you and your organization forward.

Top Reasons to Attend ATD 2015

- Experience the largest conference in the field, providing the most choices for your development.
- Learn from top-rated educational sessions.
- Hear from world-renowned speakers.
- Network with like-minded peers from around the world.
- Experience a world-class EXPO.
- Benchmark your practices against today's industry leaders.

EXPO

With more than 400 exhibitors, the ATD 2015 EXPO is the place to meet and network with colleagues, as well as discover vendors and learn about the latest products to help you perform your job better. These experts are ready to listen to your challenges and help you overcome them.

About Orlando, FL

Orlando offers unique experiences for an unforgettable visit. The perfect itinerary awaits you; no matter what your interests are—theme parks, attractions, arts and culture, shopping, spas, golf, dining, outdoor adventures, or nightlife—you’re sure to find it in Orlando.
World-Class Content

Keynote Speakers

Andrea Jung
President and CEO, Grameen America

Andrea Jung is the former board chair and CEO of Avon. Throughout her career, she ranked consistently among the top leaders in the world on lists, including Fortune’s Most Powerful Women in Business, Forbes magazine’s Most Powerful Women in the World, and the Financial Times’ Top Women in World Business. A role model and trailblazer for women, she was Avon’s first female CEO in the company’s 126-year history, and the first female CEO at a cosmetics company who was not also its founder. At the time, she was also the longest-tenured female Fortune 500 CEO in history.

Jung is currently the president and CEO of Grameen America, where she is working to scale the organization to solve economic issues for women and their families across the country through microloans, training, and support. She is also on the board of directors at General Electric and Apple.

Sugata Mitra
Professor of Educational Technology, Newcastle University, UK

TED prize winner Sugata Mitra is at the forefront of a new approach to education that challenges how we teach today’s children in a technological age. He is the professor of educational technology at Newcastle University, United Kingdom. Prior to that, he was a visiting professor at MIT.

Mitra is currently working on the School in the Cloud, which is the culmination of more than a decade of research and observations from all over the world. The School in the Cloud is learning at the edge of chaos—a community, place, and experience to discover and explore children’s learning as a self-organizing system.

Mitra’s experiments, which inspired the book and Oscar-winning film Slumdog Millionaire, have challenged some of the key assumptions of formal education. They demonstrate that even in the absence of any direct input from a teacher, an environment that stimulates curiosity could result in learning through self-instruction and peer-shared knowledge.

Erik Wahl
Graffiti Artist, Author, Entrepreneur, and Philanthropist

Erik Wahl is an internationally recognized graffiti artist, author, and entrepreneur. With his creative background, Wahl redefines the term keynote speaker. Pulling from his history as both a businessman and an artist, he has grown to become a sought-after corporate speaker. Wahl’s on-stage painting becomes a visual metaphor to the core of his message: encouraging organizations toward profitability through innovation and superior levels of performance.

During the past 10 years, Wahl has shared his incredible message with the largest and most influential companies in the world, leaving behind his artwork as a reminder of his passion for breakthrough thinking. His list of clients includes AT&T, Disney, the London School of Business, Microsoft, FedEx, Exxon Mobil, Ernst & Young, and XPrize. He has also been featured as a TED presenter.
CONTENT TRACKS

Career Development
- Assessment and Credentialing
- Coaching
- Entrepreneurship
- Job Search and Recruitment
- Managing Your Career
- Mentoring
- Organizational Career Development Programs
- Skills Gap
- Shifting Career Focus Within Talent Development

Global Human Resource Development
- Diversity and Inclusion
- Global Workforce Development
- Global Leadership Development
- Global Benchmarking

Human Capital
- Change Management
- Coaching
- Diversity and Inclusion
- Innovation
- Integrated Talent Management
- Knowledge Management
- Mentoring
- Performance Improvement
- Managing Learning Programs

Instructional Design
- Design Techniques for Advanced Practitioners
- Learning Transfer
- Innovations in Design
- Designing Effective Technical Training
- Working With Subject Matter Experts
- ISD for Mobile Learning
- Developing Training for External Clients and Customers
- Agile and Iterative Design Modalities
- Task Practice and Training Courses
- Strategies for Incorporating Stakeholders
- Needs Assessment for ISD
- Project Management Tools and Methods for Instructional Designers
- Involving Managers in the Training Process
- SD and Organizational Results
- Problem-Centered Learning

Leadership Development
- Revamping Leadership Development After Organizational Change
- Diversity and Inclusion
- Entrepreneurship in Leadership Development
- Evaluating Learning Impact
- Innovations in Leadership Development
- New Models of Leadership Development
- Organizational Career Development Programs
- Developing Leadership Skills and Competencies
Learning Technologies
- E-Learning
- Innovation
- Mobile Learning
- Simulations and Serious Games
- Social Learning
- Tools and Platforms
- Virtual Classroom

Learning Measurement and Analytics
- Impact of Learning—Beyond ROI
- Evaluating Learning Programs
- Measuring the Impact of Change
- Return on Investment (ROI) of Learning
- Measure the Results of Social and Informal Learning
- Creating Behavior Change
- Measuring Effectiveness of Leadership Development
- Technology-Based Analysis and Evaluation
- Principles of Certification for Trainers
- Measuring Coaching and Mentoring Program Effectiveness
- Assessing Learning Mastery and Providing Learner Feedback
- Determining the Impact of Learning on the Business

Management
- Change Management
- Coaching
- Diversity and Inclusion
- Engagement and Motivation
- Global Workforce Development
- Innovation
- Knowledge Management
- Leadership Development
- Management Development
- Measuring and Evaluating
- Mentoring
- Manager and Trainer Collaboration

Training Delivery
- Delivery Techniques for Advanced Practitioners
- Games and Activities to Strengthen Learning
- Working With Difficult Learning Participants
- Deliver Effective Technical Training
- Content for Master Trainers
- Facilitation Skills
- Innovative Delivery Methods

Science of Learning
- Engagement and Motivation
- Memory and Learning
- Organizational Dynamics
- Performance Improvement
- Research and Practice
INDUSTRY TRACKS

Government
• Change Management
• Engagement and Motivation
• Evaluating the Learning Impact
• Integrated Talent Management
• Knowledge Management
• Leadership Development
• Performance Improvement
• Public Sector

Sales Enablement
• Account Management
• Sales Operations and Technologies
• Coaching
• Creating and Closing Opportunities
• Defining and Positioning Solutions
• Developing Sales-Force Capability
• Selling Skills
• Management Development
• Managing Within the Sales Ecosystem
• Measuring and Evaluating
• Recruiting and Developing Sales Talent
• Setting Sales Strategy

Healthcare
• Customer Service Culture
• Diversity Training
• Evaluating the Learning Impact
• Healthcare Policy
• Integrated Talent Management
• Skills Gap
• Nontraditional Trainer

Higher Education
• Putting Research and Theory to Practice in the Workplace
• Academic, Practitioner, and Corporate Partnerships
• Trends and New Methods for Engaging Students in the Academic Classroom
• Aligning Course Curriculum With the ATD Competency Model
• Developing Faculty and Staff in Higher Education
• Applying Adult Learning Principles in the Academic Classroom
International Point of View

International Attendee Orientation
Sunday, May 17

This informative session is highly recommended for new and returning international attendees. Network and learn how to get the most out of ATD 2015.

International Reception
Monday, May 18

A festive, invitation-only networking event, the International Reception is a great opportunity to start your conference networking with attendees from around the world. Refreshments and light hors d'oeuvres will be served.

Global Village

The ATD Global Village is the center of networking for international attendees. It is a comfortable home-away-from-home where attendees from all over the world can relax, reunite with old friends and colleagues, and engage in discussions that bring about change and open up new possibilities. The Global Village is open during the entire conference.

Global Human Resource Development Sessions

The Global Human Resource Development (Global HRD) track focuses on cultural diversity, globalization, localization, and best practices by region. See a listing of Global HRD sessions.

Simultaneous Interpretation

ATD offers simultaneous interpretation of the general sessions and selected educational sessions in Japanese, Korean, Mandarin, and Arabic.

Travel Information for your visit to the United States

Do you need a travel visa?

If you need a visa to attend ATD 2015, please visit the U.S. Department of State website (www.state.gov) for the most current information and instructions.

Upon request only, ATD will provide an invitation letter to individuals who are registered and attending the ATD 2015 International Conference & Exposition. Please email international@td.org for the form, or if you have any questions. Apply early! We suggest you begin the visa application process at least 60 days prior to your travel date.
Conference Registration

ATD members save big! Join today and save $300 off registration rates.

Delegation Rates

<table>
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<tr>
<th>Rates (USD/Person)</th>
<th>ATD Member</th>
<th>Nonmember</th>
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<tr>
<td>Delegation Early Bird Rate</td>
<td>$1,100</td>
<td>$1,400</td>
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<td>Delegation Rate</td>
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Register today and take advantage of huge savings! Visit www.atdconference.org.

Individual Rates

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<tr>
<td>Early Bird Rate</td>
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<td>Advanced Rate</td>
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<td>Regular and On-Site Rate</td>
<td>$1,800</td>
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<td>After April 1, 2015</td>
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International Delegations

With a minimum of five paid participants, you can organize an international delegation. Benefits include favorable pricing, invitations to special events, and recognition at the conference. Contact international@td.org to arrange or join an international delegation.

Housing

ATD has reserved rooms with special rates for conference attendees at area hotels in Orlando, Florida. Reserve your room early for the best chance at getting your first choice. Remember, the number of rooms held at each hotel is limited, and the final deadline for group housing is Friday, April 24, 2015.

Why Use Official ATD Housing?

When making your housing arrangements for the ATD 2015 International Conference & Exposition, it is important to use a company that you can trust. ATD provides our housing arrangements through Wyndham Jade. When you book through Wyndham Jade you can be assured of the following:

- Official hotels are ATD-endorsed and inspected.
- Housing representatives are available at the conference for on-site assistance with official hotels.
- There will be friendly booking terms with no change fees and no full prepayment.
- Hotel rates are guaranteed.
- Complimentary shuttle service is provided from most official hotels.
- It is easy to make changes.
- Greater networking opportunities exist in hotels within the conference block.

For questions or comments, please email us at international@td.org.

Join the Community

A community for professionals from all over the world with an interest in developing talent for the global workforce, regional and country-specific best practices, and global benchmarking.

www.td.org/globalhrd

Join the Conversation

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ATD India

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