



CONTENT
COMMUNITY
GLOBAL PERSPECTIVES

atd 2017

INTERNATIONAL CONFERENCE & EXPOSITION

May 21-24 | Atlanta, GA

Welcome

“This truly is a **global gathering** of the talent development profession, with attendees coming from all over the world”

환영

Willkommen

Bienvenue

Welkom

Velkommen

Vitame

歡迎

欢迎

مرحبا

Bienvenidos

Bem Vindo

Добро

пожаловать

Benvenuto

Witamy

Υποδοχή

Agenda

ATD 2017 International Conference & Expo Highlights

Organize a
Delegation to
Attend ATD 2017

Sharing from
Experienced
Delegation
Leaders

Questions and
Answers

atd 2017
INTERNATIONAL CONFERENCE & EXPOSITION

MAY 21-24 | ATLANTA, GA
CONTENT • COMMUNITY • GLOBAL PERSPECTIVES

The Largest Conference in the World Dedicated to Talent Development and Training Professionals

Industry-Defining Global Event for Talent Development Professionals

70+ year history

More than 9,600 attendees,
25% overseas

92 countries represented

60+ international delegations

300+ educational sessions

400 exhibitors

300 speakers from 22 countries

Total Attendance: 10,200
International attendance: 1,800
Countries represented: 83

atd2016
INTERNATIONAL CONFERENCE & EXPOSITION
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#ATD2016

ATD 2016

International Conference

Country	# Of Participants
1. Korea	274
2. Canada	196
3. Japan	156
4. China	142
5. UK	90
6. Netherlands	75
7. Brazil	70
8. Saudi Arabia	66
9. Taiwan	41
10. Denmark	38
UAE	38

LEA

Top Attending Countries Outside the United States in 2016



10 Content Tracks



4 Industry Tracks



- Career Development
- Global Human Resources Development
- Human Capital
- Instructional Design
- Leadership Development

- Learning Technologies
- Learning Measurement & Analytics
- Management
- Training Delivery
- Science of Learning

- Government
- Healthcare
- Higher Education
- Sales Enablement

Keynotes



Captains Mark and Scott Kelly
Highly Decorated NASA Astronauts and

Monday, May 21, 8-9:30 a.m.

Highly Decorated NASA Astronauts and Retired U.S. Navy Captains

To Infinity and Beyond! Extraordinary Life Lessons From the Kelly Brothers

DAY
2



Kelly McGonigal
Health Psychologist and Lecturer
at Stanford University

Tuesday, May 22, 8-9:30 a.m.

Health Psychologist and Lecturer at Stanford University.

How to Make Stress Work for You

DAY
3



Dr. Ronan Tynan
Irish Tenor, Paralympic Champion,
and M.D.

Wednesday, May 23, 3:00 p.m.-4:00 p.m.

Irish Tenor, Paralympic Champion, and M.D. Ronan moves people like few others can. His ability to easily connect with audiences along with his inspiring message about overcoming obstacles and living life to the fullest promotes ways to reach new heights both professionally and personally

Hitting the High Notes: Living Life to the Fullest

International Programs



Global Perspectives

- Global HRD track: More than 20 sessions
- Global focus
- More than 60 international speakers from 22 countries



Global Village

Network with your colleagues from around the world! The Global Village is the center of networking for international attendees and is open during the entire conference.

International Programs

International Attendee Orientation

This informative session is highly recommended for new and returning international attendees to network and learn how to get the most out of ATD 2017.

International Reception

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



International Recognition Ceremony

An invitation-only ceremony to honor and recognize special delegations and attendees.

Strategic Partner and Network Meeting

An invitation-only opportunity to meet with our strategic partners and network.



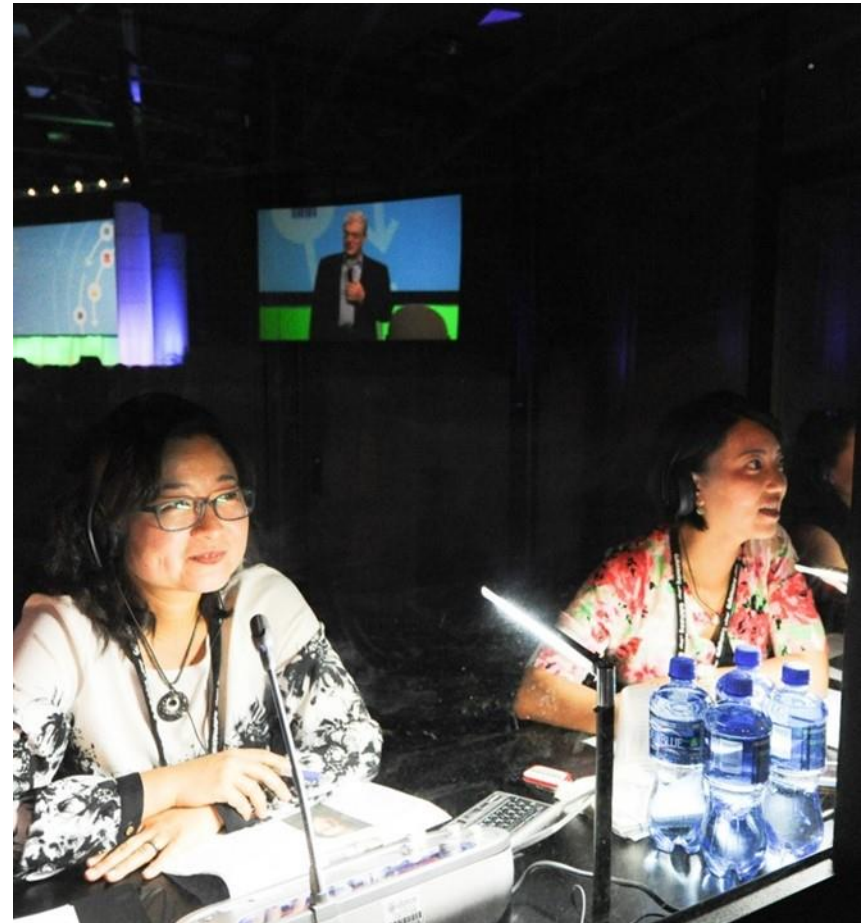
International Programs

Simultaneous Interpretation



Simultaneous interpretation is offered for several sessions in three languages for a fee:

Korean, Japanese, and Chinese (Mandarin)



Certificate Programs (2-3 days)

Organizational Development

- [Action Learning Certificate](#)
- [ATD Expert Coach™ Certificate](#)
- [Change Management Certificate](#)
- [Coaching Certificate](#)
- [Consulting Skills Certificate](#)
- [Integrated Talent Management Certificate](#)
- [Knowledge Management Certificate](#)

Project Management

- [Project Management for Learning Professionals](#)

Delivering Training

- [Accelerated Learning Certificate](#)
- [ATD Master Trainer™](#)
- [Training Certificate](#)

Designing Learning

- [ATD Master Instructional Designer™](#)
- [Blended Learning Certificate](#)
- [Designing Learning Certificate](#)
- [Needs Assessment Certificate](#)
- [Writing for Instructional Design and Training Certificate](#)

Managing Learning

- [Managing Learning Programs Certificate](#)

Human Performance Improvement

- [ATD Master Performance Consultant™](#)
- [Improving Human Performance Certificate](#)
- [Performance Support Certificate](#)

Learning Technologies/E-Learning

- [Adobe Captivate Certificate](#)
- [Advanced E-Learning Instructional Design Certificate](#)
- [Articulate Storyline Certificate](#)
- [E-Learning Instructional Design Certificate](#)
- [Mobile Learning Certificate](#)
- [Rapid Video Development for Learning Certificate](#)
- [Scenario Based E-Learning Certificate](#)

Measuring and Evaluating Learning

- [Evaluating Learning Impact Certificate](#)
- [Measuring Return on Investment Certificate](#)

Management and Leadership Development

- [ATD Certificate in Strategic Leadership](#)
- [Creating Leadership Development Programs Certificate](#)
- [Creating New Manager Training Programs Certificate](#)

- Practical content presented by expert practitioners
- Enhance your competitive advantage and professional development
- Participants receive an ATD certificate

Preconference Workshops (1-2 days)

Two-Day Workshops

- **Preparing for the CPLP: Instructor-Led 2-Day Workshop**
 - May 19-20, 2017 | 8:30 a.m.–4:30 p.m.
 - ATD Member: US \$995 | Nonmember: US \$1,350
- **Workshop 1: Leaving ADDIE for SAM MegaWorkshop**
 - May 19-20, 2017 | 9 a.m.–5 p.m.
 - ATD Member: US \$1,195 | Nonmember: US \$1,550

One-Day Workshops

May 20, 2017 | 9 a.m.–5 p.m.

ATD Member: US \$495 | Nonmember: US \$695

- **Workshop 2: Coaching Essentials for Team Leaders**
- **Workshop 3: Funny Fuel: Gas to Gain Glee in Your Training and Speaking**
- **Workshop 4: Improving Internal and External Knowledge Transfer**
- **Workshop 5: TBA**
- **Workshop 6: Know the Mind, Know the Learner: Applying Brain Science to Improve Training**
- **Workshop 7: Performance Consulting: The What, Why, and How**
- **Workshop 8: Smartphone Cinema for L&D Professionals**
- **Workshop 9: Talent Development in the Digital Age: Designing Learning Environments**

- Provide a deeper and more experiential focus on a topic.
- Interactive workshops with a hands-on approach
- Ideal way to develop new skills or gain new perspectives while focusing in-depth on a topic

atd 2017

INTERNATIONAL CONFERENCE & EXPOSITION

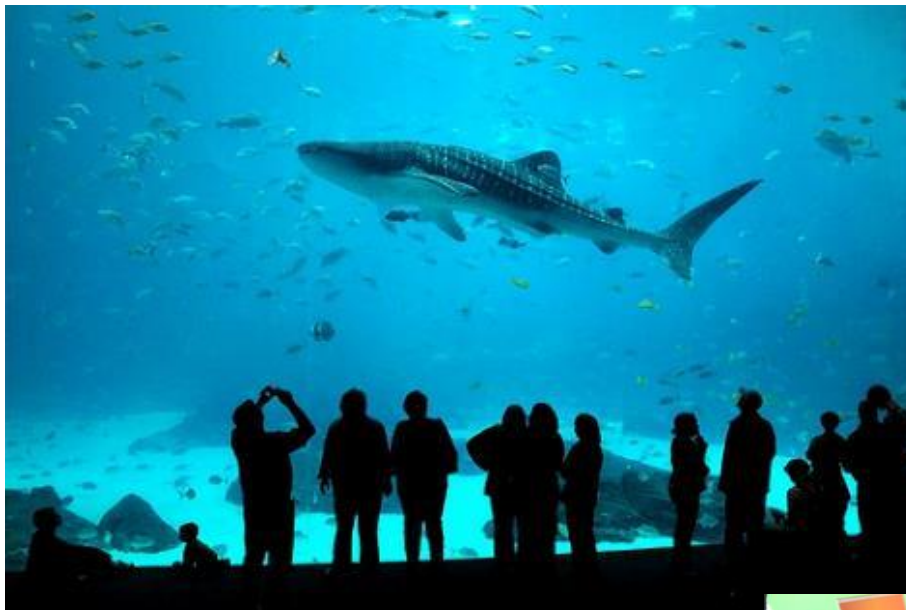
MAY 21-24 | ATLANTA, GA
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400 Exhibitors

Attendees can visit the EXPO between concurrent sessions and networking with their peers. Top suppliers showcase their cutting-edge resources, tools, and solutions, which you can use to take talent development in new directions.

ATD 2017 Networking Night



Attendees will have the opportunity to dance to live music, network with peers, enjoy delicious food, and so much more!

Register together with the conference (\$75/person)!

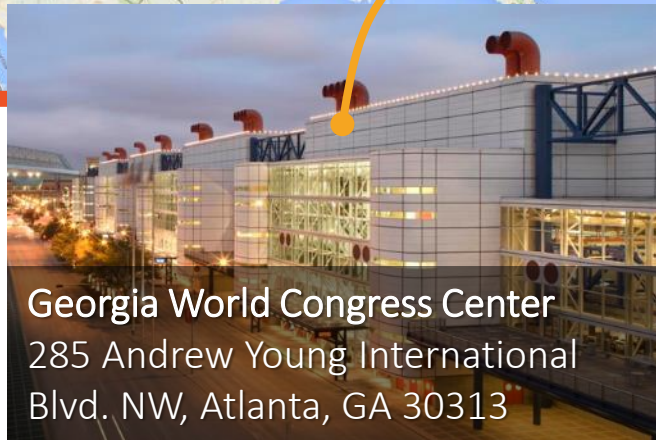
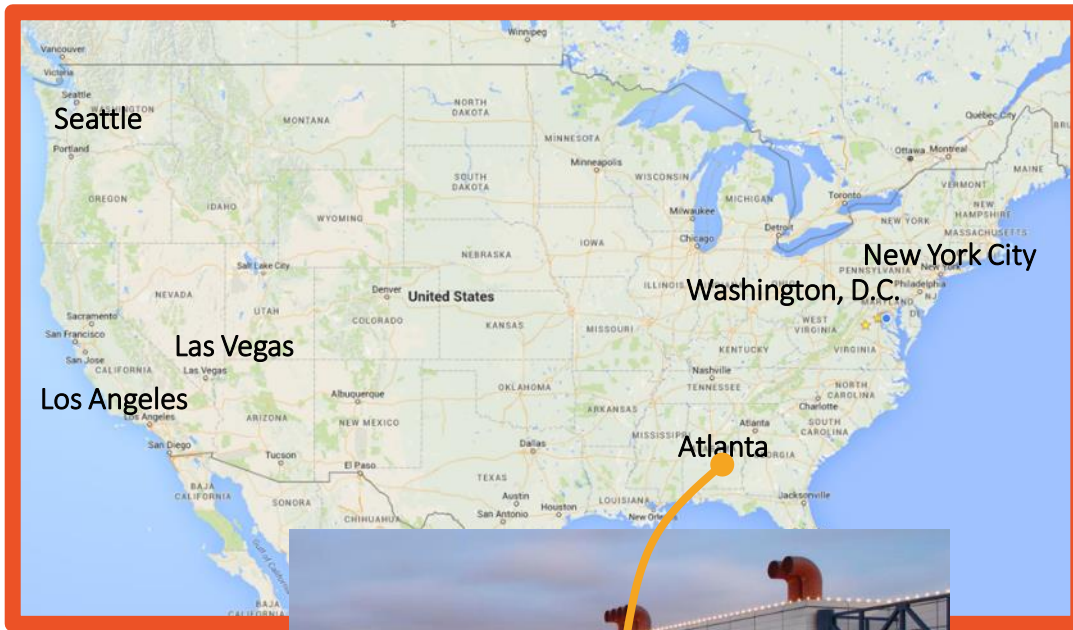
ATD 2016 Networking Night
Denver Art Museum
Denver, CO

Georgia Aquarium



Date and Location

Atlanta, Georgia, May 21-24, 2017



Georgia World Congress Center
285 Andrew Young International
Blvd. NW, Atlanta, GA 30313

Atlanta: A fascinating historical hub, Georgia's capital city was named one of the *New York Times's* 52 places to visit in 2014. There is no time like the present to visit the South's largest city. Around every corner is a new attraction, restaurant, or shop.

Learn more about Atlanta at [www.atlanta.net!](http://www.atlanta.net)

Destination: Atlanta

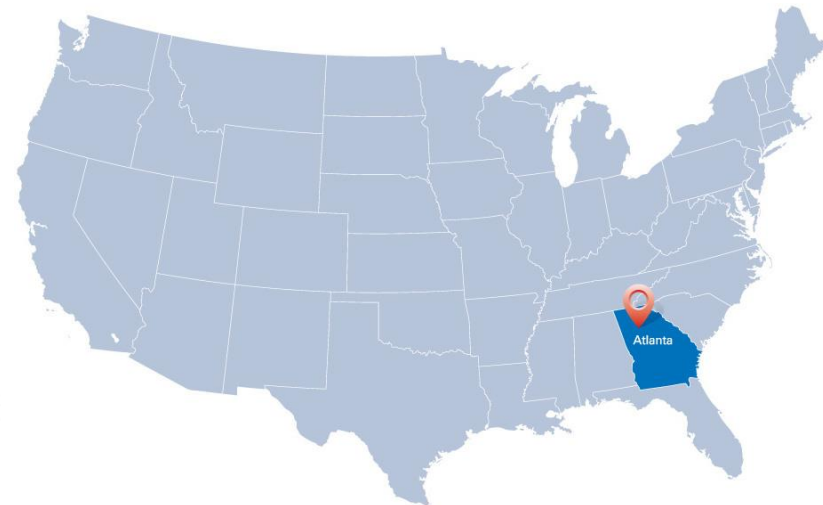
Largest city in the southern United States

World headquarters for 13 Fortune 500 companies

America's most accessible city

- Direct, nonstop service to more than 150 U.S. destinations—80 percent of those within a two-hour flight
- Direct flights to Europe, South America, and Asia

Fast-paced, modern city proud of its heritage



Visiting Atlanta

<http://www.atdconference.org/Hotel-and-Travel/Destination>

Atlanta's Local Cuisine:

[Twin Smokers](#)

300 Marietta Street NW

• [Paschal's Restaurant](#)

180-B Northside Drive SW

• [Mary Mac's Tea Room](#)

224 Ponce de Leon Ave NE

• [Old Vinings Inn](#)

3011 Paces Mill Road

[South City Kitchen](#)

1144 Crescent Avenue NE

• [Lure](#)

1106 Crescent Avenue NE

• [Steel Restaurant & Sushi](#)

[Lounge](#)

950 West Peachtree NW

Suite 255

• [Anis Cafe and Bistro](#)

2974 Grandview Avenue

• [Alma Cocina](#)

191 Peachtree Street NE



Visiting Atlanta

Local Attractions:

- [World of Coca-Cola](#)
121 Baker St NW
- [Georgia Aquarium](#)
225 Baker St NW
- [Centennial Olympic Park](#)
265 Park Ave W NW
- [Atlanta Botanical Garden](#)
1345 Piedmont Ave NE
- [Atlanta Cyclorama & Civil War Museum](#)
675 Ponce De Leon Ave NE
- [Martin Luther King Jr. National Historic Site](#)
450 Auburn Ave NE
- [Atlanta History Center](#)
130 West Paces Ferry Road NW
- [Center for Civil and Human Rights](#)
100 Ivan Allen Jr. Boulevard



Register

Full Conference Registration	ATD Member	List Price
Advanced Rate Ends March 31, 2017	\$1,575	\$1,900
Online Rate Ends May 12, 2017	\$1,875	\$2,200
On-Site Rate	\$2,175	\$2,500
International Delegation (Groups of 5 or More)	\$1,250	\$1,575
Government	\$1,250	\$1,575
Student	\$500	\$800
Other Fees		
Networking Night		\$75
Simultaneous Interpretation Korean, Japanese, Chinese		\$345





Nigeria



Brazil



Venezuela



Kuwait



Turkey



Mexico



Canada



Belgium



UAE



Argentina



Italy

70 International Delegations



Taiwan



Australia



Japan

Delegations

With a minimum of **five paid participants**, you can organize an international delegation. Benefits include:

- convenient conference and travel registration
- delegation only-services, such as a networking room and early badge pickup
- special recognition during the conference
- marketing support
- reduced registration rates
- a rebate based on the number of paid participants.



Delegation Benefits

Paid Delegate Number	Delegation Rate	Marketing Materials	Delegation Leader Events	1 Free Registration for Delegation Leader	Additional Financial Incentive*	Networking Room Sharing	Early Badge Pickup
≥ 5	●	●	●				
≥ 10	●	●	●	●	●		
≥ 20	●	●	●	●	●	●	●
≥ 50	●	●	●	●	●	●	●

* Rebate based on number of paid delegates.

How We Can Support You

- ❖ Marketing materials
- ❖ Delegation Leader [Tool Kit](#)
- ❖ Delegation leader emails
- ❖ Delegation registration form
- ❖ Special conference promotion workshops, videos

Delegation Leader Tool Kit

ATD International has prepared some items that you will find useful in leading and promoting your International Delegation to ATD 2017. This Tool Kit is updated periodically with new materials. Please check back for more updates.

ATD 2017 Materials

ATD 2017 VIDEO



Delegation Registration Process



STEP 1 **Submit Delegation Application**

STEP 2 **Receive Delegation Confirmation**

STEP 3 **Register Delegation Attendees**


STEP 4 **Arrange Payment**

Step 1: Submit Delegation Application

International Delegation Application Form

- Contact international@td.org for the “International Delegation Application Form”
- Complete and submit the application form

International Delegation Application Form



INTERNATIONAL CONFERENCE & EXPOSITION
MAY 21-24, 2017 | ATLANTA, GA, USA

ATD welcomes organizations and individuals to organize delegation to attend ATD 2017 International Conference & Exposition! A minimum of 5 paid participants are required to form a delegation. Please complete this form in English and return to the International department by email: international@td.org. Once your application is approved, the confirmation letter with delegation code and registration form will be provided to you. Thank you for your interest. We look forward to working with you.

Delegation Name
How would you like your delegation to be addressed? Please provide full name and abbreviation if applicable

Contact Information

Delegation Leader Name:	
Delegation Leader Email:	
Coordinator Name: <small>(If different from Leader)</small>	
Coordinator Email:	
Telephone:	
Address:	
State/Province:	Country:

Delegation Information

Have You Organized a Delegation to ATD in the Past?	If Yes, Which Year(s):
Estimated Number of Participants for 2017:	
Payment	<input type="checkbox"/> Wire transfer <input type="checkbox"/> Credit Card

Step 2: Receive Delegation Confirmation

Sample Delegation Banners with Code

- Once the application is processed, you will receive a confirmation letter from ATD
- Returned qualified delegations will receive a delegation code with the confirmation letter
- **New delegations** will be assigned delegation codes when the **minimum of five paid attendees is reached**



Step 3: Register Delegation Attendees

- We will provide a standard International Delegation Registration Spreadsheet
- Delegation leaders will use the spreadsheet to collect attendees information, and send it to ATD. The reduced rates and complimentary registration will be applied immediately

** **Note:** You may promote your delegation code to individuals and have them directly register with ATD. However, if the delegation code is not correctly entered when the individual registers, the delegation will not receive any benefits.*

Step 4: Arrange Payment

- Delegations need to provide the Delegation Registration Spreadsheet with payment before the deadline
- Additional/cancellation registrations may be adjusted on the same spreadsheet
- Additional registrations may be processed onsite
- Payment is required before registration is considered complete
- ATD accepts credit cards and wire transfers

Ways to Register

1. Online: [ATD Store](#)
2. E-mail international@td.org

Download and fill out the Registration Form from www.atdconference.com

Use the Delegation Registration Spreadsheet

Hotel & Travel: Why Use Official ATD Housing?

- Official hotels are endorsed and inspected by ATD.
- Housing representatives are available at the conference for assistance with official hotels.
- You'll receive friendly booking terms with no change fees and no full prepayment.
- You'll have guaranteed hotel rates.
- 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.

The number of rooms is limited. [Book your room now!](#)



Using ATD's Official Housing: <http://www.atdconference.org/Hotel-and-Travel>

Atlanta

ATD 2017 International Conference & EXPO will be held at:

Georgia World Congress Center

285 Andrew Young International Blvd NW
Atlanta, GA 30313

[Book Your Hotel](#)

ATD has reserved rooms with special rates for conference attendees at area hotels in Downtown Atlanta. **Reserve your room** early for the best chance at getting your first choice. Remember, the number of rooms held at each hotel is limited.

Why Use Official ATD Housing?

When making your housing arrangements for the ATD 2017 International Conference & Exposition, it is important to use a company that you can trust. ATD provides our **housing arrangements through Wyndham Jade**. When you

Embed from Getty Images



gettyimages


Moment | Glenn Ross Images

Choosing Your Hotel

HOTEL RESERVATIONS


Check-in	<input type="text" value="05/21/2017"/>
Check-out	<input type="text" value="05/24/2017"/>
Occupancy	<input type="text" value="1 person, 1 bed"/>
Reservation Type	<input type="text" value="- Please Select -"/>

Modify a reservation



(Record ID Required for login)

Manage group reservations



(Username and Password Required for login)

ATD 2017 HOUSING FORMS

INDIVIDUAL HOUSING Individual Housing Form	GROUP BLOCK REQUEST Group Block Request Form
--	--

Choosing Your Hotel

Sort: [Hotel Name](#) | [Distance to Convention Center](#)

Please Select

Aloft Atlanta Downtown [Amenity Chart](#) [Area Map](#)

300 Spring Street
Atlanta, GA 30308

Rates: Single: \$159 Double: \$159 Db/Db: \$159 Triple: \$169 Quad: \$179

Distance to Convention Center: 0.7 Mile

**10% OFF FOOD AND BEVERAGE EXCLUDING ALCOHOL
COMPLIMENTARY PARKING WITH MINIMUM OF 3 NIGHT STAY**

This Downtown Atlanta hotel is centrally located within walking distance of many attractions. Wake up refreshed and ready to go in a si platform bed, and revive in an oversized shower with Bliss Spa amenities. Stay connected with free WIFI throughout the entire hotel, er social scene in the Re:mix lounge, and relax over cocktails at the W XYZ bar. Enjoy grab & go snacks from Re:fuel, a 24/7 gourmet pan exploring everything Atlanta has to offer.

Atlanta Hilton [Amenity Chart](#) [Area Map](#)

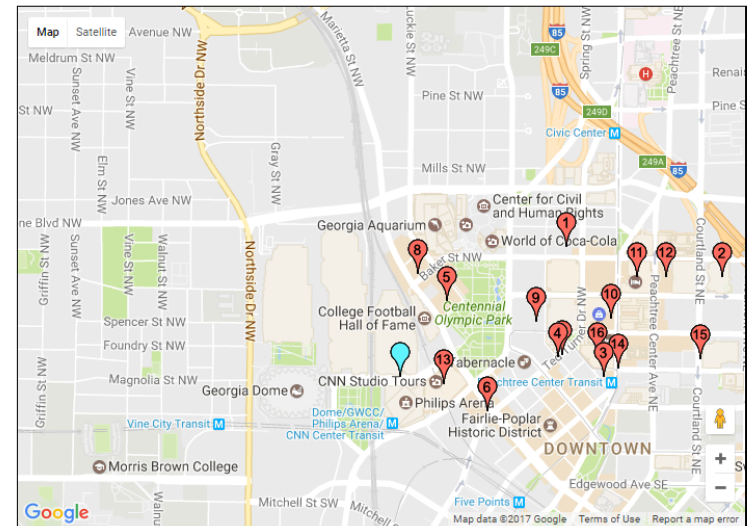
255 Courtland Street Northeast
Atlanta, GA 30303

Rates: Single: \$169 Double: \$189
Single: \$169 Double: \$189 Db/Db: \$189 Triple: \$209 Quad: \$229

Distance to Convention Center: 0.82 Mile

Map Instructions: This is an interactive hotel map. You can click on the numbered icon(s) to display hotel information as well as zoom in or out using the buttons. Move the map by dragging your mouse or by using the buttons. You may zoom in on an area by double-clicking the map.

[Printable Map](#)



Georgia World Congress Center

1. Aloft Atlanta Downtown
2. Atlanta Hilton
3. Courtyard Atlanta Downtown
4. Doubletree Downtown
5. Embassy Suites Centennial Park
6. Glenn Hotel, Marriott Autograph Collection

If You Require a Visa to Enter the United States:

- We provide invitation letters only for registered conference attendees.
- Request the invitation letter form by emailing international@td.org.
- Please allow three business days to process your request.
- Contact ATD early to leave enough time for your visa application.
- Complete visa information is available on the U.S. Department of State's website:

<https://travel.state.gov/content/visas/en.html>



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MAY 21-24 | ATLANTA, GA
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MAY 21-24, 2017 | ATLANTA, GA, USA

See You in Atlanta!



May 21-24, 2017

The banner features a collage of images: a group of people in business attire on the left, a field of green plants in the center, and a stylized green globe on the right. A red banner across the top contains the event title and dates. The text 'CONTENT', 'COMMUNITY', and 'GLOBAL PERSPECTIVE' is stacked vertically on the left side.

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INTERNATIONAL CONFERENCE & EXPOSITION

May 21-24 | Atlanta, GA

ATD 2017 International Conference & Exposition

Leading an International Delegation

By Enokponi Iniworikabo

Managing Consultant, Skills Dynamics Services Limited

ATD Nigerian Delegation Leader

eno@sdsng.com

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May 21-24 | Atlanta, GA

Welcome!



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May 21-24 | Atlanta, GA

- **Introduction – How I got involved w**

- A friend introduce me in 2009

- At the conference, I was amazed by th displayed by world-renowned experts Ken Blanchard, Donald Kirkpatrick and others



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May 21-24 | Atlanta, GA

- **What prompted the idea of having a delegation from Nigeria**

- At the ATD 2011, Orlando Florida we were joined by 10 attendees from Nigeria
- The conference prompted us to start the Leadership & Development Network International (LDNI) a credible platform for professionals committed to providing L&D solutions to support the growth of enterprises in Nigeria.
- By 2014, in order to impact our L&D space in Nigeria, we need more professionals to attend the ATD conference.



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May 21-24 | Atlanta, GA

The Learning & Development Network Delegation

- Our first Delegation at ATD 2014,



gto



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The Learning & Development Network Delegation

- At ATD 2015, Orlando, Florida



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May 21-24 | Atlanta, GA

- Marketing ATD 2016 Conference & Exposition
- Distribution of letters, emails to talent development professionals, Human Resources, organisations
- Promoted at our Learning & Development International (LDNI) Monthly Learning C
- Emails to past ATD attendees



Learning and Development Network Remember to use delegation code 201602002 when you register!

Dear Colleague,

HELP OTHERS REACH THEIR FULL POTENTIAL BY REACHING YOURS

Getting employees up to speed, trained, and ready to tackle today's increasingly demanding business landscape is no small task. The watchful eye of the CEO, who is now, more than ever, focused on talent development and how the organization can be more innovative and shift with the changing environment, only adds to the pressure. How do you keep up? And how do you develop a strategy that prepares employees now and in the future?

The ATD 2016 International Conference & Exposition will provide you with the tools, strategies, and solutions you need to tackle these challenges head on. You'll get insights into the latest innovations in talent development, as well as actionable tools and solutions on designing, delivering, implementing, and measuring the success of your programs. ATD 2016 will cover the entire industry, giving you an in-depth guide to what you need to know now to be successful, and an outlook on what the future of talent development holds. By focusing on reaching your fullest potential, you will develop the talent around you to give your organization the ultimate competitive advantage—a workforce that is ready to take on the demands of today's ever-changing business environment. A full schedule of events can be found at: www.td.org/ATD16

Today's Trends and Tomorrow's Insights
ATD 2016 will cover the entire talent development industry.

Content Tracks:

- Career Development
- Global Human Resource Development
- Human Capital
- Instructional Design
- Leadership Development
- Learning Technologies
- Learning Measurement & Analytics
- Management
- Training Delivery
- Science of Learning

Industry Tracks:

- Government
- Sales Enablement
- Healthcare
- Higher Education

The conference will help you **Reach Your Fullest Potential** and give your organization the ultimate competitive advantage—a workforce prepared to take on today's tough business landscape.

You will have 4 Days of Learning

- 10,000 Talent Development Professionals
- 400+ Speakers
- 300+ Sessions
- 400+ Exhibitors

Rates (USD/Person)	ATD Member	*With ATD Membership	Non-Member
Delegation Rates	\$ 1,250	\$ 1,449	\$ 1,575

***Prices including ATD Professional Membership at discount rate (\$229 at \$199)/year**
Please for payment and registration, use our Delegation Code **201602002** for discount to apply.

I look forward to you joining our delegation.
Yours truly,

Eno Inhorikabo
ATD Delegation Leader
08033246917
enoiponi@yahoo.com



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The Learning & Development Network Delegation

- At ATD 2016, Denver, Colorado



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- At ATD 2016 Conference & Exposition, Denver, Colorado





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May 21-24 | Atlanta, GA

• My Experiences with ATD 2016

- Repeat ATD attendees 67%
- First timers attendees 33%
- Attendees reached via letters mailed 0%
- Attendees reached via ATD referrals 2
- Attendees referred by ATD attendees 2

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• ATD Support

- Post ATD Conference in Nigeria – (LDNI 2015 & 2016 Talent Management & Leadership Development Conferences which highlighted some aspects of ATD 2016 Conference)
- Dr. Wei Wang, Director of International ATD sent a Goodwill Message to the conference
- ATD sent marketing materials and gifts (pens, ATD magazines etc.)



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- **Post ATD International Conference & Exposition**
 - LDNI 2015/2016 Talent Management &



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May 21-24 | Atlanta, GA

• Marketing ATD 2017 International Conference & Exposition

- Send Letters of Invitation to Talent Development Professionals via email LinkedIn
- Encourage old attendees to spread news based on the worthwhile experience from previous conferences



Dear Colleague,

Help others reach their full potential by reaching yours.

The ATD International Conference & Exposition is the largest event of its kind, drawing together more than 10,000 talent development professionals from all over the world for four days of learning, networking, and exploration of the latest industry suppliers. With more than 400 speakers, 300 education sessions, and 400 exhibitors, this conference is the most comprehensive event of the year.

As a talent development professional, you are passionate about ensuring that your workforce is prepared to face the demands of today's ever-changing business environment. The ATD 2017 International Conference & Exposition will provide you with the knowledge, strategies, and solutions you need to effectively attract, develop, and retain top talent. You will gain insights into the latest trends, best practices, and new solutions for designing, delivering, implementing, and measuring learning programs. ATD 2017 covers all industry subjects, and provides in-depth guidance for what you need to know now to be successful. Come away with an outlook of what the future holds, and be prepared to address new challenges.

ATD 2017 brings the talent development industry to life by gathering together the game changers, the individuals who are shaping the industry, the legends, those who defined best practices, and the practitioners, you—the lifeblood of this profession! Learn and grow with us, because when you reach your fullest potential, you can effectively develop the talent around you, giving your organization the ultimate competitive advantage. For complete information about ATD 2017, visit www.atd.org/2017.

Venue
Georgia World Congress Center
285 Andrew Young International Blvd., NW
Atlanta, Georgia 30333

Rates (USD/Person)	ATD Member	*With ATD Membership	Non-Member
Delegation Rates	\$1,250	\$1,409	\$1,575

*Price including ATD Professional Membership at discount rate (\$179 at \$159/year)

For further enquiry please call Eno on 08033248917 or email, eno@tding.com

Please refer to payment and registration, use our Delegation Code 201702001 for discount to apply.

We look forward to seeing you in Atlanta, GA, May 21-24, 2017.

Yours truly,

Eno Inworikabo
Managing Consultant
Skills Dynamics Services Ltd
ATD Nigeria Delegation Leader



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INTERNATIONAL CONFERENCE & EXPOSITION

May 21-24 | Atlanta, GA

• Marketing ATD 2017 International Conference & Exposition

- The Lagos ATD 2017 Preview Workshop is scheduled for **Tuesday March 14**



The poster for the Lagos ATD 2017 Preview Workshop features a lightbulb graphic filled with various icons representing learning and development. The text is organized into sections: a header with the event name, a theme section, a detailed description of the workshop's purpose, a list of key speakers with their photos and titles, and a footer with logos of the organizing partners.

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May 21-24 | Atlanta, GA

**Lagos ATD 2017
PREVIEW WORKSHOP**

Theme:
**CREATIVE
LEARNING
STRATEGIES**

The Lagos ATD 2017 Preview Workshop is being organised for Talent Development Professionals - Head, Human Resources, Head, Learning & Development, Managers and Executives of organisations. Its objective is to provide a credible platform for professionals committed to providing L&D solutions to support the growth of their organisations.

The workshop will highlight **ATD 2016 Conference** held in Denver, Colorado USA, May 22-25, 2016 and also give a preview of **ATD 2017 Conference** scheduled for Atlanta, Georgia USA, May 21-24, 2017.

Kindly confirm attendance before March 9th, 2017 to reserve your seat. For registration, kindly contact us at the listed below:

Free

ENO Inworkkabo
Managing Consultant,
Skills Dynamics Services Limited
ATD Nigerian Delegation Leader
Tel: 08033246917 or
Email: eno@tding.com

KEY SPEAKERS

Mr. Richie Dayo Johnson
Thought Leader and
Consultant/Coach
on Communication &
Human Behaviour

Mr. David Brown
Principal
Consultant/Founder,
dbrownconsulting

Planned by
WMI LEARNING & DEVELOPMENT
WORLDWIDE INSTITUTE
Sds
dbrownconsulting
Richmond Johnson



CONTENT
COMMUNITY
GLOBAL PERSPECTIVE

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- **Lessons Learnt in Leading an International Delegation**
 - Be knowledgeable about the
 - ATD Registration for international attendees
 - Payment process
 - Cost implication of attending the conference
 - Visa application process
 - Be helpful and supportive in
 - Travelling plans and hotel booking
 - At the conference, encourage delegates to meet at the Global Village
 - advise on sessions to attend; and
 - visit to the exposition, bookstore in teams
 - to compare notes on sessions attended;

The banner features a collage of images: a group of people in business attire on the left, a field of green plants in the center, and a stylized green globe on the right. A red and white diagonal banner across the center contains the event title and dates. The text 'CONTENT', 'COMMUNITY', and 'GLOBAL PERSPECTIVE' is stacked vertically on the left side.

CONTENT
COMMUNITY
GLOBAL PERSPECTIVE

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- **Conclusion**
- As an International Delegation leader, the ATD Conference & Exposition gives me the opportunity to help others to reach their full potential and in turn impact the lives of those they lead.

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May 21-24 | Atlanta, GA, USA

Brazilian International Delegation

Igor Cozzo – Director
ABTD - Brazilian Association of Training and
Development

ABTD – Brazil – International
Delegation

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Who we are

- ABTD – Dedicated to T&D professionals
- Mission – Support our community with best tools and practices
- Our activities
 - Monthly workshops
 - Leadership Forum
 - CBTD – T&D Conference – 2.500 professionals
 - Delegation to ICE



Brazilian Delegation

- Since Atlanta 2007
- 70 – 150 professionals every year
- Build a Strong community
- Support learning
- Exchange experience



Our Activities - Before

- Promote ICE in Brazil
- Host local workshops with ATD support
- Support with conference information and registration process
- Plan Local Activities – professional and entertainment
- Travel plan Support – Travel Agency

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Our Activities - Before



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Our Activities During and After

- Whatsapp group
- Welcome Orientation and Brunch – Sunday morning
- Happy Hour / Dinner – Monday evening
- Conference Highlights Meeting – Tuesday during lunch time
- Best of conference meeting

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Our Activities During and After



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See you in Atlanta

Igor Cozzo – Director
ABTD - Brazilian Association of Training and
Development

ABTD – Brazil – International
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