



CONTENT
COMMUNITY
GLOBAL PERSPECTIVES

atd 2017

INTERNATIONAL CONFERENCE & EXPOSITION

May 21-24 | Atlanta, GA

ATD 2017 Preview
April 10, 2017

atd 2017
INTERNATIONAL CONFERENCE & EXPOSITION

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

Welcome

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

70+ year history

More than 10,000 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

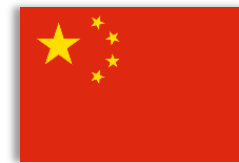
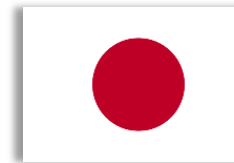
ATD 2016

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.

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

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INTERNATIONAL CONFERENCE & EXPOSITION

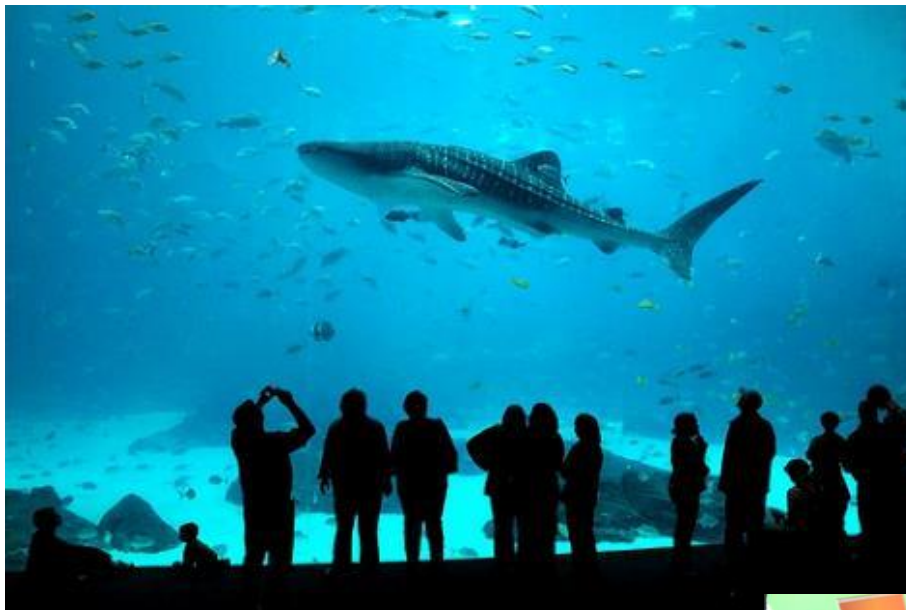
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400 Exhibitors

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



Live music,
Network with your colleagues
Food and Drinks

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

ATD 2016 Networking Night
Denver Art Museum
Denver, CO

Georgia Aquarium



Destination: Atlanta

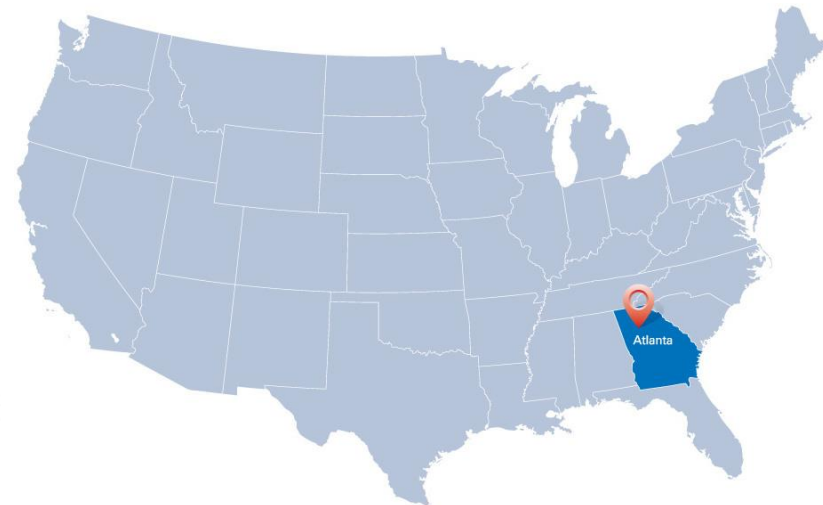
Largest city in the southern United States

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



ATLANTA
Georgia

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
Group of 5	\$1,250	\$1,575
Government	\$1,250	\$1,575
Student	\$500	\$800
Other Fees		
Networking Night		\$75



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

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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
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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](#)

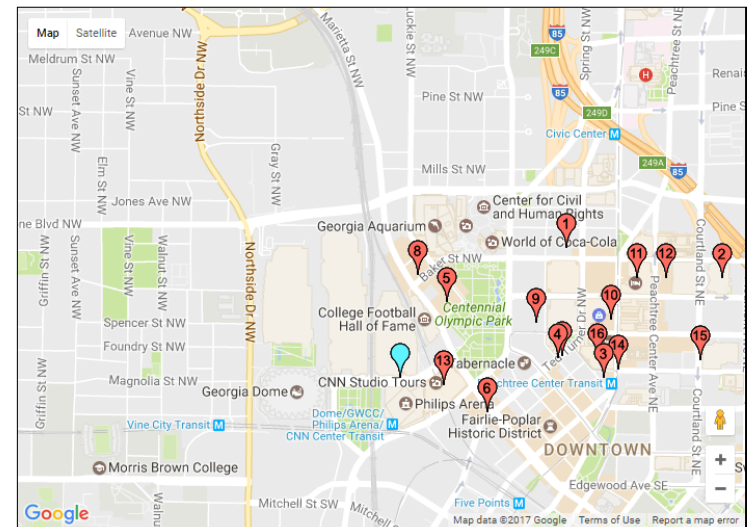
255 Courtland Street Northeast
Atlanta, GA 30303

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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See You in Atlanta!



May 21-24, 2017

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Leading with Thinking Agility

(SU 119)

Dr. Brett Richards, Ph.D.

Founder, Connective Intelligence Inc.



Dr. Brett Richards, Ph.D.

**Founder, Connective Intelligence
Inc.**

**Global Master Trainer – TIP (Thinking-
Intentions Profile)**

Developer of Emotional Power®

**Creator of the OGI® - (Organizational
Growth Indicator)**

Session Objectives

- Explore the implications of leading with thinking agility in a VUCA world.
- Distinguish Thinking Styles with Personality Types
- Connect Thinking Agility with Emotional Intelligence
- Learn and apply a common language for thinking – complete a quick assessment to uncover how *you* like to think, and how that influences your leadership and decision making approach.
- Learn and apply tools to improve your ability to think with greater agility, within the context of continuous change, uncertainty and ambiguity.

Top 5 Challenges – CEO's Globally

Human Capital

(Conference Board, CEO Challenges, 2015)

Performance Management, T&D, Impactful Leadership
Development

Innovation

Culture of engagement, entrepreneurial, risk taking

Customer Relationships

Outward-looking, customer-centricity, tailored marketing

Operational Excellence

Organizational agility/flexibility, continual improvement

Sustainability

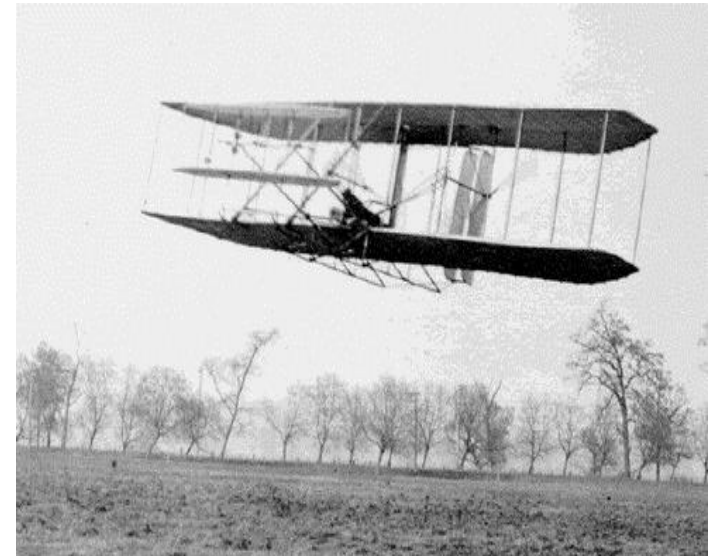
Socially & environmentally conscious products, embedded
into Brand Identity

Among Top Skills Required

- Complex Problem Solving
- Creativity
- Critical Thinking
- Collaboration and Innovation

World Economic Forum, 2016

“In virtually all areas of human endeavour and achievement, thinking can be seen as the essential ingredient, which determines whether or not high quality results are achieved”



THINKING MATTERS

because of...

V U C A

Thinking Styles Influence our Approach to Leadership and how we Embrace VUCA

Thinking Styles

- Thinking Styles can be understood and analyzed at the individual, team and whole organization level.
- Thinking Styles influence the way leaders and teams approach organizational tasks such as: change, leadership, decision making.

Thinking Style - What it Shows

- What energizes and motivates your thinking
- What types of tasks you enjoy
- What types of team roles you enjoy
- Where and how you (and others) will like to contribute to business tasks

Rhodes' TIP™: What It Shows

- Business-based tool – used by over 200,000 leaders globally.
- Used to assist leaders and key contributors to think more effectively and achieve better results.
- Used to drive performance improvement in areas such as: Team Collaboration, Innovative Thinking, Change Leadership, Strategic Thinking and overall Decision Making.

Dr. Brett Richards, PhD
Twitter: @BConnective

