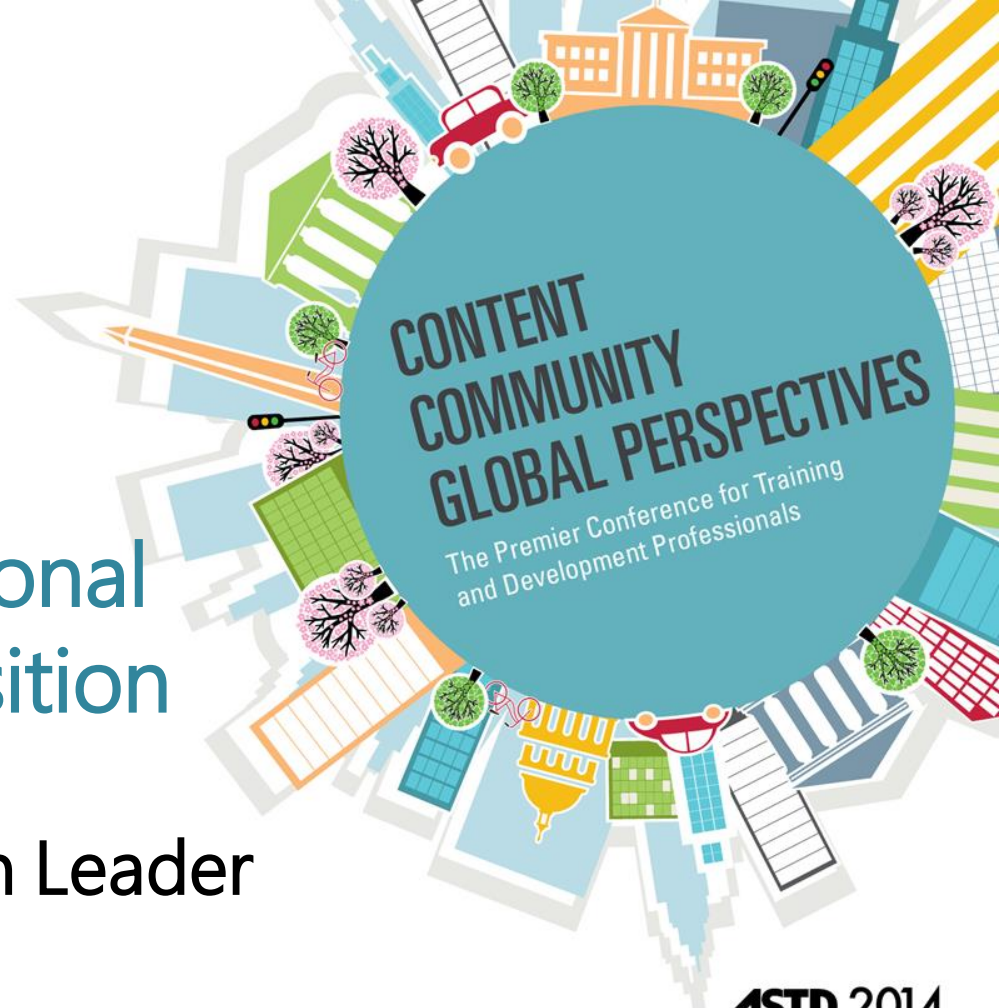




# ASTD 2014 International Conference & Exposition

## International Delegation Leader Webcast

May 4-7, 2014  
Washington D.C.



**ASTD 2014**  
INTERNATIONAL  
CONFERENCE &  
EXPOSITION  
WASHINGTON, DC, USA  
MAY 4 - 7, 2014  
[www.astdconference.org](http://www.astdconference.org)



# Welcome!



Wei Wang Ph.D., CPLP  
*Director, International Relations*

환영

Willkommen

Bienvenue

Welkom

Velkommen

Vitame

歡迎

欢迎

وسهلا

Bienvenidos

Bem Vindo

Добро  
пожаловать

Benvenuto

Witamy

Υποδοχή

# Introducing the ASTD International Team



**Iñigo Sánchez-  
Cabezudo**

Senior International  
Relations Manager



**Youngkuk Lim**

International Relations  
Manager



**Vivek Nair**

International  
Relations Manager



**Nicole Washington**

Senior International  
Relations Coordinator



**Nan Kim**

International Relations  
Coordinator

# Agenda

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- Share with you the key features of ASTD 2014 International Conference & Exposition
- Discuss key processes and requirements to lead the delegation and delegation only benefits
- Discuss tips to add value to your groups
- Invite delegation leaders to introduce themselves and network with each other

# Agenda

---



## ASTD 2014 Highlights!

How to  
form a  
delegation

Additional  
activities

Q&A

# The Largest Global Event for L&D Professionals



- ❖ 65+ years' history
- ❖ 9,000 total attendees, 25% overseas
- ❖ 87 countries represented
- ❖ 60+ international delegations
- ❖ 300 educational sessions from industry-leading experts
- ❖ 300+ Speakers from 22 countries
- ❖ World-class EXPO with 350+ exhibitors

# Top Attending Countries Outside the U.S. in 2013

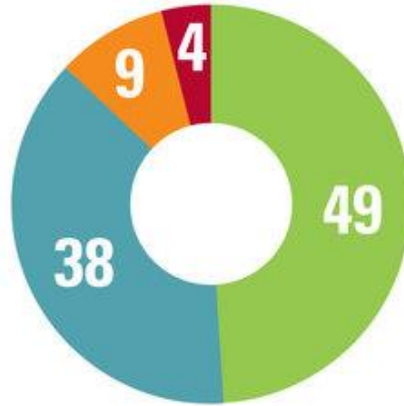


# Attendee Profile



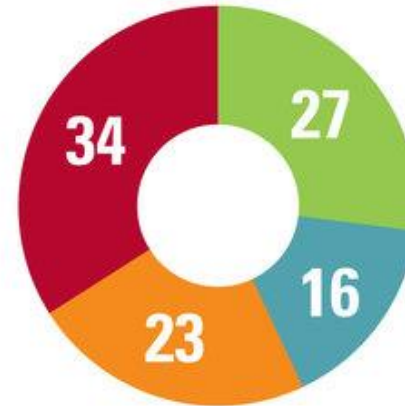
**LEVEL IN THE ORGANIZATION**

Executive  
Directors & Managers  
Supervisors & Team Leaders  
Practitioners & Contributors  
Consultants



**PURCHASING AUTHORITY**

Have purchasing authority  
Recommend purchases  
Specify purchases  
Have no influence



**ORGANIZATION SIZE**

Over 5,000  
16% 1,000–4,999  
23% 100–999  
34% Less than 100

**TOP TITLES**

Chairman & CEO  
Chief Learning Officer  
Chief Talent Strategist  
Computer Training Chief  
Corporate Training Director  
Senior Director of Training

Deputy Chief of Training & Development  
Director of Distance Learning  
Director of Human Resources  
Director of Sales Training  
Education & Training Officer  
SVP of Learning & Development

e-Learning Director  
Head of Training and Business Development  
Director of Organizational Knowledge  
Director of Corporate University  
Regional L&D Officer  
Senior Director of Human Resources  
VP of Learning



# The Location

## Washington, D.C.

May 4-7, 2014



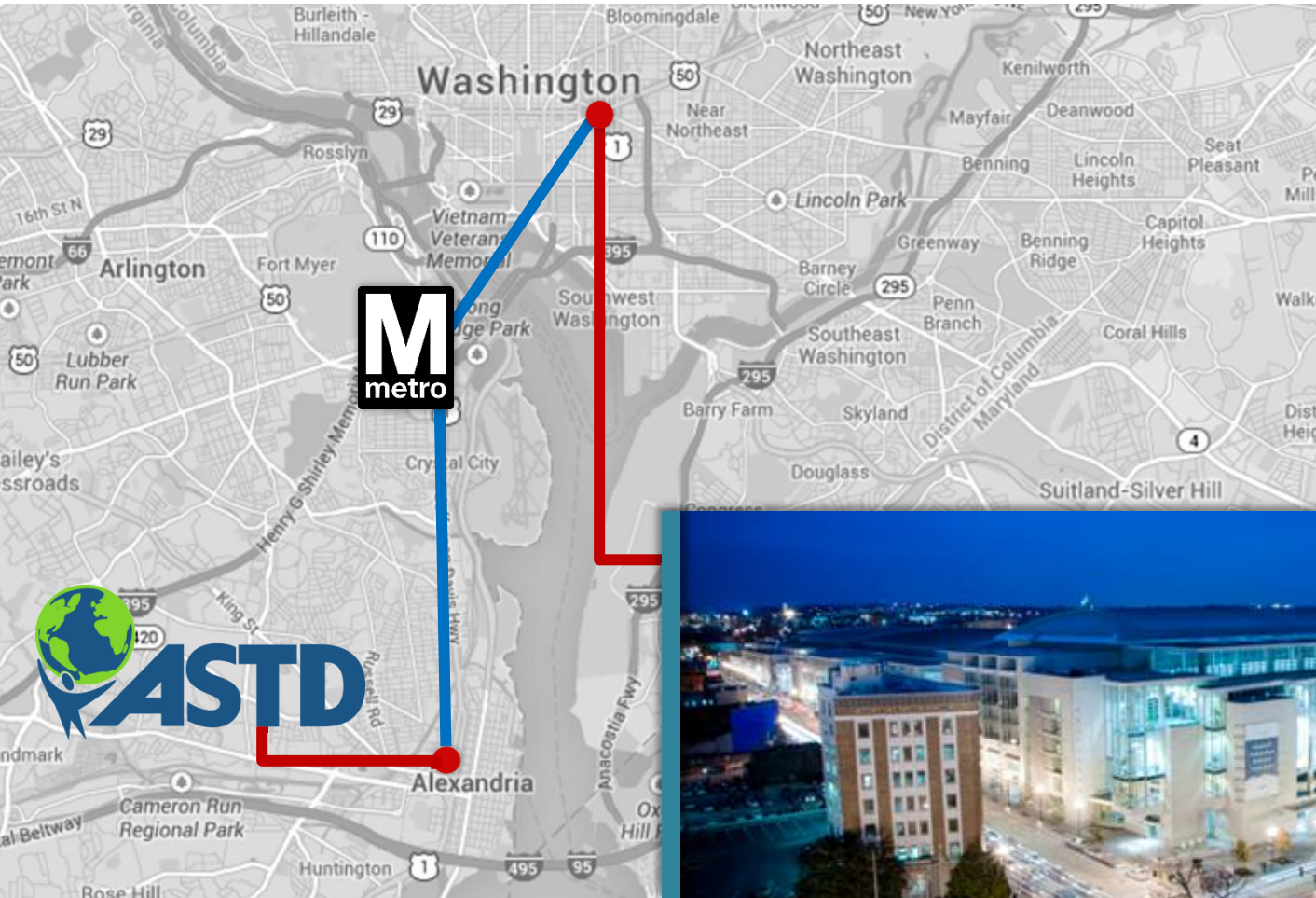
**ASTD 2014**  
INTERNATIONAL  
CONFERENCE &  
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WASHINGTON, DC, USA  
MAY 4 - 7, 2014  
[www.astdconference.org](http://www.astdconference.org)



- ❖ One of the world's most talked-about destinations
- ❖ A wide assortment of fantastic, free attractions
- ❖ Magnificent memorials and monuments on the National Mall

# The Location

## Washington, D.C.



# Top Reasons to Attend ASTD 2014

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- ❖ The **largest** conference in the field providing the most choices for your professional development
- ❖ World-renowned **experts**
- ❖ **300** top-rated educational sessions
- ❖ **Benchmarking** against today's leading companies
- ❖ World-class **EXPO**
- ❖ **Networking** with like-minded peers from around the world

# Conference Theme



**Tony Bingham**  
*CEO & President of ASTD*

As businesses become more global and competitive, a key differentiator for success will be talent. You need to know the latest trends and best practices, and the best place to learn is at ASTD 2014.

No other learning event brings together the global perspective, expert content, and community of practitioners that ASTD's conference does.



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# Conference Tracks



## Nine Content Tracks

- ❖ Career Development
- ❖ Training Design & Delivery
- ❖ Global Human Resource Development
- ❖ Human Capital
- ❖ Leadership Development
- ❖ Learning Technologies
- ❖ Learning Measurement & Analytics
- ❖ Workforce Development for Non-Training Professionals
- ❖ The Science of Learning

## Three Industry Tracks

- ❖ Government
- ❖ Higher Education
- ❖ Sales Enablement



# Schedule at a Glance

**ASTD 2014**  
INTERNATIONAL  
CONFERENCE &  
EXPOSITION

WASHINGTON, DC, USA  
MAY 4 - 7, 2014  
[www.astdconference.org](http://www.astdconference.org)

ASTD 2014 International Conference & Exposition Schedule-at-a-Glance									
Time	Thursday-Saturday May 1-3	Saturday May 3	Sunday May 4	Monday May 5	Tuesday May 6	Wednesday May 7	Time		
7:00 a.m.							7:00 a.m.		
7:30 a.m.							7:30 a.m.		
8:00 a.m.				General Session Ariana Huffington 8:00 - 9:30 a.m.	General Session General Stanley McChrystal 8:00 - 9:30 a.m.		8:00 a.m.		
8:30 a.m.	Certificate Programs 8:30 a.m. - 4:30 p.m.	Certificate Programs 8:30 a.m. - 4:30 p.m.		General Session Ariana Huffington 8:00 - 9:30 a.m.	General Session General Stanley McChrystal 8:00 - 9:30 a.m.	Concurrent Sessions 75 minutes: 8:30 - 9:45 a.m.	8:30 a.m.		
9:00 a.m.								9:00 a.m.	
9:30 a.m.									9:30 a.m.
10:00 a.m.					International Orientation	EXPO OPEN	EXPO OPEN	EXPO Snack Break 9:45 - 10:45 a.m.	10:00 a.m.
10:30 a.m.					Newcomers Orientation 10:00 - 11:00 a.m.	EXPO OPEN	EXPO OPEN	EXPO Snack Break 9:45 - 10:45 a.m.	10:30 a.m.
11:00 a.m.						EXPO Lunch 11:30 a.m. - 12:45 p.m.	EXPO Lunch 11:30 a.m. - 12:45 p.m.	Concurrent Sessions 75 minutes: 10:45 a.m. - 12:00 p.m.	11:00 a.m.
11:30 a.m.						EXPO Lunch 11:30 a.m. - 12:45 p.m.	EXPO Lunch 11:30 a.m. - 12:45 p.m.	Concurrent Sessions 75 minutes: 10:45 a.m. - 12:00 p.m.	11:30 a.m.
12:00 p.m.						EXPO Lunch 11:30 a.m. - 12:45 p.m.	EXPO Lunch 11:30 a.m. - 12:45 p.m.	Prize Drawing 1:00 p.m.	12:00 p.m.
12:30 p.m.					Concurrent Sessions 90 minutes: 12:00 - 1:30 p.m.	EXPO Lunch 11:30 a.m. - 12:45 p.m.	EXPO Lunch 11:30 a.m. - 12:45 p.m.	Prize Drawing 1:00 p.m.	12:30 p.m.
1:00 p.m.						Concurrent Sessions 90 minutes: 1:00 - 2:30 p.m.	Concurrent Sessions 90 minutes: 1:00 - 2:30 p.m.	Prize Drawing 1:00 p.m.	1:00 p.m.
1:30 p.m.				Concurrent Sessions 90 minutes: 1:00 - 2:30 p.m.	Concurrent Sessions 90 minutes: 1:00 - 2:30 p.m.	Concurrent Sessions 75 minutes: 1:30 - 2:45 p.m.	1:30 p.m.		
2:00 p.m.			Concurrent Sessions 75 minutes: 2:00 - 3:15 p.m.	Concurrent Sessions 90 minutes: 1:00 - 2:30 p.m.	Concurrent Sessions 75 minutes: 1:30 - 2:45 p.m.	Concurrent Sessions 75 minutes: 1:30 - 2:45 p.m.	2:00 p.m.		
2:30 p.m.				Concurrent Sessions 90 minutes: 1:00 - 2:30 p.m.	Concurrent Sessions 75 minutes: 1:30 - 2:45 p.m.	Concurrent Sessions 75 minutes: 1:30 - 2:45 p.m.	2:30 p.m.		
3:00 p.m.				Concurrent Sessions 75 minutes: 3:00 - 4:15 p.m.	Concurrent Sessions 75 minutes: 3:00 - 4:15 p.m.	Concurrent Sessions 75 minutes: 1:30 - 2:45 p.m.	3:00 p.m.		
3:30 p.m.				Concurrent Sessions 75 minutes: 3:00 - 4:15 p.m.	Concurrent Sessions 75 minutes: 3:00 - 4:15 p.m.	Closing Session Kevin Carroll 3:00- 4:00 p.m.	3:30 p.m.		
4:00 p.m.			Concurrent Sessions 75 minutes: 3:45 - 5:00 p.m.	Concurrent Sessions 75 minutes: 3:00 - 4:15 p.m.	Concurrent Sessions 75 minutes: 3:00 - 4:15 p.m.	Closing Session Kevin Carroll 3:00- 4:00 p.m.	4:00 p.m.		
4:30 p.m.				Concurrent Sessions 60 minutes: 4:30 - 5:30 p.m.	Concurrent Sessions 60 minutes: 4:00 - 5:00 p.m.	CONFERENCE ENDS	4:30 p.m.		
5:00 p.m.				Concurrent Sessions 60 minutes: 4:30 - 5:30 p.m.	Concurrent Sessions 60 minutes: 4:00 - 5:00 p.m.	CONFERENCE ENDS	5:00 p.m.		
5:30 p.m.		Newcomers Orientation 5:00 - 6:15 p.m.		Concurrent Sessions 60 minutes: 4:30 - 5:30 p.m.	Concurrent Sessions 60 minutes: 4:00 - 5:00 p.m.	CONFERENCE ENDS	5:30 p.m.		
6:00 p.m.			Annual Meeting 5:30 - 6:30 p.m.	Concurrent Sessions 60 minutes: 4:30 - 5:30 p.m.	Concurrent Sessions 60 minutes: 4:00 - 5:00 p.m.	CONFERENCE ENDS	6:00 p.m.		
6:30 p.m.			Meet to Eat 6:30 p.m.	Meet to Eat 6:30 p.m.	ASTD Networking Night 7:00 - 11:00 p.m.	CONFERENCE ENDS	6:30 p.m.		
7:00 p.m.				Meet to Eat 6:30 p.m.	ASTD Networking Night 7:00 - 11:00 p.m.	CONFERENCE ENDS	7:00 p.m.		

# Keynote Speakers at ASTD 2014



**Arianna  
Huffington**

President,  
The Huffington Post  
Media Group



**Stan McChrystal**

Former Four-star General  
Author of the best selling leadership book:  
*"My Share of the Task: A Memoir"*



**Kevin Carroll**

Founder,  
Kevin Carroll Katalyst LLC  
Author of highly success books: *Rules of  
the Red Rubber Ball*, etc.

# Simultaneous Interpretation



**Simultaneous interpretation** is offered for several sessions in three languages:

Korean, Japanese, and Chinese (Mandarin)

\* The interpretation services were available for a fee.



한국어  
日本語  
中文



# Preconference Workshops & Certificate Programs



## Preconference Workshops

(1 day program)

- ❖ Interactive workshops with hands-on approach
- ❖ Ideal way to develop new skills or gain new perspectives while focusing in-depth on a topic

## Certificate Programs

(2-3 day program)

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

# Industry's Largest EXPO



Attendees walk the EXPO between concurrent sessions, networking with their peers.

Over **360** exhibitors showcase their cutting edge resources, tools, and solutions—available to help take learning and development in new directions.

# Networking Night

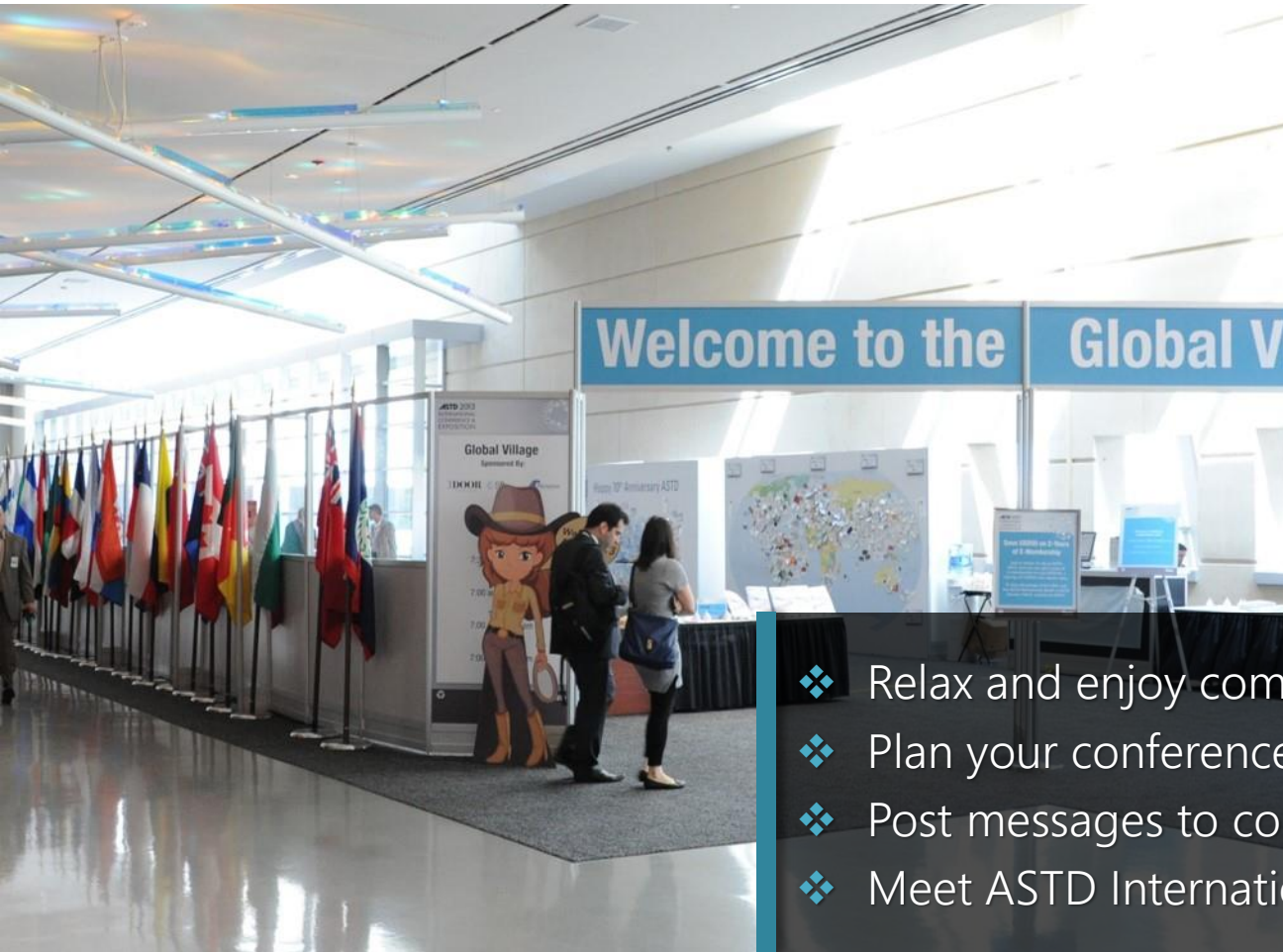
Details to be announced soon!



More than **2,000** conference attendees enjoyed ASTD Networking Night at ASTD 2013 in Dallas. Attendees had the unique opportunity to practice their line dancing skills, listen to live music, taste southern food, ride the mechanical bull, and so much more...

# Global Village

Network with your colleagues from around the world

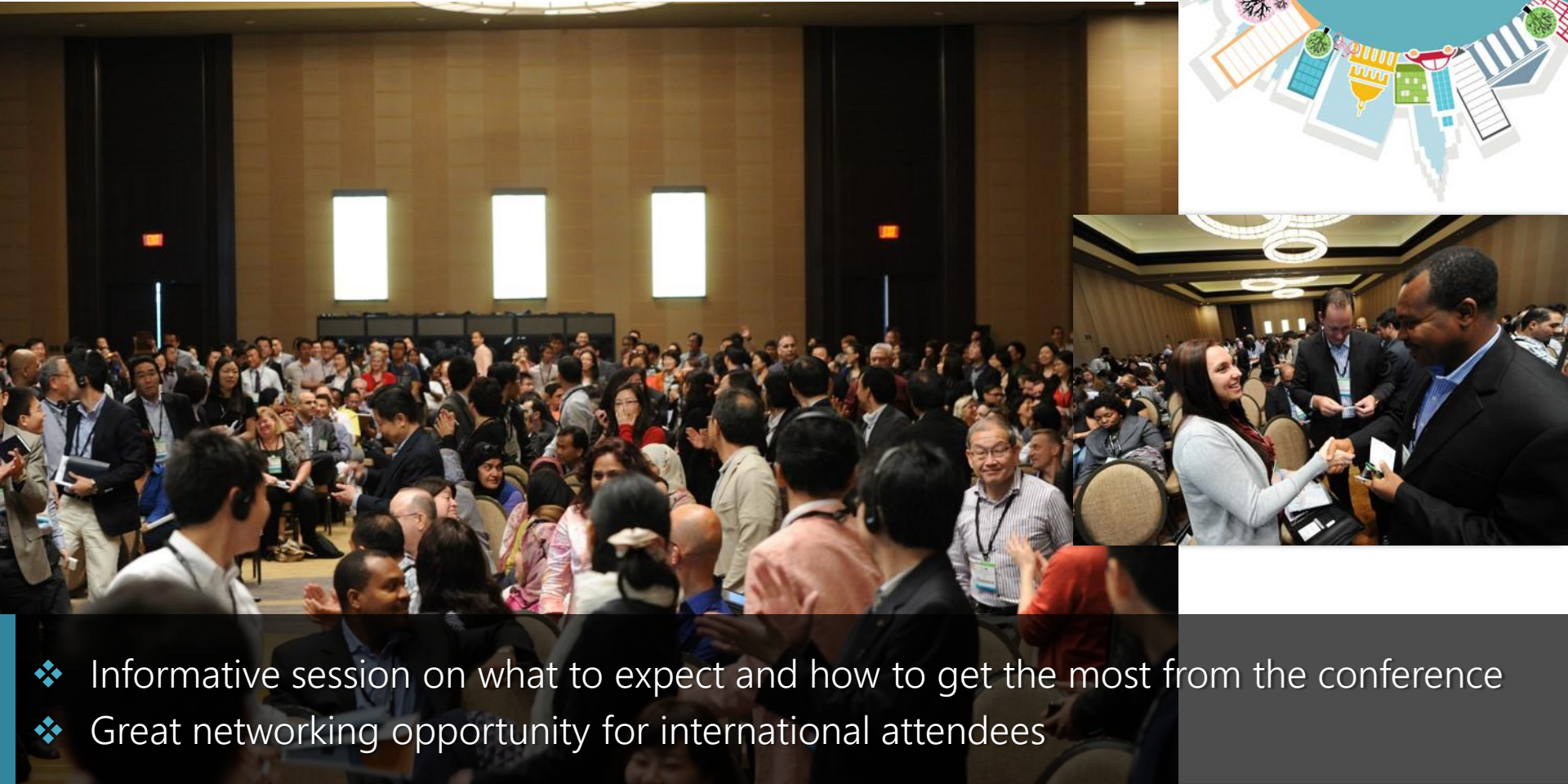


- ❖ Relax and enjoy complimentary refreshments
- ❖ Plan your conference meetings and activities
- ❖ Post messages to connect with other attendees
- ❖ Meet ASTD International Relations staff

# Special Events

## International Orientation

Sunday, May 4 at 10:00 - 11:00 AM



- ❖ Informative session on what to expect and how to get the most from the conference
- ❖ Great networking opportunity for international attendees

# Special Events

## International Reception

Monday, May 5 at 5:30 – 6:30 PM



- ❖ Organized for attendees from outside of the United States
- ❖ Attended by more than **700** participants in ASTD 2013
- ❖ International delegations were recognized by ASTD President & CEO, **Tony Bingham**

# Agenda



## ASTD 2014 Highlights

How to form  
a delegation!

Additional  
activities

Q&A

# Why Do People Join International Delegation?



- Convenient conference registration
- Convenient travel arrangement
- Group activities (debriefing, welcome dinner, benchmarking)
- Networking
- Recognition
- Reduced registration rates





# Delegation Benefits

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- ❖ Reduced registration rates
- ❖ One *free* registration for every 10 paid
- ❖ Registration support
- ❖ Special recognition during the conference in the program guide & elsewhere
- ❖ Marketing support from ASTD
- ❖ Networking room, early badge pickup, & access to other delegation-only services

\* Requires 5 or more registrations to organize

# Delegation Benefits



# of Paid Attendees	Delegation Rate	Free Registration*	Marketing Materials	Delegation Leader Events	Networking Room Sharing	Early Badge Pick Up	Additional Financial Incentive **
> 5	X		X	X			
>10	X	X	X	X			
>20	X	X	X	X	X	X	
>50	X	X	X	X	X	X	X

\*For every 10 paid registered attendees, the 11th attendee is free

\*\* Additional agreement is needed

# Registration



Rates (USD/person)	ASTD Member	with Membership**	Non-Member	Effective Period
Early Bird Rate	\$1,200	\$1,369	\$1,500	Now - 01/31/2014
Advanced Rate	\$1,500	\$1,669	\$1,800	02/01 - 03/31/2014
Regular & On-Site Rate	\$1,800	\$1,969	\$2,100	04/01 - 05/04/2014
*Early Bird Delegation Rate (5 or more)	\$1,100	\$1,269	\$1,400	Now - 01/31/2014
Delegation Rate (5 or more)	\$1,200	\$1,369	\$1,500	02/01 - 04/30/2014

\* Payment must be received by 01/31/2014 for "Early Bird Delegation Rate"

\*\* Based on ASTD e-membership. Membership price will increase beginning 01/01/2014. For more information about new ASTD membership, visit <http://www.astd.org/Engage>

# How Can We Support You

- Marketing materials
- Delegation leader [tool kit](#)
- Delegation leader emails
- Delegation registration form
- Special conference promotion workshops, videos



- Download all important materials in one step:  
[Delegation Toolkit.zip](#)  
or individually, below.
- Important Documents**
    - [How to Gain Approval to Attend ASTD 2014](#)
    - [ASTD 2014 Justification Document](#)
    - [Doc. Justificación Asistencia Congreso ASTD2014 \(ASTD 2014 Attendee COMO CONVENCER AL JEFE \(How to Gain approval steps document\)\)](#)
    - [International Delegation Application Form](#)
    - [International Delegation Application Form \(China-Japan-Korea\)](#)
  - Registration**
    - [International Delegation Registration Spreadsheet](#)
  - US Visa**
    - [Invitation Letter Request Form for US Visa](#)
  - Brochures**



# Delegation Registration Process



STEP 1 Submit Delegation Application

STEP 2 Receive Delegation Confirmation

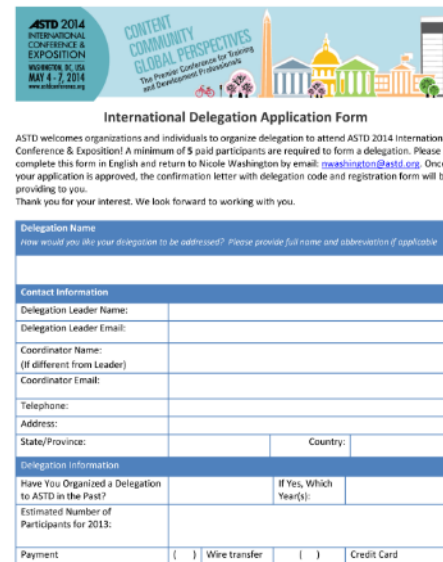
STEP 3 Register Delegation Attendees

STEP 4 Arrange Payment

# Step1: Submit Delegation Application



- Fill out the “International Delegation Application Form” by contacting [international@astd.org](mailto:international@astd.org)
- Complete and submit the application form



**ASTD 2014 INTERNATIONAL CONFERENCE & EXPOSITION**  
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www.astidconference.org

**CONTENT COMMUNITY GLOBAL PERSPECTIVES**  
The Premier Conference for Learning and Development Professionals

### International Delegation Application Form

ASTD welcomes organizations and individuals to organize delegation to attend ASTD 2014 International Conference & Exposition! A minimum of 5 paid participants are required to form a delegation. Please complete this form in English and return to Nicole Washington by email: [nwashington@astd.org](mailto:nwashington@astd.org). Once your application is approved, the confirmation letter with delegation code and registration form will be providing to you.  
Thank you for your interest. We look forward to working with you.

**Delegation Name**  
*Please include 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: \_\_\_\_\_  
(If different from Leader)  
Coordinator Email: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Address: \_\_\_\_\_  
State/Province: \_\_\_\_\_ Country: \_\_\_\_\_

**Delegation Information**

Have You Organized a Delegation to ASTD in the Past?		If Yes, Which Year(s):	
Estimated Number of Participants for 2013:			
Payment	( ) Wire transfer	( )	Credit Card

International Delegation Application Form

# Step 2: Receive Delegation Confirmation

- Once the application is processed, you will receive a confirmation letter from ASTD
- 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



Sample Delegation Banner with Code

# 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 ASTD. 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 ASTD. However, if the delegation code is not correctly entered when the individual registers, the delegation will not receive any benefits.**





# Ways to Register

---



1. Online: [ASTD Store](#)
2. E-mail to [International@astd.org](mailto:International@astd.org) :
  - Download and fill out the Registration Form from [www.astdconference.com](http://www.astdconference.com)
  - Using the Delegation Registration Spreadsheet

# Delegation Registration Spreadsheet



	A	C	D	E	F
1	<b>ASTD 2014 International Delegation Information</b>				
2					
3	Delegation Name:				
4	Delegation Code:				
5	Country:				
6	Partner Code (ASTD Staff Use Only):				
7					
8	<b>Registration</b>	<b>Total Number</b>			
9	Membership				
10	Conference				
11	Free (one free every ten paid registration)				
12	Celebration				
13	Daily				
14	Expo Only				
15	Pre-Conference Workshop				
16	Certificate Program				
17	Interpretation Headset				
18					
19	<b>Contact Information</b>				
20	Delegation Leader Name:				
21	Delegation Leader Email:				
22	Telephone (with country code):				
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					

On this page, provide the total number of participants in your delegation for each registration category.

Then provide the details in the registration form tab.

# Delegation Registration Spreadsheet



ASTD 2014 International Delegation Registration Form											
Instruction: Each Delegation will only use one registration form. The same form can be used when submitting additional registrations. Please keep the names of participants previously registered and										Additional Registration	Cancel Registration
CONTACT INFORMATION											
#	Last Name	First Name	Email	Job Title	Company	Mailing Address	Mailing Address 2	City	State/Province	Postal Code	
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
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17											
18											
19											
20											
21											
22											
23											
24											
25											
26											
27											
28											

1. Provide complete information for each participant in each column  
2. Highlight in yellow or red to indicate name changes.

# Delegation Registration Spreadsheet



	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
1														
2														
3		<b>ASTD E-Membership</b>			<b>REGISTRATION</b>							<b>TOTAL DUE</b>	<b>PAYMENT ME</b>	
4	<b>Country</b>	<b>ID</b>	<b>Join Now (Yes or No)</b>	<b>Conference</b>	<b>Networking Night (Yes or No)</b>	<b>One Day Pass</b>	<b>Expo only</b>	<b>Pre-Conference Code</b>	<b>Rate</b>	<b>Certificate Code</b>	<b>Rate</b>	<b>Interpretation Headset</b>		<b>Wire Trans or Credit C</b>
5														
6														
7														
8														
9														
10														
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30														
31														

Put Y (Yes) to each appropriate cell.

# Payment

---



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

# Hotels

## Why Use Official ASTD Housing

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- ❖ Official hotels are ASTD-endorsed and inspected
- ❖ Housing Representatives are available at the conference for on-site assistance with official hotels
- ❖ Friendly booking terms: No Change Fees; No FULL Pre-Payment
- ❖ Guaranteed Rates
- ❖ Complimentary shuttle service from most official hotels
- ❖ It is EASY to make changes
- ❖ Greater networking opportunities exist in hotels within the block
- ❖ Individual and Groups Online Registration:  
<http://www.wynjade.com/astd14/>



# Visa

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- We provide invitation letters for conference attendees for visa purposes.
- Request the Invitation Letter Form to ASTD at [international@astd.org](mailto:international@astd.org).
- Please allow 3 business days to process your request.
- Contact ASTD *early* to leave enough time for your visa application.
- \* *Complete visa information which can be found at the [U.S. Department of State website](#).*



# Agenda



## ASTD 2014 Highlights

how to  
form a  
delegation

**Additional  
activities!**

Q&A



# Additional Activities

In addition to the standard conference program, you may also consider:

- An orientation session before your group departures
- Networking events during the conference
- Group debriefings after sessions
- Customized learning materials (guide, CDs)
- Benchmarking visit
- Post-conference sharing events



A circular logo for the ASTD 2014 International Conference & Exposition. The logo features a teal circle with white text inside. Surrounding the circle are various colorful icons representing different aspects of business and industry, such as buildings, trees, a car, a pencil, and a globe. The text inside the circle reads: "ASTD 2014 INTERNATIONAL CONFERENCE & EXPOSITION WASHINGTON, DC, USA MAY 4 - 7, 2014 www.astdconference.org".

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# Questions?

# Thank you, and see You in Washington DC!

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Email: [international@astd.org](mailto:international@astd.org)  
Phone: +1-703-683-8161