



**Strategic
Learning &
Development 2008**

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a **marcusevans** event

Discovering New Insights and Approaches for Strategic Learning and Delivery

September 15-16, 2008
Mandalay Bay Resort & Casino | Las Vegas, NV

“learning is like rowing upstream: | not to advance is to drop back.”

Growing and developing employee minds are keys to a company's future.



Attending this Premier **marcusevans** Conference Will Enable You To:

- **Understand** how to maintain a successful organized group that directly interacts and represents learning & development to the strategic executives
- **Laying** out the right foundation to deploy and develop the corporate university
- **Realize** the impact of corporate learning and training related to a stronger and more intelligent internal workforce
- **Create** effective learning strategies and solutions that service to targeted goals in a global climate
- **Investigate** where increased performance from learning amount to the overall business growth and bottom line
- **Develop** best benchmarking to meet specific goals and objectives of strategic learning and development

Learn from Case Study Presentations:

- **Hewlett-Packard** aligning strategic learning – utilizing outsourcing in a budget conscious environment
- **Clear Channel** creating a corporate university from a decentralized organization
- **Bank of America** integrating the advanced learning strategies to the strategic table
- **AT&T** redefining leadership brand in the wake of a decade of M&A activity
- **Accor North America** maximizing web 2.0 usage to learning strategies
- **Sun Microsystems** utilizing strategic learning as competitive advantage for the organization
- **Intel** transforming the corporate university into a value-add business partner that provides compelling learning and development solutions aligned to strategic need

Featuring Case Studies From Leading Experts Including:

Sam Szteinbaum
VP and CLO
Hewlett-Packard

Kimberly Cutchall
EVP Employee Development
Clear Channel

Spencer Bynes
Director, Talent Management
Clear Channel University

Jenny Dearborn
CLO
Sun Microsystems

Sheldon Ellis
Vice President
of Global Learning Management
Citigroup

Cheryl Franz, PhD
Director, WPO Learning and Development
Pfizer

Anika Gakovic
VP, Learning and Development
HSBC

Mark Sullivan
Corporate Director of Learning Technologies
Honeywell

Brent W Godfrey
CLO
Zions Bancorporation

Mark Wagner
Senior Director Claims University
Progressive

Kenneth Burgdorf
Director Training and Development
Culligan International

Betty Cotton
Director of Training
AT&T

Susan Guest
Director, Learning Technologies
Ingersoll-Rand

Julie Clark
Director of Curriculum Development
American Family Insurance

Allen W Krom
Director e-Learning
and Workforce Development
Accor Hospitality

Sally Levell
Sr. Director Learning Services
Tenet Health System

David Kilby
Director of Intel University
Intel

Justin Ford
CEO
Sapereon

Bonney Hettinger
Manager, Enterprise Learning
Corning Incorporated

Felicia Haslom
National Director, National Accounts
**DeVry University and Keller
Graduate School of Management**

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Day One | Monday, September 15, 2008

8:15 Registration and Morning Coffee

8:55 Chairman's Opening Address

ALIGNING STRATEGIC LEARNING TO THE BUSINESS

9:00 Keynote Presentation

Strategic Learning as Competitive Advantage for the Organization

- Identifying the key challenges and trends in learning and training
- Realizing the impact of corporate learning and training to a stronger and more intelligent internal workforce
- Investigating the opportunities of growth and succession in learning strategies that connect to a more competitive market
- Differentiating necessities to drive the learning and employee retention of in a competitive workforce and economy

Jenny Dearborn, CLO
Sun Microsystems

9:40 Case Study

Business Alignment in Strategic Learning- Utilizing Outsourcing in a Budget Conscious Environment

- Examining outsourcing to delivering effective learning programs with a limited budget
- Relating business goals and objectives to the learning strategies
- Formulating desired outcomes plans from outsourcing learning that align to business model and objectives
- Investigating current learning programs that are ready to be sent off

Sam Szeinbaum, VP and CLO
Hewlett-Packard

10:20 Morning Coffee and Networking

MAXIMIZE DEVELOPMENT AND DELIVERY IN THE CORPORATE UNIVERSITY

10:40 Joint Case Study

Creating a Corporate University from a Decentralized Organization

- Incorporating strategy elements of learning and development to a corporate university in a decentralized organization
- Seeing real bottom line impact of companies that are not adapting to changes and needs of the learning programs
- Fitting important learning elements to infrastructure within the organization
- Pitfalls to avoid in connecting and placing learning strategies in a decentralized environment

Kimberly Cutchall, EVP/Employee Development
Clear Channel

Spencer Bynes, Director, Talent Management
Clear Channel University

11:20 Case Study

AT&T: Redefining our Leadership Brand in the Wake of a Decade of M&A Activity

- Review of significant M&A events
- Integrating corporate cultures while maintaining operational momentum
- Engaging the top leaders in leadership development and rebuilding the learning function
- Utilizing organizational development function to ensure transfer of learnings back to the job

Betty Cotton, Director of Training
AT&T

12:00 Presentation



12:40 Networking Luncheon

1:40 Case Study

Integrating Collaborative, Social Networking and 3D Virtual Technologies Into Your Learning strategy

- Creating peer to peer networks to increase collaborative learning
- Increasing the level of engagement of Sr. Managers with employees by employing Hi Def technology and Blogs
- Employing virtual environments as learning tools

Mark Wagner, Senior Director Claims University
Progressive

SYNERGIZING WITH THE STRATEGIC TABLE

2:20 Case Study

Aligning Leadership & Development to Drive Business Change

- Tie in learning & development to operations
- Driving structural change through supporting managers
- Identifying growth opportunities in processes and developments
- Partnering with the senior leadership team
- Utilizing Marketing skill to drive business changing environment

Cheryl Franz, PhD, Director, WPO Learning and Development
Pfizer, Inc.

3:00 Afternoon Tea and Networking

3:30 Presentation

Felicia Haslom, National Director, National Accounts
DeVry University and Keller Graduate School of Management



FORMULATING STRATEGIC LEARNING TO HR OBJECTIVES

4:15 Case Study

Transforming the Corporate University from a Transactional Delivery Function to a Value-Add Business Partner that Provides Compelling Learning & Development Solutions aligned to Strategic Need

- Centralizing and streamlining to reduce cost
- Rebuilding the organization with the right skills
- Establishing and nurturing the business partnerships
- Challenging the old "learning paradigms".
- Transformation pitfalls

David Kilby, Director of Intel University
Intel

GLOBALIZATION OF STRATEGIC LEARNING ACTIVITIES

5:00 Case Study

Globalizing Learning Strategies to the Various Markets

- Developing effective learning strategies and solutions that service to targeted goals in a global climate
- Identifying new developments that addresses and predicts specific learning and training requirements for continual business and development
- Educating leaders and program designers proper culture and understanding of approaching specific global sectors for effective deployment and ROI

Sheldon Ellis, Vice President of Global Learning Management
Citigroup

5:45 Closing Remarks of the Chair

6:00 End of Day 1

Sponsorship Opportunities:

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering luncheon, evening functions, and documentation also exist. For further details, contact Chip Heflin, Sponsorship Manager T: 312 894 6382, email: chiph@marcusevansch.com.

8:30 Registration and Morning Coffee

8:55 Chairman's Opening Address

IMPROVING PERFORMANCE OUTCOME

9:00 Keynote Presentation

Integrate Learning to Performance Outcome

- Understanding drivers and key areas of learning strategies that delivers increase of performance and goals
- Maintaining consistency learning programs and objectives
- Evaluating what are the key focus areas to measure
- Assessing the practical points to consider while determining direction of learning and development

Brent W. Godfrey, CLO
Zions Bancorporation

WINNING WITH BLENDED LEARNING

9:40 Presentation

Creating a Business Critical Global Learning Center of Excellence – Governance, Infrastructure, Engagement, Sourcing, and Learning Solutions

- Formulating an enterprise learning strategy and how to evolve it globally over time
- Establishing the business model to engage and service the enterprise without significant budget
- Implementing a sourcing strategy for resources, technology, offerings, and suppliers that provide business critical results
- Creating supplier alliances that provide staff variability, creative insights, and strategic leadership

Bonney Hettinger, Manager, Enterprise Learning
Corning Incorporated

Justin Ford, CEO
Sapereon



10:20 Morning Coffee and Networking

11:00 Case Study

Maximizing Web 2.0 Usage to Learning Strategies

- Investigating new trends and technologies within web 2.0 that organizations use to maximize learning strategies through this effective medium
- Maximizing functions such as blogs, wikis, live chat, tracking, and proactive forecasting of customer actions
- Enabling user satisfaction in making sense of site navigation ease
- Making use and opportunity of user generated content

Allen W. Krom, Director e-Learning and Workforce Development
Accor Hospitality

INCREASING EMPLOYEE SATISFACTION AND RETENTION

11:40 Case Study

Strategic Learning as a Competitive Advantage to Employee Retention and Engagement

- Understanding the value of strategic learning and development to how it affects employee retention and satisfaction
- Aligning learning to development of employee life cycle for continuous growth and development for the organization
- Exploring best practices of utilizing learning to growth and development programs

Ken Burgdorf, Director Training & Development
Culligan International

12:20 Networking Luncheon

MAXIMIZING WITH BUDGETING CONSTRAINTS

1:20 Case Study

Effectively Allocating Resources and Dealing with Budgeting Constraints

- Examining creative approaches to delivering effective learning programs with a limited budget
- Identifying how other organizations allocate resources for maximum return
- Developing a budget that aligns to the objectives that deliver successful strategic programs

Mark Sullivan, Corporate Director of Learning Technologies
Honeywell

MAXIMIZING FEEDBACK

2:00 Case Study

Incorporating Blended Learning for Increased Performance

- Strengthening processes of integrating blended learning to other key strategic learning areas
- Clarifying objectives and expectations to utilizing blended learning
- Ensuring blended learning strategies align to the overall learning strategies to drive increase in performance and productivity
- Exploring industry best practices

Sally Levell, Sr. Director Learning Services
Tenet Health System

2:40 Afternoon Tea and Networking

WINNING WITH A PERFORMANCE FOCUSED CULTURE

3:00 Case Study

Creating a Learning Centric Culture from an Performance Based

- Instructional Design Model
 - Implement solid assessments in learning programs
 - Develop learning programs that align with corporate strategies
- Benefit from measures that demonstrate result based performance improvement
- Program design is based on adult learning principles
- Share lessons learned from a successful change focused pilot program

Julie Clark, Director of Curriculum Development
American Family Insurance

3:40 Closing Remarks of the Chair

4:00 End of Day 2

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