

The Most Exciting Week in Lifelong Learning

LERN Annual Conference

BALTIMORE, NOV. 16-19, 2016



"Information That Works!"



New Skills for the 21st Century



Integrated Marketing

LERN Annual Conference 2016

Program Schedule At A Glance

Wednesday, Nov. 16

Pre-Conference Seminars
(more than ever, two new seminars premiere!)
Conference Registration
Getting the Most from the LERN Conference
(especially relevant for first-timers)
Get to Know Baltimore
LERN Leaders Meeting
For Gen Y: Emerging Leaders Meeting
All-Conference Reception

Thursday, Nov. 17

Exhibits
Opening Session and keynote, “*The Way of the Champions: How to Win in Business and in Life*” with Craig Valentine, a World Champion of Public Speaking
Today’s SuperStar presenters: Sean Carton; Christina Draper
40 Advanced Concurrent Sessions
Networking and CPP Awards Recognition Luncheon

Friday, Nov. 18

General Session keynote speaker, “*New Skills for the 21st Century*” with Rhona Berengut, who works with CEOs and is a professor at one of the best business schools in the world
Another 40 How-to Concurrent Sessions
Today’s SuperStar Presenter: Rodney Holt
International Awards Luncheon
Exhibits, posters, LERN bookstore

Saturday, Nov. 19

More Practical Concurrent Sessions
Personal and Professional Sessions
All new! General Session. *Nine Shift for 2017: Your Program is Transformed*
Afternoon and evening in Baltimore

“The best week of the year for
lifelong learning organizations to learn about
ways to better serve our customers!”

Michael Seppi, Ellisville, MO

THIS YEAR'S SUPERSTARS



Rhona Berengut

*Business School Professor
and CEO Trainer*

New Schools for the 21st Century



Craig Valentine

World Champion of Public Speaking

The Way of the Champions: How
to Win in Business and in Life



Christina Draper

Top Online Course Promoter

Marketing Online Courses



Sean Carton

Integrated Marketing Authority

Integrated Marketing

More new presenters and experts on page 5

What You Should Do Now

1. Please spend a few minutes with this brochure. This conference will make your program thousands of dollars in increased registrations, higher income and saved costs.
2. Check out monthly updates and news about the conference at www.lern.org/conference.
3. **Register now.** Registration information is on pages 25 and 26, and you can register online or by fax, phone, mail, email or mobile phone.
4. **Questions?** We're always glad to talk to you — call us at (800) 678-5376 or send an email to info@lern.org.

Why You Should Attend This Year

New This Year!

- *New!* People's Choice Awards
- *New!* Gen Y Panel Sessions
- *New!* FREE Online Sessions Begin Two Weeks Before the Conference
- *New!* More than 25 Roundtable discussions led by your colleagues
- And much more.

Not available anywhere else:

- Top 20 award winners slide show
- Advanced, new how-to info
- Numbers, ratios and benchmarks
- Gurus, experts, top practitioners
- Best display of software

Unique:

- Best Brochure Ideas of the Year
- Best Web Sites of the Year
- Best Promotion Ideas of the Year

Awesome Features:

- CEUs and even graduate credit available
- Variety of networking opportunities
- The most successful practitioners attend
- Conference hotel on the doorstep of the fabulous Inner Harbor
- Third Person FREE! Register two people from your program and the third is free at the basic rate
- The largest conference in the world devoted to lifelong learning programming
- Some 800 participants from several countries around the world

*Join us for the most
exciting week of the year in
lifelong learning!*

LERN ANNUAL CONFERENCE 2016

Baltimore, Nov. 16 - 19, 2016

What's New This Year

- **Integrated Marketing:** The latest best information on this hot emerging area
- **Productivity eTools:** Amazing new tools you've never heard of, best web sites and more.
- **New Skills for the 21st Century:** Pioneering concepts and techniques from outstanding experts.
- **More Roundtables:** Over 25 roundtable discussions led by your colleagues
- **New Research:** Latest LERN research on innovative strategies for success
- **Advanced Strategies:** Programming, management, planning, marketing and leadership.
- **New presenters:** More new presenters, including from Gen X and Gen Y
- **Gen Y Panels:** Three new panel sessions by and about Gen Y
- **New Sessions:** More than 30 new sessions from the top experts
- **Latest cutting edge info:** New growth markets, benchmarks, ideal staffing structure, and more.

Conference Brochure Guide

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Why You Come Back

You tell us you come back to get new advanced cutting-edge info from the top experts and foremost authorities.

Check These 7 Benefits

- **The Best Experts:** In the field on marketing, staffing, pricing, programming and more. You won't find successful practitioners like these anywhere else.
- **Always New! Sessions:** More than 30 new sessions on the latest issues and trends.
- **Brochure Exchange:** Get hundreds of new ideas from the brochures and catalogs you take home.
- **Consulting desk:** Ask your toughest questions of our LERN experts and consultants.
- **Your Professional Network:** Renew and expand your network of colleagues in our luncheons, breaks, exhibit hall, social events and receptions.
- **Exhibit Hall:** Visit vendors in our sold-out exhibit hall and find out the latest in technology solutions.
- **Tammy:** Tammy Peterson leads our smiling friendly staff to help you with your information needs.

Who Will Benefit?

- **Leaders:** Receive the latest information on trends, issues and planning strategies to make informed decisions and plan future directions.
- **Professional Staff:** Take back the most advanced and latest techniques and tips on programming, marketing, management, trends, brochure design, pricing and more to increase enrollments, boost income and save on costs.



- **Content Relevant:** To those in a variety of institutional settings conducting lifelong learning and continuing education programs for the community, business and industry, personal enrichment and professional development.
- **More than 800 Participants:** Will come from all over Canada and the United States. Universities, recreation departments, public schools, community colleges, vocational-technical schools, associations, and other institutional settings will be represented.

ROI – Only this conference has *payback*

You will generate ten times more money than the cost of the conference. It's called ROI, or payback.

The LERN conference does not cost you money. It makes you money.

We Make History, Again

Last year's conference introduced a new refund policy to boost your income 10%, three new ways to reduce cancelled classes, and a new design for your print brochure. This year we make history, again.

JOIN THE BEST EXPERTS



“The LERN Conference is excellent! The sessions provide tips I use in managing the learning division of my organization.”

Sandra Parker
Toronto, Ontario



“New Skills for the 21st Century is a really hot topic in lifelong learning, specifically striking the balance between marketable technical skill development and less tangible soft skills development, like intellectual curiosity.”

Michael Garamoni
Milwaukee, WI



“A hit last year, this year our staff has expanded our availability to meet with you in LERN Central to discuss your consulting questions.”

Leslie Kowalczyk
LERN Staff



“As always the quality is so good. This year there will be even more Gen Y focused sessions.”

Kelly Regan
Ellisville, MO,
Co-Chair of the Emerging Leaders Council



“The Baltimore conference will have even more new presenters. We’ve added 25 roundtables. And we premiere new information on Integrated Marketing.”

Layne Harpine
Vice President of LERN



“My top take away from last year: The back of your brochure should be as eye catching as the cover because you don’t know which way it will be facing when delivered in your customers mail box.”

Chuck Ramm
Temple, TX
Vice Chair of the LERN Board of Directors

AGENDA

Wednesday, Nov. 16, 2016

Pre-Conference Activities

7:30 a.m. - 9 a.m.

Pre-Conference Seminar Registration
Conference registration begins at 10 a.m.

Reason No. 1 to attend this conference: PRESENTERS

People. People are the difference between a good conference and a great conference. This year we've gone all out to give you the best presenters.

SuperStars. World-class keynote speakers from the business community, speakers you don't normally have the opportunity to hear. And they're not just great speakers — they are also relevant speakers, with new and stimulating content applicable to your work.

Experts. This year we have more consultants, trainers and experts than ever before — the foremost authorities in the field of lifelong learning programming. You'll get facts, numbers, and the answers to your most critical questions. And you'll take home information you can use on Monday morning.

Practitioners. We choose only a few proposals from the top practitioners who know their stuff.

It's the people at a conference who make the difference. Come experience the superstars, the experts and the best practitioners.

New! 8:30 a.m. - Noon

***Pre-Conference Seminar: Making Video Marketing a Reality with Kendall Harris*

See page 19 for more information.
Advance registration required. Fee: \$195

New! 8:30 a.m. - Noon

***Pre-Conference Seminar: Measuring and Mitigating Risk with Rodney Holt*
See page 19 for more information.
Advance registration required. Fee: \$195

8:30 a.m. - 3 p.m.

***Pre-Conference Seminar: Serious Email Marketing with Susan Hurrell*
See page 18 for more information.
Advance registration required. Fee: \$145

New! 8:30 a.m. - 3 p.m.

***Pre-Conference Seminar: Operations and Staffing with Holly Klotz*
See page 19 for more information.
Advance registration required. Fee: \$195

8:30 a.m. - 3 p.m.

***Pre-Conference Seminar: Your One Year Market Plan with Greg Marsello*
See Pre-Conference seminar description on page 19 for more information. Advance registration required. Fee: \$125

8:30 a.m. - 3 p.m.

***Pre-Conference Seminar: Successful Strategies for Smaller Programs in Contract Training with Layne Harpine*
See page 18 for more information.
Advance registration required. Fee: \$145

8:30 a.m. - 3 p.m.

***Pre-Conference Seminar: Designing Brochures for Results with Paul Franklin*

See page 19 for more information.
Advance registration required. Fee: \$125

8:30 a.m. - 3 p.m.

***Pre-Conference Seminar: New! Dynamic Tools for Building Your Credit*

Offerings with Paula Hogard, Dr. Mark Mrozinski, Dr. Rita Martinez-Purson
See page 18 for more information.
Advance registration required. Fee: \$195

New! 1 p.m. - 3 p.m.

***Pre-Conference Seminar: Make Big Money with UGotClass with Leslie Kowalczyk and Kayla Pettis*
Exclusive for UGotClass Partners.
No charge. Advance Registration required.

Always a Hit! 8:30 a.m. - 3 p.m.

***Pre-Conference Seminar: Youth Programming and Summer Camps with Laura Wetherald*
See page 18 for more information.
Advance registration required. Fee: \$95

13th Annual Augusoft Lumens® User Summit

Held in conjunction with the LERN Conference, this two day technology summit provides attendees with in-depth learning on multiple aspects of the Lumens software, previews of Lumens 2016 enhancements and releases coupled with networking opportunities with peers. Learn more <http://augusoft.net>

10 a.m. - 6:30 p.m.

Conference Registration

3:30 p.m. - 5 p.m.

LERN Leader Meeting

For LERN members interested in knowing more about LERN. Every member is welcome. No additional charge. Email Tammy at info@lern.org if you wish to attend.

3:30 p.m. - 5 p.m.

Emerging Leaders Meeting

For any Gen Y conference attendee under the age of 36. Meet with other Gen Yers to help plan LERN activities for Gen Y and our new Emerging Leaders Council. No additional fee to attend.

AGENDA

Thursday, Nov. 17, 2016

3:30 p.m. - 4 p.m.

Get to Know Baltimore

Let our conference director give you a verbal tour of Baltimore, including the Inner Harbor, top attractions, shopping, and the most tantalizing restaurants. Baltimore's Inner Harbor is an exciting, historic and enjoyable area adjacent to the hotel. Make the most of your stay.

4 p.m. - 4:30 p.m.

Getting the Most from the LERN Conference

Attending LERN's practical, how-to conference is a different experience than most other conferences. Especially for first time attendees, we will give you tips on how to make the most of the conference, including benchmarks and terms, generational characteristics and an introduction to terminology for social media and mobiles. Plus take home a FREE copy of our book *The Essentials*.

4:30 p.m. - 5 p.m.

CPP Orientation Session

5 p.m. - 6 p.m.

All Conference Reception

Our welcome to you and to the conference, celebrating LERN as the largest association in the world in life-long learning programming. *Cash bar is available. Exhibit Hall*

7 a.m. - 4 p.m.

Conference Registration

7:30 a.m.

Exhibits Open

8 a.m. - 9:50 a.m.

Opening Session

- Welcome, Daniel Thorpe, Chair of the Board of Directors
- Opening Session Presider, Layne Harpine, Vice President of LERN
- The State of Lifelong Learning: William A. Draves, President
- Opening Keynote: "The Way of the Champions: How to Win in Business and in Life."

Craig Valentine, MBA, is an award-winning speaker and trainer. He has traveled the world helping people get remarkable results through leadership, communications, and change. Known as the Champion of Change, he is the 1999 World Champion of Public Speaking. Most recently he is the co-author of the



Craig Valentine

Reason No. 2 to attend this conference: PARTICIPANTS

You'll find the best, most successful practitioners in the business attending this conference.

This is your best chance to network with professionals who know what they are doing, and want to share their successes with others.

You'll find people from all over North America — from six Canadian provinces and from almost every state in the U.S. — plus we have people coming from other countries.

This is the only conference where you will find professionals from settings other than your own. Break out of the box. Get fresh new ideas. This is the only conference where you can get the cross fertilization of new techniques and tips.

Network with others online, in our roundtables, exhibit area, at the luncheons and in our suite sessions.

We understand how much you can learn from networking, so we've created more ways for you to make it happen.

Dear First-Time Attendee,

When you attend the LERN conference, you will be met by friendly helpful staff. The first meeting is a networking session where you will quickly meet new friends and network with colleagues. Even before the conference starts, you can sign up on our website to be a part of a networking group.

About half of the conference attendees will be first-time attendees, so we know how to make you feel at home and part of the group.

By the end of the conference you won't feel like a first-time attendee, you will feel part of the group with the new friends and colleagues you will meet.

Julie Coates, Senior Vice President for Information Services

Amazon.com #1 bestseller, *World Class Speaking In Action*.

Craig directed a highly-successful employment academy for homeless men in Baltimore City and achieved a 100% job placement rate for the program's graduates. And won a Congressional Achievement Award from the United States Congress for excellence in communications.

You will leave energized for 2017!

AGENDA

Reason No. 3 to attend this conference: RATIOS FOR SUCCESS

With information not available anywhere else, you'll find this conference to be the most practical event of the year.

This conference is an investment that won't cost money, it will make you money—big money.

You will take away hard facts and figures to increase income, boost registrations and save on costs. You will acquire information worth ten times the cost of the conference.

There's too much to choose from—it's our biggest 'complaint,' and our biggest compliment. That's why we encourage you to send teams to the conference to cover all the great sessions.

In fact, this year you can send the third person from your team for FREE at the basic level.

9:50 a.m. - 10:20 a.m.

Break — Hall of Learning

Refreshments, networking, exhibits and the Hall of Learning

10:20 a.m. - 11:10 a.m.

Concurrent Sessions

11:20 a.m. - 12:10 p.m.

Concurrent Sessions

12:10 p.m. - 1:30 p.m.

**Networking Luncheon and CPP Awards Ceremony*

Your chance to meet and talk with others from the same institutional setting. A great networking opportunity. Plus honor the graduates of this year's class of Certified Program Planners (CPP).

1:30 p.m. - 2 p.m.

Break — Hall of Learning

Poster displays, software demonstrations, brochure table, refreshments

2 p.m. - 2:50 p.m.

Concurrent Sessions

3 p.m. - 3:50 p.m.

Roundtable Discussions

Conference attendees and presenters create up to 20 specialized roundtable discussion topics. Take this opportunity for close-up dialogue on the topic of your interest. To initiate a roundtable, email Tammy at info@lern.org with your topic.

3 p.m. - 3:50 p.m.

Concurrent Sessions

4:30 p.m. - 5:30 p.m.

***President's Reception*

Join us at this year's special President's Reception with wine chosen by a wine expert and cheese flown in from Wisconsin. Come meet our conference keynoter, Emerging Leaders Council members and network with some of the best lifelong learning professionals in North America. Limit. Advance registration required, \$10.

Friday, Nov. 18, 2016

7:30 a.m.

Hall of Learning and Exhibits Open

8 a.m. - 8:50 a.m.

Concurrent Sessions

9 a.m. - 9:50 a.m.

General Session: New Skills for the 21st Century

From gamestorming to strategic agility, personal and organizational success now depends on developing new skills for the 21st century workplace.

Your keynoter works with CEOs in executive workshops and is a consultant on leadership. She is also an award



Rhona Berengut

winning part-time faculty member at the Schulich School of Business at York University in Toronto, one of the top business schools in the world.

Rhona G. Berengut, MBA, is a founding partner of SIGMA Strategic Solutions Inc. where she works with organizations to align people, performance and strategic purpose.

Her areas of expertise include managing strategic change; innovation and critical thinking; organizational design and interpersonal effectiveness. Rhona has worked with clients in both for-profit and not-for-profit sectors as well as the voluntary sector.

9:50 a.m. - 10:20 a.m.

Break — Hall of Learning

Dear Past Attendee,

There are many reasons why you will want to return to the LERN conference this year. The biggest reason is that you will get more out of it than ever before.

While first-time attendees rate the LERN conference high (that's why attendance is growing), past attendees rate the LERN conference even higher than first-time attendees. That's because the information is so advanced and new.

Greg Marsello, Senior Vice President for Organizational Development

AGENDA

More poster displays, great brochures, demos

10:20 a.m. - 11:10 a.m.

Concurrent Sessions

11:20 a.m. - 12:10 p.m.

Concurrent Sessions

12:10 p.m. - 1:40 p.m.

**International Awards Luncheon*

Some call it the highlight of the conference. The luncheon will be followed by the top 20 awards of the year for brochures, websites, marketing, programming and management.

Slides and commentary on how you can profit from adopting these pioneering and effective ideas make the Awards Luncheon something you won't want to miss.

1:40 p.m. - 2 p.m.

Break—Hall of Learning

Last chance to visit the exhibits

2 p.m. - 2:50 p.m.

Concurrent Sessions

3 p.m.

Giving the Gift of Lifelong Learning results announced

3 p.m.

Exhibits Close

3 p.m. - 3:30 p.m.

Briefing for UGotClass Partners

3:30 p.m. - 4 p.m.

UGotClass Reception

For UGotClass Partners and anyone else interested in UGotClass. Come meet teachers and staff and network with some of the Top Partners.

Saturday, Nov. 19, 2016

8 a.m. - 8:50 a.m.

Concurrent Sessions

9 a.m. - 9:50 a.m.

Just for you. Personal and Professional Development Sessions. See page 20.

10 a.m. - 11:30 a.m.

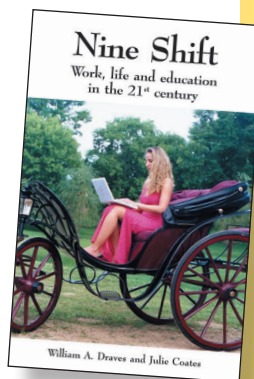
General Session: All New! Nine Shift for 2017: Your Program is Transformed

In this year's new edition of *Nine Shift*, we explore the next five years and the economic and social changes of the new century impacting your program as the Industrial Age collapses and the new Knowledge Society takes over.

Now that all of our predictions are coming true, you will get new predictions, including the transformation of learning and teaching now underway. See what is coming next for your program, discover the parallels to 100 years ago, and as always, take away totally new information, perspective and predictions.

Spend an hour with someone who works the whole year on the cutting edge. Come early to get a good seat.

William A. Draves is co-author with Julie Coates of "*Nine Shift: Work, life and education in the 21st Century*." They speak all over North America, have a popular blog, and are interviewed by the nation's media. Most recently, Julie was featured in *Psychology Today*. Check it out at www.NineShift.com.



1 p.m. - 5 p.m.

Optional Social Events, Tours

6 p.m.

LERN Leader Recognition Dinner

Evening

Last chance for a great restaurant and socializing. Enjoy your last evening in Baltimore.

Reason No. 4 to attend this conference: 10:1 PAYBACK

Consider these forces changing our business for the 21st century:

The environment has changed completely. Increased competition, market segmentation, more demanding learners: your program has to capture its market anew. Only by becoming customer-driven can you gain and retain your participants.

Your organization has to move quickly to redesign itself for the 21st century. Typical organizational structures are outmoded. They are too cumbersome, too expensive, too slow. In order to remain competitive and to serve your participants quickly and effectively, you will need to redesign your organization in terms of staffing, finances, operations and procedures.

Your organization cannot afford to fall two years behind in getting the latest information. The winners are moving fast to find and dominate their market niches. With the changes in our industry, almost everything we knew about our business five years ago is now out of date.

Only the LERN conference has the latest, most practical, how-to strategies and techniques for success. Come to Baltimore. You will be glad you did.

*Event included in the Full registration fee. Extra fee for those registering at the Basic level.

**Extra fee. Event not included in conference registration.

THURSDAY: CONCURRENT SESSIONS

	Best Programming	Digital Marketing
10:20 - 11:10	<p>New! Leading a Multi-Generational Team – From a Gen-X Perspective</p> <p>Leaders are increasingly grappling with generational differences in their teams. Different mindsets, communication styles, and influences can wreak havoc on teams. Learn easy to implement strategies that help unify teams and build on generational strengths of ever-changing teams.</p> <p><i>Rodney Holt, Red Deer, Alberta, AB</i></p>	<p>New! Creating Micro-Sites</p> <p>You can quickly create a special-purpose web micro-site for a particular event, such as summer camp, certificate program etc. Then learn how to use A/B testing to test different text, graphics and copy to maximize your registrations and income.</p> <p><i>Dan Belhassen, Winnipeg, MB, Canada</i></p>
11:20 - 12:10	<p>Back by Demand! Special Event Toolkit for Success</p> <p>Follow a special event planning tool to cover all the bases for event planning. Focus on key areas of needs assessments, creating signature items to your event, logistics, marketing, risk management and what to do when mistakes are made.</p>  <p>Laura T. Wetherald Columbia, MD</p>	<p>Always New! Best Websites of the Year</p> <p>The best websites in the field of lifelong learning. Learn what makes them so good and steal these ideas for your website.</p> <p><i>Katie Lynch-Morin, Bay City, MI and William A. Draves, River Falls, WI</i></p>
2 - 2:50	<p>Top 10 Steps in Developing Winning Certificate Programs</p> <p>Ascertain the top 10 steps vital for developing a winning certificate. Then find out how to discover the top revenue generating certificate programs in your area. Come away with a proven model for success.</p>  <p>Paula Hogard Framingham, MA</p>	<p>Trending! Making UGotClass Work for You</p> <p>Come hear from two top partners how to promote UGotClass online courses. Get the best marketing strategies to make big money. For both interested and current partners. This session will provide you with the top tips to make UGotClass work for you.</p>  <p>Christina Draper Richmond, VA</p> <p><i>Christina Draper and Tom Parfitt, Richmond, VA</i></p>
3 - 3:50	<p>Hot Last Year! Building New Courses</p> <p>Discover new advanced techniques for creating successful new courses. Find out the 10 right questions to ask, surveying current customers and building upon successful courses. An advanced session.</p> <p><i>Fred Bayley, Forest City, NC</i></p>	<p>Email Marketing Success</p> <p>Email marketing has the best ROI – but are you using the best techniques? Acquire the key success factors in email marketing. Then take home a guide on how you can create your own email marketing plan for greater success.</p>  <p>Susan Hurrell Winnipeg, MB</p>

THURSDAY: CONCURRENT SESSIONS

New Growth

Strategic Planning

10:20 - 11:10

Always New!

New Growth Markets

A hard-hitting look at the top new growth markets for 2017. This session is usually standing room only. Take home the top new growth strategies to compete successfully.

Panel moderated by Daniel Thorpe, Vancouver, BC

New!

Advanced Video Marketing

With video growing as a marketing tool for lifelong learning programs, get advanced how-to information on calls to action, cross channel marketing, social media and YouTube videos.



Kendall Harris
Santa Monica, CA

11:20 - 12:10

New! **Five Top Consumer Trends of the Decade**

Heirloom? Localism? Omnipresence? Discover five of the most significant consumer trends of the decade so far. Compiled from consumer research and trend forecasting data, knowledge of key trends is crucial to the development of cutting edge noncredit enrichment and workforce programs.



Douglas Grier
Sugar Grove, IL

New! **Managing Baby Boomers and Gen Xers**

For Gen Y, a panel presents tips and techniques for managing other professionals who are older than you are.

Panel moderated by Brandon Tucker, Ann Arbor, MI



Brandon Tucker
Ann Arbor, MI

2 - 2:50

New! **Developing Programs for the Modern Learner**

Innovations in technology, changing demographics, and advances in the science of learning require organizations to rethink how they develop programs for today's modern learners. In this session, we will explore topics such as innovative learning formats and technology for increased engagement.



Gen Y panel
moderated by
Susan Davis,
Washington, DC

Creating an Effective Staff Evaluation Process

Evaluate your staff to see progress, fix areas of weakness, and to praise and acknowledge a job well done. Take away an effective and easy tool to provide evaluation dimensions and standards to implement.

Laura T. Wetherald, Columbia, MD

3 - 3:50

Always New!

Education in the 21st Century for 2017

Join two of education's leading futurists for a cutting edge session on the latest ideas in learning, teaching and education. Fascinating, pioneering work on the latest innovations and research in education.



Julie Coates and William A. Draves, River Falls, WI

New! **Student Engagement Strategies for Online Teaching and Learning**

Discover the top ways to keep students engaged in an online classroom. While high tech solutions offer great tools, you may be surprised at the low tech approaches that will improve student engagement and student success. Take away the tools that work best for your teaching style and institutional budget.

Kassia Dellabough, Eugene, OR

THURSDAY: CONCURRENT SESSIONS

	Advanced	Core
10:20 - 11:10	<p>New! The Next 5 Years: LERN's Success Factors</p> <p>The next five years will be a critical period of time for lifelong learning programs. Underperforming programs will be eliminated, decentralized and merged. Discover the 15 success factors identified by LERN winning programs are embracing to prosper and thrive.</p>  <p>Greg Marsello Tiverton, RI</p>	<p>5 Core Marketing Concepts</p> <p>You can't go home without knowing the key concepts of marketing. Rediscover these underlying fundamentals of segmentation, effective marketing, and more for generating results from your marketing.</p> <p><i>Richard T. Walsh, Virginia Beach, VA</i></p>
11:20 - 12:10	<p>Value Creation: 10 Strategies</p> <p>As competition increases you must create better value for customers purchasing your products. Discover the 10 actions you can take to increase the worth of your products, services and thus your organization. Find out how to increase return-on-investment of your organization resources.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	<p>Ratios for Success</p> <p>Learn the four key ratios for analyzing your finances and budgeting. Find out the ideal percentages for direct costs, teacher costs, administrative costs and your promotion. Acquire the ratios to make your program financially successful.</p> <p><i>Fred Bayley, Forest City, NC</i></p>
2 - 2:50	<p>New! Making Project Management Work</p> <p>Successfully running and growing lifelong learning programs has become more complex. New initiatives, software implementation and staffing redesigns are all projects, thus the need to employ project management best practices. Find out how to successfully initiate, plan, control, and close projects.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	<p>Pricing to Improve Profit Margins</p> <p>Market pricing isn't the only way to price a course or event. Find out how to list prices and use price breaks. Discover why diversified pricing is better than clustered pricing. Good pricing will generate more registrations and add to your bottom line.</p>  <p>Fred Bayley Forest City, NC</p>
3 - 3:50	<p>New! Creating Effective Incentives</p> <p>The right incentives can boost participation, revenue and the bottom line. Discover eight best practices to optimize your incentive program. Enhance your program with an incentives plan including the right rewards that increase repeat rate and engage potential customers.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	<p>Needs Assessment</p> <p>Find out the three central issues of needs assessment. Learn how to do needs assessments and how to survey customers for important information. Discover the differences between high-dollar and low-dollar needs assessments and why you must be doing both.</p> <p><i>Richard T. Walsh, Virginia Beach, VA</i></p>

THURSDAY: CONCURRENT SESSIONS

Leadership

Top Marketing

10:20 - 11:10

New! Make Your Move to the LERN Staffing Model

Discover the “how to” for creating job descriptions, developing process maps, handing off job responsibilities, communicating with stakeholders, and evaluating effectiveness. Let LERN best practices help you unlock the door to a brighter future.



Holly Klotz
Livonia, MI

Streamlining Brochure Production

Create a streamlined process that will draw eyes to both your upcoming classes and your website. Learn how to maximize space and produce a brochure or catalog that will best represent your program.

Brendan Marsello, Providence, RI

11:20 - 12:10

New! Lead with the Jack of Spades: Lessons in Leadership

Increase your ability to keep yourself focused and effectively lead others. Identify barriers in your thinking that prevent you from achieving your optimal leadership potential. Leading effectively is an easier task once you recognize your jack of spades.

Richard T. Walsh, Virginia Beach, VA

New! Integrated Marketing

Achieve lead generation, awareness and retention goals with integrated marketing. Find out about optimizing your marketing mix using web site design, social media, mobile web and more from the chief strategist of an award winning firm specializing in Integrated Marketing.



Sean Carton
Baltimore, MD

2 - 2:50

Hot! Tapping Creativity for Innovative Leadership

21st Century leadership requires both long range vision and the ability to take risks, innovate, and change course midstream with grace. Discover how to rediscover innate creative abilities and tap into them to become an effective and innovative leader.

Kassia Dellabough, Eugene, OR

Always New! The 10 Best Promotion Strategies of the Year

A perennial conference favorite, this hard-hitting, fast-paced session has ideas you can use on Monday morning. Take away great new advanced how-to ideas to enhance your marketing.

Paul Franklin, Portland, OR; Susan Hurrell, Winnipeg, MB, Canada; William Draves, River Falls, WI

3 - 3:50

Improve Employee Performance

Underperforming employees can cause serious negative impact on the level of productivity. Take away strategies to increase the productivity of underperforming employees and propel high performers to even greater levels of productivity.



Henry J. Findlay
Tuskegee, AL

Classic! Power Up Your Copy

Get techniques to make your copy sizzle — from title to registration form and everything in between. Take home specific copy writing approaches proven to work. Acquire the top five power words that literally lure people to read on and act.

Paul Franklin, Portland, OR

FRIDAY: CONCURRENT SESSIONS

New Skills for the 21st Century

Marketing Trends

8 - 8:50

New! LERN Models for New Modalities

Discover how to integrate LERN Models into New Modalities and Benchmarks. See how LERN ratios for success can be applied to your new modalities.



Rob Watters
Milwaukee, WI

Winning Brochure Distribution Techniques

Your brochure is your most important marketing tool. Make sure it ends up in the right hands. Learn how to produce a winning plan to maximize exposure and increase enrollments.



Brendan Marsello
Providence, RI

10:20 - 11:10

New! Capitalizing on the Quarter-Life Crisis

Engage Gen Y and tap more into the Millennial market by understanding one of the most intriguing concepts regarding Gen Y, the 'Quarter-Life Crisis'. Come away with a whole new strategy to serve the largest generation now in the workforce.

Michael Garamoni, Milwaukee, WI

Always New! Best Brochure Ideas for 2017

Take home the best new brochure ideas from LERN's top brochure critique and design experts for lifelong learning programs. This session is so much in demand it is a perennial conference favorite.

Julie Coates, River Falls, WI; Paul Franklin, Portland, OR

11:20 - 12:10

New! Thriving in the 21st Century Workplace

Do you have the right skills to thrive in the 21st Century workplace? Attend this engaging and eye-opening presentation and learn how to make sure your skill set is up to date, relevant and marketable.



Debbi Honorof
Hempstead, NY

Classic! Stomping the Competition

To thrive you must protect your customer base from your competition and take away some of theirs. Learn seven strategies for growing at the expense of your competitors.

Paul Franklin, Portland, OR

2 - 2:50

How to Engage Gen Y

Get a deeper look at what really drives and motivates Millennials. Take away innovative programming strategies and supplemental activities that will bring Millennials in and keep them coming back for more.

Gen Y with Michael Garamoni



Michael Garamoni
Milwaukee, WI

New! Managing Successful Day Camps

Dive into the details required to run a successful youth day camp program.

Michele Bialo, CPP, and Leslie Petty, Livonia, MI



Michele Bialo
Livonia, MI



Leslie Petty
Livonia, MI

SATURDAY

8-8:50

New! Managing Up for Millennials

Roundtable Discussion.

Led by Christina May of the Chicago Botanic Gardens, Chicago, IL

Always New! Summer Camp Theme Trends for 2017

Summer camp programs remain strong and popular. Learn about emerging summer camp themes for 2017. Come away with exciting new summer camp theme ideas to implement in your community.

Chuck Ramm, Temple, TX; Laura Guentner, Pepper Pike, OH

FRIDAY: CONCURRENT SESSIONS

Decision Making

Productivity

8 - 8:50

How to Create Instructor Handbooks

Learn to create the most effective orientation tool that familiarizes newly hired instructors and day camp staff with processes and procedures. Quality programs start with well-informed staff – find out how to empower your instructors and day camp staff to deal with many operational issues on their own.

Holly Klotz, Livonia, MI

Hot! Mobile and Web Based Applications to Enhance Productivity

Discover the favorite sites and iOS applications of productive workers. This fast-paced session will cover the latest tools, sites, and iPhone and iPad applications to turbo-charge your business and simplify your life.

Jennifer Selke, Berkeley, CA

10:20 - 11:10

Hot Last Year! Leading & Managing in Lifelong Learning

There's a difference between "leader" and "manager." Get practical leadership and organizational tips you can use daily.



Daniel Thorpe
Vancouver, BC

Leverage Your Talents and Strengths to Get More Done

Learn the latest research to increase worker and staff engagement and wellbeing. Understand how you can identify and use your talent strengths. Discover why some partnerships work and others don't. Leave with an action plan to supercharge your productivity.

Jennifer Selke, Berkeley, CA

11:20 - 12:10

A Hit! Traction: 5 Critical Elements to New Program Development

New programs are the cornerstone for growth and success. Get the 5 critical elements for the start you need to power your new programs with traction to win in 2016 and beyond.



Rodney Holt
Red Deer, Alberta

Always New! Amazing Web Tools You've Never Heard Of

Get 5 new tools to power up your program. The future of your program is in the Internet cloud. Discover five innovative tools and learn how these new tools will revolutionize your marketing.

Dan Belhassen, Modern Earth, Winnipeg, MB

2 - 2:50

Generational Communication in the Workplace

With three generations now in the workplace, generational misunderstanding is now at an all-time high. Discover something new about your own work values. Then take home the top tips for dealing with your colleagues from other generations.

Kassia Dellabough, Eugene, OR

12 Productivity Hacks

Learn the ins and outs of all the tools Google has to help you become more productive and improve your work communication skills. You will learn time-saving tips and strategies to get more done in your work and personal life.



Jennifer Selke
Berkeley, CA

SATURDAY

8 - 8:50

Successful Revenue Sharing Models

Finally, practical strategies for developing a revenue sharing model within your college or university! Get key building blocks to successful inter-departmental partnerships, win-win strategies that provide flexibility and financial return, and an analysis of actual models.

Paula Hogard, Framingham, MA; Rita Martinez-Purson, Ed.D., Santa Fe, NM; and Mark Mrozinski, Ed.D., Palatine, IL

Leverage Special Events to Grow Your Program

Special events, often overlooked and rarely exploited, can serve as the cornerstone of your enrichment program, anchor your marketing efforts and drive enrollment. Learn to leverage a series of annual special events and other unique programs to increase revenue.

Douglas Grier, Sugar Grove, IL

FRIDAY: CONCURRENT SESSIONS

	Best Management	Contract Training
8 - 8:50	Best Data to Collect, Critical Reports to Generate <p>There are eight reports you must be generating. These reports guide your programming, marketing, operations, sales, and financial decisions. Discover what data to collect and how to generate the reports. Using these eight reports ensures you are data-driven organizations.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	Contract Training Essentials <p>Get the list of essential things you should be analyzing. Each contract sales client is unique, and they want a product designed just for them. Learn the tricks to customize your products and services without dramatically increasing your costs.</p>  <p>Layne Harpine Emerald Isle, NC</p>
10:20 - 11:10	<i>New!</i> 6-Stage Course Planning Model <p>Find out LERN's six vital and central course planning stages along with winning best practice strategies. Ensure your programming mix is on target, and courses are developed for and marketed to the right markets.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	Contract Training Best Practices <p>The need for Contract Training has never been in higher demand than it is today. Learn how to apply timeless best practices. Find out how to keep ahead of your competition with the latest trends being applied for the needs of tomorrow.</p> <p><i>Rodney Holt, Red Deer, AB</i></p>
11:20 - 12:10	<i>Updated!</i> Your Operating System <p>Learn how to implement an operating system of planning, accountability, scorecards, meeting management and more. Take the next step toward getting a grip on your business to improve the performance of your program.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	Make Yourself Invaluable <p>Wouldn't it be better if your customers were calling you when they needed something? Learn the keys to developing your current relationships to the level where you become part of your customers' business development. Calling you should be their first choice.</p>  <p>Richard T. Walsh Virginia Beach, VA</p>
2 - 2:50	Your One-Year Business & Strategic Plan <p>Winning lifelong learning programs plan. They have a strategic plan and one-year business plan. Understand the LERN Strategic Plan and One-Year Business Plan Models and strategies for building and implementing plans based on vision and accountability.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	<i>Always New!</i> Training Trends 2017 Report <p>Every year, LERN constructs North America's leading report on trends that will affect your business in contract training. Come and learn what should be on your radar and effectively position yourself for the upcoming years to be the leader in the field.</p> <p><i>Rita Martinez-Purson, Santa Fe, NM</i></p>
SATURDAY 8 - 8:50	<i>New!</i> Making LERN Best Practices Work! <p>Discover actions you can take to successfully implement what you have learned at the LERN Conference. Discover the power of LERN's Lifelong Learning Assessment Tool as a guide for going forward. Return home with an implementation action plan!</p> <p><i>Greg Marsello, Brendan Marsello, Tiverton, RI</i></p>	Why Kirkwood is a Winner <p>The Continuing Education & Training Services at Kirkwood is a premier continuing education program. Learn their story and the actions you can take to become a winning program.</p>  <p>Amy Lasack Cedar Rapids, IA</p>

FRIDAY: CONCURRENT SESSIONS

	Core	New eTool Trends
8 - 8:50	Promotion Techniques That Work Find out how to test and track your brochure and promotion success. Discover the ideal mailing timelines. Then gain some of the most successful methods of distribution. <i>Richard T. Walsh, Virginia Beach, VA</i>	Social Media Marketing: Where to Start With all the platforms available, it's hard to know where to start. Learn where you should be investing your time, and how to start. Take home tips, tools and ideas you can start to maximize your social media presence.  Katie Lynch-Morin Bay City, MI
	Improving Quality Your instructors are key to the success of your program. Learn how to select, train and evaluate instructors. Discover what should be in an instructor contract and an instructor guidebook. <i>Fred Bayley, Forest City, NC</i>	<i>Hot!</i> New eTools for Learning and Teaching New eTools make creating content objects for online and in-person teaching simple, low or no cost, and without needing a techie. Come see the amazing new eTools that your teachers can use on Monday morning.  Dan Belhassen Winnipeg, MB
10:20 - 11:10	Customer Retention: Key to Growth Getting your current and past participants to come back is key to growth and profitability. Find out the most successful customer retention strategies for lifelong learning programs and how to implement them. <i>Fred Bayley, Forest City, NC</i>	The 8 Best Practices for Listening and Engaging Consumers in Social Media Wondering what the rules are in this new world of social media and how they differ on the various sites like Facebook, Pinterest, Blogs, YouTube, and Twitter? Discover simple and unique ways to use various social media tools to increase registrations. <i>Jennifer Selke, Berkeley, CA</i>
	Program Development Tools Identify your current best offerings and understand how to develop successful new ones. You'll explore more than a dozen core tools that help you focus on the essential key areas of program development. These tools provide good data and simplify your decision making. <i>Fred Bayley, Forest City, NC</i>	<i>Must Hear!</i> 9 Reasons You MUST Keep your Print Brochure Hear the nine reasons why your print brochure is central and essential to your enrollment success. <i>Julie Coates, River Falls, WI; and Paul Franklin, Portland, OR</i>  Julie Coates River Falls, WI
11:20 - 12:10	Always New! Hot Picks for Community Classes A LERN original classic session and always a favorite. Bring one successful new class idea for community classes and take home 19 other hot titles.	ABC's of Advisory Councils Get started using advisory councils to inform your programming. Find out who and how to invite; creating an agenda that will inspire attendance, and facilitating conversations that result in essential feedback.  Marie Price Post Falls, ID
	2 - 2:50	
SATURDAY 8 - 8:50		

PRE-CONFERENCE SEMINARS

Youth Programs/ Summer Camps

Get the latest info on improving your summer camp, kids' college, child and youth programming.

Find out the latest from some of the top practitioners in the field. Learn when to mail your brochure, payment plans, topics trends, and more. Take home tips from other successful practitioners on marketing, programming and running profitable youth programs.

Relevant for programmers in any institutional setting.



Laura Wetherald

Wednesday, Nov. 16, 2016
8:30 a.m. - 3 p.m. Fee: \$95
Fee does not include lunch.
Advance registration required.

Laura Wetherald, Columbia, MD supervises a \$3 million summer camps program.

Make Big Money with UGotClass

Open to all UGotClass Partners, no charge.

Wednesday, Nov. 16, 2016
1 p.m. - 3 p.m. No Fee
Fee does not include lunch.
Advance registration required.

Leslie Kowalczyk and Kayla Pettis run the UGotClass program for LERN.

Serious Email Marketing

Move your email marketing to the next level. Find out how to do it better and get a better ROI.

We'll look at commonly used platforms, dig into A/B testing, explore content marketing and email, and show you how email automation can increase your reader engagement.



Susan Hurrell

Take away valuable strategies and tactics to make your email marketing work harder for you.

Wednesday, Nov. 16, 2016
8:30 a.m. - 3 p.m. Fee: \$145
Fee does not include lunch.
Advance registration required.

Susan Hurrell is an expert email marketer with the nationally-known firm, Modern Earth, of Winnipeg. She also presents LERN's four-day eMarketing Institute.

"I learned so much...it was great!!" Storm Rose, Morristown, N.J.

Dynamic Tools for Building Your Credit Offerings

If you are in the process of expanding credit offerings in your CE portfolio or refining academic services to adult learners, we will provide an invaluable toolkit for your immediate use. Take away info on the landscape for credit, pipelines from non-credit to credit, template for a business plan, workforce plan survey tool, tool for stackable credentials, the levelling rubric, and more.

Wednesday, Nov. 16, 2016
8:30 a.m. - 3 p.m. Fee: \$195
Fee does not include lunch.
Advance registration required.

Paula Hogard, Director of Continuing Education, Framingham State University, Framingham, MA; Dr. Mark Mrozinski, Dean of Continuing Education, Harper College, Palatine, IL; and Dr. Rita Martinez - Purson, Dean Emerita University of New Mexico Continuing Education, Santa Fe, NM

Successful Strategies for Smaller Programs in Contract Training

Come learn what you should be doing to sustain and grow your up-and-coming Contract Training program. Smaller programs require special strategies to put them on the path to success. Ensure you are doing the right things and tracking the right numbers and build on your current success for continued growth. Get the necessary strategies you need while minimizing your risk.



Layne Harpine

Wednesday, Nov. 16, 2016
8:30 a.m. - 3 p.m. Fee: \$145
Fee does not include lunch.
Advance registration required.

Layne Harpine is LERN's expert on contract training.

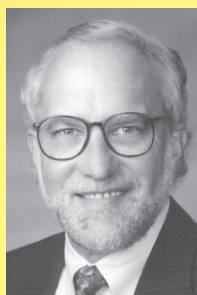
PRE-CONFERENCE SEMINARS

Designing Brochures for Results

If your brochure is the primary method for marketing your courses, this special presentation of LERN's most popular seminar will give you specific recommendations to improve it.

Your brochure or catalog, for most of your potential participants, IS your program — it is all they know about you.

Discover the areas in which you can enhance your brochure's image and its effectiveness. Specifically, you will find out about:



Paul Franklin

- Front and back covers
- Page design
- Copy
- Prime space
- Response mechanism

You'll come away from this seminar with tips and techniques to increase income, save on costs and increase enrollments. Just one of our tips will increase your enrollments by 5 percent.

Wednesday, Nov. 16, 2016
8:30 a.m. - 3 p.m. Fee: \$125
Fee does not include lunch.
Advance registration required.

Paul Franklin is a national marketing authority.

Developing Your One-Year Market Plan

More critical now than ever is the development of a one-year marketing plan that all members of your organization can follow. Taking time to develop this plan is a must. The plan must be specific and measurable. It must serve as a road map for your organization.



Greg Marsello

Wednesday, Nov. 16, 2016
8:30 a.m. - 3 p.m. Fee: \$125
Fee does not include lunch.
Advance registration required.

Greg Marsello visits programs all over Canada and the United States every week, doing consulting and training of staff.

New! Making Video Marketing a Reality

Discover a series of tips and techniques that will allow you to create video marketing materials without the excessive time and expense typical of video production. Get tools to quickly start producing effective videos.



Kendall Harris

Wednesday, Nov. 16, 2016
8:30 a.m. - Noon Fee: \$195
Fee does not include lunch.
Advance registration required.

The videos Kendall Harris produced for his continuing education program have won a LERN International Award.

New! Measuring and Mitigating Risk

Discover how to address the issue of risks associated with programs, initiatives and contracts. Take away templates to measure, analyze and create mitigation strategies to make your next initiative, program or contract a success.



Rodney Holt

Wednesday, Nov. 16, 2016
8:30 a.m. - Noon Fee: \$195
Fee does not include lunch.
Advance registration required.

Rodney Holt is a leading practitioner and conference presenter.

New! Operations & Staffing

Change your staffing to improve productivity and customer service. Discover process and procedure changes to boost profitability. Take home changes to implement Monday morning, as well as short- and long-term benchmarks your entire staff should be working towards.



Holly Klotz

Wednesday, Nov. 16, 2016
8:30 a.m. - 3 p.m. Fee: \$195
Fee does not include lunch.
Advance registration required.

Holly Klotz is an Operations Manager, expert, and presenter at LERN's four day Operations Institute.

SATURDAY PROGRAM

8 a.m. - 8:50 a.m. *Concurrent Sessions: see pages 14 - 17 for topics and descriptions*

9 a.m. - 9:50 a.m.

New! Leaving a Leadership Legacy

Our work in lifelong learning makes a difference in the lives of millions of people every year. We'll explore how we can maximize our legacies in the world through values-centered leadership that inspires quality and innovation.



Rita Martinez-Purson

Rita Martinez-Purson, Ed.D., Dean Emerita of Continuing Education, The University of New Mexico

New! Building the New American Dream

Humorous and inspirational story of a first generation immigrant's pursuit of the American Dream, his entrepreneurial journey and other adventures along the way.



Cem Erdem

Cem Erdem, Minneapolis, MN

New! Making Tough Decisions

Ever face a tough decision and get stuck? Learn a unique way to assess your choices and get clear about which is the best one. Whether choosing where to live, what job to pursue or even small day-to-day choices, we will walk through how to identify the key considerations and evaluate the best decision between your options. This simple tool can be applied to any decision making you face!



Kassia Dellabough

Kassia Dellabough, Eugene, OR

"I'll never leave the LERN Conference early again." Ellen O'Brien, Jacksonville, FL

10 a.m. - 11:30 a.m.

General Session — All New!

Nine Shift for 2017: Your Program is Transformed

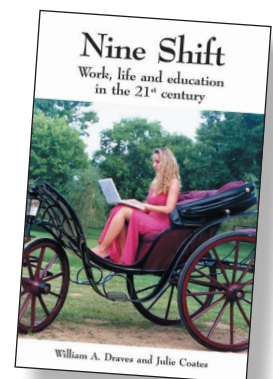


William A. Draves

Drones, driverless cars, suburban decline, the Gen Y agenda for the 21st century gets adopted. All these exciting events this year are transforming your program. Join us and explore the next five years as the new Knowledge Society takes over. Discover how your program is being transformed for the 21st century. As always, take away totally new information, perspective and predictions.

Spend an hour with someone who works the whole year on the cutting edge. Come early to get a good seat.

William A. Draves is co-author with Julie Coates of the *Nine Shift* book. Their predictions have been covered by the BBC, Psychology Today, New York Times, Forbes, Atlantic, Chicago Tribune, Kiplinger's, Advertising Age and other media.



"I'd trample my grandma to hear Draves speak." Phil Housel, Kerrville, TX

1 p.m. - 6 p.m. *Enjoy your afternoon and evening in the fantastic Baltimore Inner Harbor!*

ROUNDTABLES

Interactive Discussions

Thursday, 10:20 a.m. – 11:10 a.m.

For Developing Leaders: How to Attend and Run Meetings, *Wm. A. Draves*

Thursday, 11:20 a.m. – 12:10 p.m.

Intrapreneurship – New Business Initiatives, *Kim Becicka*

Thursday, 2 p.m. – 2:50 p.m.

21st Century Learners: Building Self-determined learning (Heutagogy), *Paula Hogard*

**Thursday, 3 p.m. – 3:50 p.m.,
Ballroom**

- Developing better training ROI metrics, *Michelle Talhami*
 - Negotiating and working with third party content providers, *Robert McNeill*
 - The Print and Online Marketing Mix, *Debra Killmeyer*
 - Working with a small team, *Heather Palermo*
 - Productivity tools, *Joann Hall*
 - Financial Models for Working with Academic Units, *Joe Miera*
 - Customizing certificates for industry training, *Eric Johnson*
 - Latest Trends in Community Events, *Chuck Ramm*
-and 15 more

Friday, 8 a.m. – 8:50 a.m.

LERN Mentoring Program for Gen Y, *Layne Harpine*

Friday, 10:20 a.m. – 11:10 a.m.

Networking: Building Relationships for Professional and Personal Success, *Sandra Parker*

Friday, 11:20 a.m. – 12:10 p.m.

Managing up for Millennials, *Christina May*

Why this conference is unique

Give yourself the professional development you deserve. Give your program the competitive edge only LERN can provide.

Only LERN gives you practical, how-to techniques, truly “*Information That Works!*”

We’re also going to have fun and enjoy networking with other educators! I look forward to welcoming you to the conference.

Daniel Thorpe, Vancouver, BC, Chair, LERN Board of Directors



Daniel Thorpe

Friday, 3 p.m. – 3:30 p.m.

Experience with LERN/USD Master’s Program, *Holly Klotz*

Suite Sessions Interactive Information Sessions

Thursday, 10:20 a.m. – 11:10 a.m.

UGotClass. For those interested in promoting online courses and certificates with UGotClass and receiving 50% of the income. *Kayla Pettis, Leslie Kowalczyk, LERN*

Thursday, 11:20 a.m. – 12:10 p.m.

Program Review and Certification. Find out about the success stories, recognition and great consulting with LERN’s Program Review and Certification.

Thursday, 2 p.m. – 2:50 p.m.

Association Success 2017. Share your successes with other association executives. *Sandra Parker, Toronto, ON, Canada; Rob Watters, Milwaukee, WI*

Thursday, 3 p.m. – 3:50 p.m.

LERN’s Expanded Membership Benefits. Open to all. For both existing

LERN members and those interested in membership. Info on how LERN can analyze your brochure, help target mailings, and 12 other LERN member services. Your ROI from LERN just got better.

Friday, 8 a.m. – 8:50 a.m.

Continuing Education Deans Issue session. For continuing education decision makers.

Friday, 11:20 a.m. – 12:10 p.m.

USD-LERN Master’s Degree. Find out about the only degree to combine the practical professional development of LERN with the academic and research foundation of university study. Degree awarded by the University of South Dakota.

Friday, 2 p.m. – 2:50 p.m.

UGotClass Top Partners. For the top 50 Partners, sharing of advanced ideas.

Friday, 3 p.m. – 3:30 p.m.

UGotClass Partner 2017 Update. What’s new for 2017, plus your feedback and comments. Reception to follow.

“The investment is well worth it.” *Gabriele Janes, Toronto*

MORE CONFERENCE BENEFITS

Free Online Pre-Conference

Networking, info, training. No additional charge for conference attendees.

Lots of Exhibits

Too many exhibitors to name here. Last year we sold out. Exhibitors love our conference. And you love our exhibitors. All day Thursday and Friday, no charge for exhibit hall entrance.

“We take back so many ideas and ways to increase revenue that we can implement them right away!”

Donna Chant, Munster, IN

LERN Central

Come talk with LERN staff and consultants. A hit last year! It's bigger this year. Includes our exclusive consulting booth.

President's Reception

Meet and network with keynoter Rhona Berengut of Toronto, our Emerging Leaders Council and the best lifelong learning professionals. Wine chosen by LERN's wine expert, plus 10 kinds of cheeses flown in from Wisconsin. Attendance limited, \$10. Register under Social Events on page 26.

More on the Mobile App!

Slides, handouts, Daily News, updates, session quizzes and more on LERN's conference mobile app. No additional charge. Just show up with your smart phone.



Visit with our staff about making big money with UGotClass. You get 50% of the income. Other Partners say our courses are superior. Our instructors make the difference.

“The LERN Conference was excellent! The sessions were informative and provided a variety of practical tools, tips, and techniques that I can use in managing professional development for my organization.”

Sandra Parker, Insurance Brokers Association of Canada, Toronto

CPP TRAINING AND EXAM

Come to LERN and go home a Certified Program Planner (CPP). This conference gives you the best professional training available in the field of lifelong learning programming. Now you can also get the recognition you deserve by passing the CPP exam and becoming a Certified Program Planner.

Here's how it works:

Register for the Conference and the CPP Training and CPP exam. You will then receive the complete CPP readings, a manual on everything from brochure distribution to course evaluations, when you arrive at the Conference.

Then, after the conference, take the CPP exam, scheduled from 1 p.m. - 5 p.m. on Saturday. Go home with the most comprehensive and complete training and, when you pass the exam, your CPP status.

Benefits

The additional CPP training fee of just \$395 includes: complete CPP readings, Wednesday's pre-conference seminar, “Designing Brochures for Results” (normally \$125), CPP exam offering, monitoring and evaluation (normally \$95), and CPP award benefits (normally \$190).

For More Information

If you have additional questions about the CPP designation or exam, feel free to contact LERN, (800) 678-5376, or via email at info@lern.org.

To register for the CPP Training and Certified Program Planner exam, just check the box on your conference registration form. Complete follow-up information will be sent to you.

“This was my first time to attend and we will definitely be back with more people.”

Kerensa Kester, Bartlesville, OK

TRAVEL AND MEETING SITE

Inner Harbor

Your conference hotel is set in the fabulous Inner Harbor area, an iconic seaport area of restaurants, museums, shops, sports complexes, nightclubs, walking areas and historic ships. You are also a few short steps from the light rail line and less than an hour train ride into downtown Washington, D.C.

Day time temperatures average 52°F (18°C) and night time temperatures average 34°F (6°C). The chance of precipitation is about 35 percent.

Hotel

A spacious conference facility, the Hilton Baltimore Hotel is a short walk to the famed Inner Harbor. The hotel is also only a quick walk to Camden Yards, M&T Bank Stadium, the National Aquarium, the Maryland Science Center and the Pier Six Pavilion.

The rate for a standard room is \$199 for single, \$209 double, \$229 triple or \$249 quad occupancy.

The rate for an executive level room is \$229 for single, \$239 double, \$259 triple or \$279 quad occupancy. Executive level amenities include complimentary continental breakfast and evening hors d'oeuvres.

The rates do not include applicable taxes or fees. The cutoff date for mak-

ing a room reservation at the group rate is Tuesday, October 25.

You may call the hotel directly or in the U.S.A. or Canada, call 800-445-8667. Please make sure to confirm your departure date prior to checking into the hotel. Checking out prior to your expected departure date will result in an additional \$75 fee.

Hilton Baltimore Hotel

401 West Pratt Street
Baltimore, Maryland 21201
phone: (443) 573-8700

Getting There

By Plane

The closest airport to the hotel is Baltimore-Washington International (BWI) Thurgood Marshall. Supershuttle.com provides shared van service to and from BWI airport. Light rail service runs from the airport and drops you off just steps from the hotel at the convention center stop. For more information, please visit: mta.maryland.gov/light-rail

The other two airports in the area are Dulles International and Washington Reagan National. They do not have shared van service to Baltimore. Light rail from Reagan to Union Station in DC allows you to take a train to Baltimore. If you choose to fly in or



About LERN

Learning Resources Network is the leading organization in lifelong learning programming. LERN provides practical how-to information to 6,000 members and customers every year.

Staff and consultants provide consulting and training to increase your program's registrations, boost income and save on costs. Our benchmarks and ratios for success are the standards in the industry.

Check LERN out at www.lern.org

out of either of these airports you may need to rent a car or find associates to share the \$140 to \$150 one-way cost of using Supershuttle.com non-stop van service.

By Train

Amtrak and MARC serves Baltimore with numerous daily stops. The train station is downtown and a short taxi cab ride to the hotel.

Bring A Friend

Bring along a spouse, friend or significant other to enjoy all that Baltimore has to offer.

Your guest may attend the Get to Know Baltimore session at 3:30 p.m. Wednesday followed by the All-Conference Reception at 5 p.m.

Guests are also welcome to register for Friday's International Awards Luncheon and any of the social events and tours offered to conference participants and, with our convenient one-day fee, guests can register to attend conference sessions or pre-conference events.

Bring a friend to the conference. You'll both be glad you did!

Getting Around During Your Visit

You don't need a car to explore Baltimore's Inner Harbor or to get to Washington DC. The Inner Harbor sights and sounds are right there outside your hotel. Rental cars are available at the airport and downtown. For more on Baltimore, visit www.baltimore.org

THINGS TO DO



What to tell your boss

Your boss should come too. The LERN annual conference has the most sophisticated, advanced strategies for CEOs and top decision makers. Your boss will gain insight not available anywhere else in finance, long-term planning and other management areas.

Investment payback is 10:1.

That's right, the LERN conference provides a 10-to-one return on your investment. People attend this conference to increase registrations, boost income, and save on costs. Your program will make more money after you attend.

900 people can't be wrong. There's a reason why LERN conference attendance is the largest ever with 900 attendees. We provide "Information That Works!" — you cannot be as successful without it.

Social Events for Washington DC and Baltimore

Friday, Nov. 18, 2016

Music and Monuments in Our Nation's Capital (4 p.m. – 10 p.m.)

There is something magical about see the national monuments at night! Back by popular demand, one of the most popular tours LERN has ever offered is better than ever!!! Start the evening off with a free concert (subject to change) at the Kennedy Center followed by a view of the city from the roof top. Then it's on to dine on your own at Union Station. After that it's time to experience the magic of the monuments after dark with stops at the Jefferson, World War II, Vietnam and Lincoln Memorials. (Transportation provided; dining on your own) \$32.

Gen Y Baltimore Pub Crawl (8 p.m. –)

Experience the neighborhood nightlife with your fellow conference attendees at some of the city's popular watering holes. Meet in hotel lobby at 8 pm. Beverages are on your own. More details provided by your evening hosts who will determine what stops you'll be making. You will most likely visit bars in one of the following neighborhoods: Inner Harbor, Fells Point, and Federal Hill. No cost, but advance registration requested.

Saturday, Nov. 19, 2016

The Museums and Monuments of Washington, DC (11:30 a.m. - 6 p.m.)

We know you've all been to the mall, but have you been to the National Mall? Here's your chance to visit the museums of your choice whether it is the National Galleries of Art, the many history museums or the science and technology museums. You can choose to be dropped off at the National Museum of the American Indian or the American History Museum. The bus will run a continuous loop between the two until 5:00 p.m. We recommend starting with lunch at the native themed cafeteria restaurant at the American Indian Museum restaurant followed by their excellent movie. After that explore as many museums as you like until 5:00 p.m. when it's time to return back to the hotel. (Transportation provided; dining on your own) \$32.

Other Places of Interest

Visit these close-by Baltimore places of interest on your own.

• *National Aquarium in Baltimore*

Visit one of the countries top aquariums on your own; just a short walk from the hotel.

• *Ft. McHenry National Monument*

See the place that inspired the writing of the Star Spangled Banner. Visit one of the most important battle sites of the war of 1812.

For more options, visit: www.baltimore.org

"As always, I enjoyed the LERN Conference immensely and came away with some new refreshing areas to explore. I always find the LERN Conference one of the best for anyone involved in CE activity."

Lynn Walker, Kingston, ON

REGISTRATION INFORMATION

Participants

Participants will come from a variety of institutions and from several countries. Upwards of 850 participants are expected at this year's conference.

Early Registration Bonus!

Register by Oct. 1, 2016, and receive a FREE copy of "The Essentials."

CEUs and Grad Credit

Receive 1.6 continuing education units (CEUs) for attending the full conference. Optional 1.0 Graduate credit from the University of South Dakota also available for \$40 to USD.

For credit, email Tammy at info@lern.org before Nov 16. For CEUs, pick up forms at the conference desk.

Your Member/Customer ID Number

The number on the top line of your mailing label is your member/customer ID number. It is important in helping us process your registration. Please write it on the proper line of the registration form. If you are unsure of your ID number, please call us at (800) 678-5376.

Conference Fees

The fees are listed on the registration form. The Full conference fee includes all sessions, Thursday and Friday luncheons, and conference materials. The Basic fee does not include the luncheons. The Thursday and Friday one-day fees do not include the luncheon. Member rates apply to current members only. If you are unsure of your membership status, contact LERN at (800) 678-5376 or info@lern.org.

Payment

Payment is due, in U.S. dollars, at or before the conference. Make checks payable to LERN Annual Conference.

VISA, MasterCard, Discover and American Express are accepted. Social event registration will not be accepted if payment is not included.

Purchase Orders

A purchase order will reserve your place, with payment due at or before the conference. Please fax your registration and PO to us and we will email you an invoice.

Our First Timer Guarantee

If this is the first time your organization is sending someone to the LERN annual conference, we guarantee you will find it valuable, or your registration fee (not including cost of meals or social events) back. It's our assurance to you not just of quality sessions, but a guarantee on the 10:1 ROI on your LERN conference investment.

Cancellations

Substitutions are accepted at any time when in writing (e.g. email). If your substitute is not a LERN member, non-member fees may apply.

Vouchers are also available for a future LERN event or purchase, with some restrictions.

All cancellations must be in writing. Email is accepted. Cancellations made on or after Oct. 1, 2016, will be charged a \$100 cancellation fee. No refunds will be made for social events or luncheons after Oct 3, 2016. After Oct 21, 2016, no refunds can be issued, but substitutions and vouchers are still welcome.

There Are 5 Easy Ways To Register

Register Online —

Go to www.lern.org/conference.

Register by Email —

Send your registration information to info@lern.org.

Register by FAX —

Complete the registration form and fax it, toll-free, 24 hours a day, to (888) 234-8633.

Register by Phone —

Have your registration form ready and call Tammy at (800) 678-5376. The phones are open from 8 a.m. to 5 p.m. (CT) Monday-Friday.

Register by Mail —

Simply fill in the form on the next page and mail it to:

*LERN Conference Registration
PO Box 9
River Falls, WI 54022 U.S.A.*

Feel free to copy the form for additional registrants.

Third Person FREE!

Register two people from your program at either the Basic or Full conference rate, and the third person is free at the Basic rate (no meals). All registrants must be with the same program (same address and same budget).

REGISTRATION FORM

LERN Annual Conference

Baltimore, Nov. 16 – 19, 2016

Simply fill in the information below and fax to (888) 234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at (800) 678-5376. *Feel free to copy this form for additional registrations.*

Member/Customer ID# (From top line of mailing label) _____

Name _____ Title _____

Department _____ Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Email _____ Phone _____ Fax _____

Conference Fees

Thursday-Saturday, Nov. 17-19, 2016

- ☐ \$795 US Member, **Basic**, no meals
- ☐ \$895 US Member, **Full** includes 2 luncheons
- ☐ \$995 US Non-Member, **Basic** no luncheons
- ☐ \$1,095 US Non-Member, **Full** includes 2 luncheons
- ☐ \$495 US One-Day Rate, **Thursday** no luncheon
- ☐ \$495 US One-Day Rate, **Friday** no luncheon
- ☐ FREE **3rd Person**, no meals
- ☐ \$99 US **3rd Person** includes 2 luncheons

Pre-Conference Seminars

Wednesday, Nov. 16, 2016

- ☐ \$195 Making Video Marketing a Reality
- ☐ \$195 Measuring and Mitigating Risk
- ☐ \$145 Serious Email Marketing
- ☐ \$195 Operations and Staffing
- ☐ \$125 Your One-Year Market Plan
- ☐ \$145 Successful Strategies for Smaller Programs in Contract Training
- ☐ \$125 Designing Brochures for Results
- ☐ \$195 Dynamic Tools for Building Your Credit Offerings
- ☐ FREE Make Big Money with UGotClass (limited to UGotClass Partners)

- ☐ \$95 Youth Programming and Summer Camps

CPP Training

- ☐ \$395 CPP Training and CPP Exam (includes pre-conference seminar)

Social Events

Social event fees are non-refundable.

Social events fees are due by Oct. 3, 2016.

Thursday, Nov. 17, 4:30 p.m. – 5:30 p.m.

- ☐ \$10 President's Reception

Friday, Nov. 18, 4 p.m. – 10 p.m.

- ☐ \$32 Music and Monuments in Our Nation's Capital

Friday, Nov. 18, 8 p.m. –

- ☐ \$0 Gen Y Baltimore Pub Crawl, beverages on your own

Saturday, Nov. 19, 11:30 a.m. – 6 p.m.

- ☐ \$32 The Museums and Monuments of Washington, DC

Luncheons for You or a Friend

Thursday and Friday lunches included with **Full** Conference Fee

- ☐ **Thursday**, Networking Luncheon, \$50
- ☐ **Friday**, Awards Luncheon, \$50

Dietary & Special Needs

- ☐ Please check here if you have any special needs and a LERN representative will contact you.

TOTAL AMOUNT DUE

\$ _____

Payment Method: Choose A, B or C

A ☐ **Payment enclosed.**

Make checks payable to LERN Annual Conference.

B ☐ **Bill my institution.**

Purchase order required.

C ☐ **Charge to my credit card.**

Visa, MC, AmEx, Discover

All fees are in US dollars.

Account # _____

Exp. Date _____

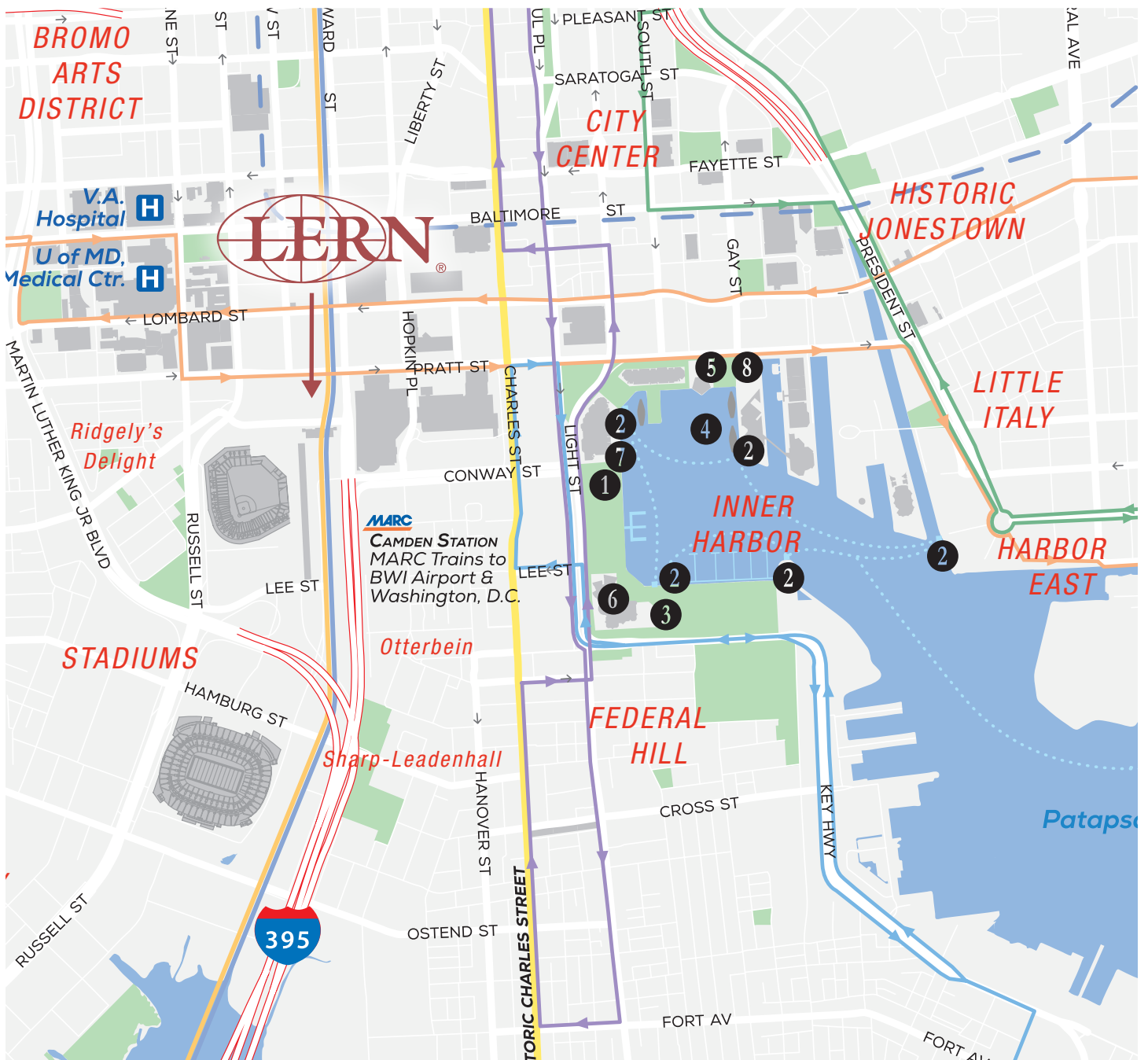
CVV # _____

Cardholder's Name (please print) _____

Cardholder's Signature _____

Mail to:

Conference Registration
Learning Resources Network
PO Box 9
River Falls, WI 54022
U.S.A.



- | | |
|-------------------------------|---|
| ① Baltimore Visitor Center | ⑤ Maryland 9/11 Memorial |
| ② Baltimore Water Taxi | ⑥ Maryland Science Center |
| ③ Charm City Carousel | ⑦ Ripley's Believe It or Not! Baltimore |
| ④ Historic Ships in Baltimore | ⑧ Top of the World Observation Level |



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*“The LERN Annual Conference
is the best I have ever attended.”*

Terri House, Concord, CA



**Join us at the exciting Inner Harbor of Baltimore
for the Annual LERN Conference: Nov. 16 – 19, 2016**

