

CTTT ROCKS

21st ANNUAL

CREATIVE TRAINING TECHNIQUES
CONFERENCE

| PRE-CONFERENCE
| September 21-23, 2014

| CONFERENCE
| September 24-26, 2014

THE Bob Pike GROUP
unlock learning → unleash performance

CTT ROCKS

THE BOB PIKE GROUP'S 21ST
ANNUAL CREATIVE TRAINING
TECHNIQUES CONFERENCE

September 21-26, 2014



At about the same time the Bee Gees were "Stayin' Alive," Bob Pike began taking notes on how instruction could be done more effectively. Before then, Bob had been lecturing and since that's the way it had always been done, he thought that's the way it should always be.

But after attending a workshop on attitudes, he began realizing how much of the information he could retain despite the fact the facilitator said few words. The information had been shared with different activities, media, and conversations. This began to transform his thinking and his training so he could teach the way people learned.

These Creative Training Techniques™ are now the foundation of our workshops and conferences. Each class is designed from the ground up using brain-based techniques and activities that have attendees participating in their own learning. These tools increase content retention up to 90% more (than in lecture-only formats) which allow learners to "catch" what's being taught while having fun!

ACCESSIBLE EXPERTS

Our conferences are also kept small which allows our participants to have multiple opportunities to connect with our outstanding training faculty. Our trainers have gone through a rigorous selection process before ever being trained as Bob Pike Group training consultants. They know the training industry well and have other real-world experience so they know what it's like to be on the frontlines of industries like pharmaceuticals, finance, hospitality, education, government and more. If you have a question on how to reach your audience or implement these techniques in your industry, our faculty have the experience and desire to help you succeed.

CLOSE KNIT GROUP

Our intimate size and setting also allows for better networking; you get a chance to meet most of the attendees and begin building relationships that will last long after the conference is over. The networking is strategically built-in and begins before the conference starts. Each Bob Pike Group faculty member is a band manager for a group of band mates and orchestrates a team strategy for connecting his or her band even before the conference starts. This could be through a private Facebook group, Twitter chats, emails or other methods depending on the creativity and passion of the manager.

LONG-TERM NETWORKING

This means you already know a few friendly faces, voices or Twitter usernames and can jump right into learning at the conference without wondering how long it will take to warm up the crowd. Our initial conference kick-off on Tuesday night is a great time to meet your band mates face to face, too! And you can easily continue the networking after the conference.

FOR EVERY ASPECT OF THE TRAINING FUNCTION

Concurrent sessions are designed for everyone in the training function from new trainers to talent development managers. Our sessions cover training design, communication, digital learning technologies and strategies, training cross-culturally, coaching, productivity and time management, and more.

INVEST IN YOURSELF AND OTHERS

Further develop your skills as a professional trainer and become a leader in your field as you use this conference as an opportunity to invest in yourself and others.

DON'T HESITATE!

Register now and experience why more than 200,000 trainers have changed the way they train.

WEDNESDAY OPENING SESSION

BEN COCKRAM



Ben Cockram was diagnosed with Cerebral Palsy as an infant, a disability which impacted his body while leaving his mind completely intact but without a way to communicate. His parents were warned he might never walk, drive or live independently. Yet, with caring therapists, support from his parents, and a lot of methodical learning and effort, Ben did learn how to walk and talk and has worked for trucking and bussing companies as a driver! Now he speaks publicly about his disability and, with humor and honesty, shares why he chooses to make "No Excuses."

THURSDAY KEYNOTE

NEEN JAMES



As a leader you are not only responsible for your own productivity, but for helping those on your team be as productive as possible, and not just at work, but at home as well.

With a background in learning and development and managing large teams at various corporations, Neen James has learned a thing or two about super productivity. In her keynote "Folding Time," based on the book of the same title, Neen will share practical, immediately implementable tips on how to do twice as much in half the time. "Create more significant moments in life that matter," Neen encourages her listeners. "You don't have time to do everything."

Originally from Down Under, Neen is an international productivity thought leader with a candid, engaging delivery style with a penchant for "fabulous shoes."

TO REGISTER OR FOR MORE INFORMATION,
visit BobPikeGroup.com/fall
or call (800) 383-9210

FOLLOW US

facebook.com/thebobpikegroup

linkedin.com/company/the-bob-pike-group

plus.google.com/107279442241772811079

pinterest.com/thebobpikegroup

@Thebobpikegroup

RECEIVE CONTINUING EDUCATION UNITS AT OUR CONFERENCE!

The Bob Pike Group has been accredited as an Authorized Provider of International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102; (703) 506-3275.

Visit www.BobPikeGroup.com/About/CEU for more information.

CERTIFICATE PROGRAMS

Increase your credibility or even jumpstart your career by completing one of four certificate tracks: Delivery, Design, Facilitation, or Virtual. Icons appear above each session description indicating the corresponding certificate track. Each track is carefully planned to give you a competitive advantage in your professional growth by achieving excellence in each of these designated areas. Bob designed this program utilizing his vast experience mentoring and coaching new trainers. It is the foundation Bob uses to handpick his own top-notch trainers. For more information contact us at (800) 383-9210 or download the application at www.BobPikeGroup.com and fax it to (952) 829-0260.

PIKE'S PEAK AWARDS

Do you know someone who has accomplished dramatic results with his or her training in the past two years? Give them the recognition they deserve. Nominate them for a Pike's Peak Performance Award! The Pike's Peak Award formally recognizes learning leaders and/or their organization for implementation of participant-centered training that has positively impacted performance. Winners receive a free conference registration. For more information or to nominate a candidate, go to www.BobPikeGroup.com and click on Pike's Peak Awards on the left side of our homepage.

DELIVERY

DESIGN

FACILITATION

VIRTUAL



PRE-CONFERENCE WORKSHOPS

TO REGISTER OR FOR MORE INFORMATION,
visit BobPikeGroup.com/fall or call (800) 383-9210

SUNDAY - TUESDAY, SEPTEMBER 21-23, 2014

INSTRUCTIONAL DESIGN FOR PARTICIPANT-CENTERED TRAINING

Sunday 12:00-6:00 p.m., Monday 8:30 a.m.-4:30 p.m.,
Tuesday 8:00 a.m.-3:30 p.m.

In this workshop, we dig deeper into the concepts introduced in the Boot Camp and allow participants to apply them to their content.

Apply the eight-step design process to create a training course from nothing or to enhance an existing program. Broaden your needs assessment, evaluation, and transfer skills. Adapt, adopt and apply this proven design process during this workshop which empowers you to repeat and create instructor-led, participant-centered courses.

By the end of the program, participants will be able to:

- Analyze learner needs and understand how to fulfill them
- Implement a quick and comprehensive needs assessment
- Write measurable goals and objectives
- Plan design approach & lesson development
- Isolate content into need-to-know, nice-to-know and reference material
- Insert C.O.R.E. (Closers, Openers, Revisitors, Energizers) into lesson development to make your training more engaging

This program is ideal for:

- Trainers with little or no design training
- Experienced trainers who want to improve the results of their training development and design
- Subject matter experts who design training sessions

PARTICIPANT-CENTERED PRESENTATION SKILLS

Sunday 12:00-6:00 p.m., Monday 8:30 a.m.-4:30 p.m.,
Tuesday 8:00 a.m.-3:30 p.m.

Are you transitioning from subject matter expert to trainer? This workshop focuses on the basics of adult learning, body language and delivery style with many chances to practice. Use this knowledge to communicate more effectively, with better results. You will also have the opportunity to practice what you've learned and take away a video of you adapting, adopting and applying participant-centered strategies.

By the end of the program, participants will be able to:

- Deliver a strong and engaging message
- Select effective openers, closers and energizers
- Outline and develop dynamic content
- Better manage any audience
- Analyze the use of props and analogies in your presentations

This program is ideal for:

- Experienced trainers who want to improve the results of their training
- Novice trainers who seek effective techniques for training adults
- Individuals who often present to important audiences
- Human resource professionals who train employees

"I came to this conference with high expectations. It met them all. My belief is that I am an excellent trainer, but the skills I learned here will help me be an exceptional trainer."

YVONNE CASE

Arkansas Department
of Human Services



MONDAY - TUESDAY, SEPTEMBER 22-23, 2014

TRAIN-THE-TRAINER BOOT CAMP

Monday 8:30 a.m.-4:00 p.m., Tuesday 8:00 a.m.-3:30 p.m.

Increase content retention up to 90% more (than lecture-only formats), reduce design and training time by 25% and increase transfer of skills learned back to the job by 75%. Get the interaction dynamics of a small group, even in sessions with several hundred attendees, with Bob Pike's Creative Training Techniques™. Use these techniques to get better results from your training and more enthusiasm from your participants.

What Do These Numbers Mean to You?

After three decades of honing our participant-centered method, we've streamlined a training approach that you or any other trainer can easily apply to your courses. By following our methods, your participants will remember more and understand how to use your training on the job.

Why Our Method Works

Our participant-centered approach is successful because it focuses on the needs of learners. We understand that learners' attention spans are short, which is why we routinely capture their interests. Even television directors understand this challenge, and they change camera angles every six seconds to keep viewers hooked. With our interactive facilitation, we engage participants, involving them in the learning experience. Through this process, participants take ownership of their learning and quickly discover on-the-job applications for their training. Now that you know why our method works, come and experience how it works.

By the end of the program, participants will be able to:

- Create powerful new openers, closers, revisitors and energizers for your training
- Cut preparation time by 50%
- Use our exclusive eight-step design process to transform current courses into high impact learner-centered courses
- Apply the latest adult learning theories to design and delivery
- Accelerate learning in special situations such as computer training and technical training
- Create powerful new ways to measure and demonstrate the results of training

This program is ideal for:

- Apprentice trainers looking to develop and enhance participant-centered training skills
- Experienced trainers who want to improve the results of their training
- Subject matter experts who deliver training programs
- Private and public sector providers of seminars, conferences and workshops
- Continuing professional education providers and trainers

THE CREATIVE TRAINING TECHNIQUES™ EDGE!

Monday 8:30 a.m.-4:00 p.m., Tuesday 8:00 a.m.-3:30 p.m.

You're a seasoned and accomplished trainer, but even the best trainers are always looking for ways to sharpen their skills. We're introducing the next level of Creative Training Techniques for training consultants, instructional designers and continuing education providers looking to deepen their training knowledge and depth.

By the end of the program, participants will be able to:

- Build successful social media tools that relate to your students and content
- Use new linking techniques to increase retention and improve quality of training
- Apply new presentation strategies to your own content during the session
- Scale your training based on the learning styles in your classroom

This program is ideal for:

- Learners who have a solid foundation in participant-centered training methods and principles
- Trainers who have a strong desire for dynamic training results

VIRTUAL INSTRUCTOR-LED TRAINING LAB

Monday 8:30 a.m.-4:00 p.m., Tuesday 8:00 a.m.-3:30 p.m.

VILT Lab is designed as a hands-on application course for learners as they take their own content and follow a step-by-step process to create virtual training that is engaging. This two-day course is filled with "Aha!" moments as you apply our process to your content.

By the end of the program, participants will be able to:

- Create a one-hour instructor-led, participant-centered webinar
- Acquire a repeatable process to aid in design of virtual instructor-led trainings and webinars
- Develop effective learner objectives, handouts, PowerPoints, course timing and flow, webinar session templates and online evaluations

This program is ideal for:

- Classroom trainers converting content to online classes
- Instructional designers who create webinars
- SMEs who deliver training programs virtually
- Individuals asked to facilitate virtual training courses

COACHING FOR SUCCESS

Monday 8:30 a.m.-4:00 p.m., Tuesday 8:00 a.m.-3:30 p.m.

The impact of training will be up to 87% more effective when coaching is added, yet most supervisors and managers have had little or no training in effective coaching. Effective coaching helps to correct poor performance and redirect negative behaviors. In this two-day workshop, your supervisors and managers will learn the strategies and skills needed to effectively coach.

By the end of the program, participants will be able to:

- Build trust and practice asking questions to reach the core issues
- Facilitate a conflict resolution situation between co-workers
- Confidently confront uncomfortable situations
- Appropriately praise and reward good performance

This program is ideal for:

- Managers and supervisors of employees
- Leaders of teams
- Anyone charged with performance coaching



VIRTUAL DELIVERY DESIGN FACILITATION

CONCURRENT SESSIONS



TO REGISTER OR FOR MORE INFORMATION,
visit BobPikeGroup.com/fall or call (800) 383-9210

WEDNESDAY, SEPTEMBER 24, 2014

8:30-10:00 A.M.

OPENING KEYNOTE:

SECOND IMPRESSIONS

Ben Cockram

It is said you never get a second chance to make a first impression, but Ben Cockram is proving that statement wrong every day. In "Second Impressions," Ben will share how getting a new perspective on an "old" situation can show how misguided first impressions can really be. Through humorous examples and personal experience, Ben will inspire us to see people in a new light.

10:30 A.M.-12:00 P.M.

#101 **NEW**   

POWERFUL HANDOUTS

Janice Horne

Don't let your sessions go flat with uninspired, cliched handouts. Examine seven different types of handout formats that will add some life to your learning party.

#102 **NEW**   

DESIGNING HIGH IMPACT INTERACTIVE PARTICIPANT-CENTERED TRAINING

Bob Pike

Get a backstage pass as Bob shows off his rockin' training secrets, including the best projects, case studies, role plays and activities he has designed during his four decades of industry experience. During the session, you'll learn the "ins and outs" of creative training so you can replicate Bob's opus in your training courses.

#103 **NEW**   

BUILDING TRUST IN A SKEPTICAL WORLD

Adrienne Roggenbuck

As trainers, it's important to strike the right chord with your participants. With this session, you'll learn how to establish believability, rapport and trust with the four principles of credible communication. By the time you've completed the course, you'll know how to communicate the right message at the right time.

#104 **NEW**   

THE TRAINER'S FIRST AID KIT: 15 WAYS TO MANAGE DIFFICULT BEHAVIORS AND SITUATIONS

Marc Ratcliffe - *The Bob Pike Group Australian Licensee*

As an instructor, you're taught to create a carefully crafted yet flexible composition that is engaging yet poignant; but what if a few difficult participants make your session a bust? Overcome the white noise by learning and practicing proven strategies aimed at heading off these kinds of train wrecks.

#105 **NEW**   

HOW TO SCORE IN TRAINING

Rich Meiss

Get your participants on their feet and jamming to a new and memorable beat with these super closers, openers, revisers and energizers.

12:00-1:15 P.M.

LUNCH AND PIKE'S PEAK AWARDS (INCLUDED IN YOUR REGISTRATION FEE)

1:30-3:00 P.M.

#106 

OBJECTIVE WRITING

Karen Carlson

After you step off the training stage, you probably don't receive instant feedback in the form of a standing ovation to tell you whether your training program was a success. So you need strong objectives to determine that. Attend this session and learn why you should avoid "understand," "learn" or "know" when writing objectives and how to choose the right adjectives to help you gauge if the right learning took place.

#107 

DIGITAL AGE OF LEARNING

Scott Enebo

Join the digital age of learning! Technology has become so accessible that any trainer can transition from analog to digital and create an engaging training experience with a multitude of new and cost-effective tools. Join us and discover how digital technology can bring your courses to the training industry's center stage.

#108 **NEW**  

UNMASKING THE PERSONALITIES OF YOUR LEARNERS

In your training audiences, you might have the "doesn't want to participate," the "chatterbox," the "get to the point" and the "make me feel special about myself" types of personalities. Each of these different types of participants is moving to his or her own beat, and approaching them in one universal way won't have the most impact. Learn how to identify, reach and engage all personalities by creating a powerful rhythm in your training.

#109   

ZING, ZANG, ZOOM! 20 QUICK ENGAGERS IN 90 MINUTES

Priscilla Shumway

Sit-in and learn how to add engagement to your jam sessions from a master. Experience 20 engaging activities in 90 minutes that will throw some oompa-pa into your program as you segue into some serious learning points.

#110

TRANSFORMING MANAGERS INTO COACHES: COACHING WITH CONFIDENCE

Rich Meiss

When individual performances are off-key, the harmony of your organization can easily fall into discord. As a manager or trainer, it's your responsibility to effectively coach struggling individuals to get your organization back in tune and on tempo. Join this session and help managers learn how to reinforce good work, redirect poor performance and realize the power of helping their people discover their own solutions.

3:30-5:00 P.M.

#111  

EVIDENCE BASED LEARNING - THE MYTHS AND TRUTHS

Ellen Zebrun

Imagine as you approach the microphone at your Carnegie Hall debut, you are instead given a spoon in which to croon. Sound ridiculous? This happens all the time when instructors use ineffective or inappropriate training methodologies that do nothing to help learners retain or transfer the content back to the job. This session focuses on the evidence and research behind learning and how that data can be directly applied to the classroom.

"Career changing! Super!!!"

CHERI TURGEON

Coushatta Casino Resort

#112   

LEARNING PREFERENCE AND MOTIVATION

Bob Pike

Do you like choruses? Hymns? Heavy metal? Easy listening? Everybody dances to a different beat. To which drum do you dance when it comes to learning? In this fast-paced, interactive session, Bob will help you identify your own personal learning preferences and then show you how to create courses that engage every style of learning.

#113 **NEW**   

THERE IS AN APP FOR THAT: PUTTING THE IPAD TO WORK IN TRAINING

Anthony Josephs - *The Bob Pike Group Australian Licensee*

How are iPads and other mobile devices being used on the learning circuit? What features does the iPad have that actively supports learning? Attend this session and experience how these types of devices can change learning. You will also see how to develop a mobile app strategy for your instruction and dissect some in-depth case studies to understand various strategies for applying this rockin' tool to your training.

#114 **NEW**   

WEBINARS 101

Becky Pike Pluth

Pump up the volume in your webinars and get your online audience engaged with our crash course on designing creative webinars. Increase your participants' retention and transfer of learning by exploring our four techniques for delivering interactive webinars. By the end of this session, you will feel confident that you can add a little adventure to your very next webinar.

6:00-9:00 P.M.

EVENING OF CREATIVITY (INCLUDED IN YOUR REGISTRATION FEE)

Join us for a relaxing evening of food and entertainment.



7:00-8:15 A.M.

#201

FAITH AT WORK

Bob Pike

Even training and managing superstars need ethics. Learn the place of values and character on your organization's stage by exploring faith at work with Bob Pike. In this session, you will closely examine the two types of leaders: serving leaders and self-serving leaders.

8:30-10:00 A.M.

KEYNOTE 

FOLDING TIME™: HOW TO ACHIEVE TWICE AS MUCH IN HALF THE TIME

Neen James

You don't have time to do everything; you only have time to do what matters! As leaders we are constantly being asked to do more with less. When we get clear about the strategies that make the biggest difference to our personal productivity we increase our influence and impact as leaders at work, at home and in our communities. If you want more control of your time, focus your attention and leverage your energy – this keynote is just for you!

"If you don't walk away from the conference better equipped, you weren't in attendance."

JON WARREN
Liberty Mutual

10:30 A.M.-12:00 P.M.

#202 

THE SUPER-PRODUCTIVE LEADER: HOW TO GET MORE DONE!

Neen James

Leaders are more strapped for time than ever before! That's why it is essential they develop the right tools and strategies to be more productive, to understand and enhance their work style and improve communications. If you feel overwhelmed running from one project to the next, or feel like you will never get to the end of your to-do list, or wonder how you will ever get it all done... you might need to learn how to become a super-productive leader. You will leave this practical and entertaining session understanding how you leverage time and get more done!

#203 

INSTRUCTIONAL DESIGN—FAST

Janice Horne

Like musicians, trainers work to find that sweet spot, that place in training that seems most natural and engaging as they labor over course design. In this session, you'll explore a method of design that will help you compose your training quicker while still maintaining that clear tone with which to convey your content.

#204 

HUMOR ME

Adrienne Roggenbuck

Fine tune your funny bone with an interactive humor rehearsal. Then learn the six benefits of using humor in the workplace and identify your own personal sense of humor to maximize fun and engagement in your organization.

#205 

CREATING LEADERS' AND PARTICIPANTS' GUIDES

Karen Carlson

Make sure everyone is singing the same notes by creating usable and valuable training guides with tips from this class which includes tips and templates.

#206 

TRAINING FOR TRANSFER OF LEARNING

Becky Pike Pluth

Ever ponder why some training sessions are one-hit wonders? Lack of training transfer is a big part of the problem. In this workshop, discover how to improve results by improving the transfer of training.

12:00 -1:15 P.M.

LUNCH (INCLUDED IN YOUR REGISTRATION FEE)

1:30-3:00 P.M.

#207 

GENERATIONAL LEARNING

Ellen Zebrun

One generation listens to Lawrence Welk, another Queen, while another likes Smashing Pumpkins and yet another goes in One Direction. How can these audiences ever find common ground, especially in the training room? Use our 11 instructional strategies and techniques to infuse your lessons with learning harmonies which participants of all ages can enjoy.

#208 

THE TRAINER'S COOK BOOK: 12 RECIPES FOR LEARNING ENGAGEMENT SUCCESS

Marc Ratcliffe - *The Bob Pike Group Australian Licensee*

This interactive session provides you with 12 dynamic techniques to make you the master chef of the training room! These techniques not only capture the interest of your participants, but can easily be applied to your training. Experience and see how to implement our engaging activities that work for individuals, small groups, whole groups and online participants.

#209 

FLIPCHART ART

Adrienne Roggenbuck

Rockin' flipcharts can be a valuable prop on your training stage. Learn how to create simple graphic designs that will convert your mesmerized participants into groupies as they retain the majority of your lessons.

#210 

SWEET TWEET OR WASTE OF TIME? SOCIAL MEDIA FOR TRAINERS

Priscilla Shumway

Smart phones, Twitter, Facebook and blogs might seem like a lot of noisy static, but in reality they are useful tools that can increase the learning pace of your classroom. Find out how these new tools can be incorporated into your training to better engage your participants and increase retention.



TO REGISTER OR FOR MORE INFORMATION, visit BobPikeGroup.com/fall or call (800) 383-9210

#211 

SCORE FOR WEBINARS

Becky Pike Pluth

If modern technology is so groovy, why do so many webinars put people to sleep faster than "The Monotone Silence" Symphony? Often, instructors neglect their participants' learning needs. In this fun and interactive session, Becky models activities and principles that convey content through a webinar format while keeping learners engaged, no matter the size of the audience.

3:30-5:00 P.M.

#212 

PRODUCTIVE SELF-MANAGEMENT

Bob Pike

Whether you're on the road or at home, Bob's three techniques will enhance your personal productivity. He'll also share two activities for improving your working relationships with colleagues, vendors and clients.

#213 

POSITIVE MOTIVATION: GETTING YOURSELF READY TO LEAD

Stevies Fox - *The Bob Pike Group Australian Licensee*

As trainers, we put much of our energies into motivating our learners, but how often do we fuel our passion to educate? With a mix of discussion, outdoor activities, and health and fitness tips, this session will revive and refresh your passions for education and training while teaching you how to keep your mind and body at optimal levels.

#214 

CULTURAL CLASH: MEETING, GREETING, AND THRIVING IN A GLOBAL TRAINING WORLD

What do all of these words have in common: Kukeleku. Cocorico. Wo-wo-wo. Kickeriki. Quiquiriqui? Join this session to find out and to uncover the cultural dimensions of learners. You'll enhance your cultural competence as you discover ways to better interact with and engage your intercultural learners.

#215 

MAKING MANDATORY FUN

Rich Meiss

Amplify the fun and engagement in your mandated training with our participant-centered system. After you're done with this training session, you'll be able to walk to center stage and get your participants' full attention.

#216 

SCREEN CASTING AND PODCASTING LIKE A ROCK STAR

Scott Enebo

Do you mix up your training with tools like screen casting or podcasting? Create more than a recorded version of yourself in your podcasts by learning how to crank up the engagement in your courses. During this session, you'll learn how to engage your learners before, during and after your training to increase retention and transfer of training.





#302 

THREE POUNDS THAT MATTER THE MOST

Priscilla Shumway

How can you pack your entire lesson into three pounds of gray matter? For instructors' courses to be successful, they must know how the brain takes in information. In this session, become a master of the brain by discovering 12 principles of brain-based learning to transform your training.

#303 **NEW** 

GAMES WITH FRONTIERS: LEARN HOW TO USE A SERIES OF 60 SECOND ENERGIZERS

Jason Ash - *The Bob Pike Group Australian Licensee*

During the fast pace of this hands-on workshop, we reveal five secrets for interactive training that are faster, cheaper and better than so many other things. Participants rapidly explore and participate in at least 25 different 60-second energizers that maximize engagement.

#304 **NEW** 

MENTORING FOR SUCCESS

Rich Meiss

Skilled and experienced employees are exiting the stage and announcing retirement. For organizations to successfully transition from the loss of their rockstar employees, they must create mentoring programs to avoid a gap in knowledge. During this session, you'll learn if, when, how and why to create a mentoring program and for whom it is most effective.

"I thought I was the best trainer until I attended the conference. It brought me to my feet, turned me around, opened my eyes and touched my heart. My career life will never be the same."

JEMIMA OSEI-KISSI
British Airways, Ghana

10:15-11:30 A.M.

CLOSING SESSION

CHART TOPPING SUCCESS

Becky Pike Pluth

It's time to award the coveted Pike Cup, our equivalent of a Grammy. As we do, we'll let you download more takeaways from fellow stars and share how you will cover these techniques in your own way with your own content before showing our tour highlight reel and hearing a few last words from our Celebrity Coaches.



"Great course content! I could not have imagined all the information and ideas I would walk away with."

JODI KAY
Wings Financial Credit Union

FRIDAY, SEPTEMBER 26, 2014

8:30-10:00 A.M.

#301 **NEW** 

STRIKE A POWER CHORD WITH LEARNERS BY USING INFOGRAPHICS

Scott Enebo

Infographics are simple devices that strike a powerful chord in learners, creating a vibration that carries throughout your instruction. Join us and learn how these graphical representations of pictures and graphics can clearly and succinctly illustrate your key points. Then explore our tips and hints on how to create infographics for your courses.



REGISTRATION INFORMATION

CONFERENCE REGISTRATION INCLUDES

- Access to all Conference handouts
- Your choice of 35 sessions and 2 keynotes
- First-hand review of Bob Pike endorsed materials
- Continental breakfast each day
- Networking reception Tuesday
- Lunch on Wednesday and Thursday
- Wednesday evening dinner

REGISTRATION CANCELLATION POLICY

There is a \$200 administration fee charged to all cancellations. Registrations cancelled after August 22, 2014, are subject to the full fee. A company may substitute one person for another. All substitutions or cancellations must be in writing. The Bob Pike Group reserves the right to make subsequent cancellations or changes and should it do so, its liability is limited to the return of the enrollment fee. We reserve the right to correct any printed errors.

CONFERENCE HOTEL

Located just 10 minutes from Minneapolis/St. Paul International Airport and the Mall of America, the DoubleTree by Hilton Bloomington Minneapolis South will host this year's conference. The hotel has a full range of amenities. They also offer a free shuttle to and from the Airport and the Mall of America.

The hotel is offering a reduced rate of \$149 per night for guest rooms through August 21, 2014 or until the room block fills, whichever comes first. To receive this discount, ask for The Bob Pike Group block of rooms when making your reservation.

DoubleTree by Hilton Bloomington/Mpls South
7800 Normandale Blvd.
Bloomington, Minnesota 55439
(952) 835-7800, or toll free (800) 222-8733

FOUR EASY WAYS TO REGISTER

- Web: Register online BobPikeGroup.com
- Fax: Download the registration form at BobPikeGroup.com/fall and fax to 952-829-0260
- Phone: (800) 383-9210
- Mail: Download the registration form at BobPikeGroup.com/fall and mail it to:

The Bob Pike Group
14530 Martin Drive
Eden Prairie, MN 55344

	Without conference registration	With conference registration
PRE-CONFERENCE WORKSHOP—SEPTEMBER 21-23, 2014		
Instructional Design for Participant-Centered Training	\$1,795	\$1,495
Participant-Centered Presentation Skills	\$1,695	\$1,395
PRE-CONFERENCE WORKSHOPS—SEPTEMBER 22-23, 2014		
Train-the-Trainer Boot Camp	\$1,495	\$1,295
Creative Training Techniques: Edge!	\$1,595	\$1,395
Virtual Instructor-Led Training Lab	\$1,495	\$1,295
Coaching for Success	\$1,495	\$1,295
CONFERENCE REGISTRATION—SEPTEMBER 24-26, 2014		
Paid before 5/1/14		\$1,395
Paid after 5/1/14		\$1,595

Additional discounts are given for The Bob Pike Group Certificate Program Graduates and groups of 3 or more. Call (800) 383-9210 for more information.



THE BOB PIKE GROUP
14530 Martin Drive
Eden Prairie, MN 55344

www.BobPikeGroup.com
(800) 383-9210



**21st ANNUAL
CREATIVE
TRAINING
TECHNIQUES
CONFERENCE**

PRE-CONFERENCE | **CONFERENCE**
September 21-23, 2014 | September 24-26, 2014

**CTT
ROCKS**

**21st ANNUAL
CREATIVE
TRAINING
TECHNIQUES
CONFERENCE**

PRE-CONFERENCE
September 21-23, 2014
CONFERENCE
September 24-26, 2014