



THE
BOB PIKE GROUP

Engineer Curiosity

24TH ANNUAL

CREATIVE TRAINING TECHNIQUES[®] CONFERENCE

ENGINEER CURIOSITY

PRE-CONFERENCE

SEPT 24-26, 2017

CONFERENCE

SEPT 27-29, 2017

MINNEAPOLIS, MN



Engineer Curiosity For Success

OVER **40** SESSIONS TO CHOOSE FROM, INCLUDING **25** ALL-NEW SESSIONS!

YOU CAN'T ACHIEVE NEW RESULTS WITH AN OLD FORMULA

Lecture-based training is boring and unproductive. But participant-centered training is an exciting and effective process that engages every employee. Your people will learn more in less time while having fun in the process. Your training classes will become an anticipated event rather than a dreaded requirement. And you will get results faster, better, and easier back on the job. Join us in Minneapolis and learn how to engineer curiosity in your training.





INDUSTRY INNOVATORS

The conference features industry leaders and innovators, including keynote speaker Mark LeBlanc. With several opportunities for one-on-one networking, no other training conference gives you this much access to the experts!

FAST-TRACK PROFESSIONAL CERTIFICATION

Companies and L&D professionals know the value of commitment, rigor, and excellence in learning. Earn your professional training certification by combining a pre-conference workshop with the learning track of your choice. A professional certification is only \$169 and you'll receive discounts off future Bob Pike Group purchases.

Earn your certification in the concentration of your choice. Decide which program you're interested in. Choose from Delivery, Design, Facilitation, and Online.

	Delivery	Design	Facilitation	Online
Train-the-Trainer Boot Camp	 ●			
Train-the-Trainer for the Social Learning Age	●			
Instructional Design		●		
Performance Consulting			●	
Presentation Skills			●	
Webinars That Work Lab				●

WHAT YOU'LL LEARN

- How to measure the ROI of training
- Brain science behind learning and retention
- Strategies and tools for digital training
- Methods to improve planning and training efficiency by 25%
- Coaching and managing strategies for today's workforce

WHAT YOU'LL TAKE HOME

- Personalized action plan of ideas to implement back on the job
- The best takeaways from all 40 sessions, shared in a closing debrief
- Hundreds of new activities and techniques for training success
- Strategies and tools for digital training
- FREE 12-month subscription to monthly training webinars

PRE-CONFERENCE WORKSHOPS

SUNDAY-TUESDAY, SEPTEMBER 24-26



Instructional Design

SUNDAY 12-6 PM, MONDAY AND TUESDAY 8:30 AM-4 PM

Is instructional design part of your role? Are you looking to improve your design skills? This workshop is designed to help you infuse your classroom lessons with excitement and fun to engage your audience and create an environment that maximizes learning. You will learn an easy and repeatable process for course design and leave with a design template that you can customize to fit any training program.



Presentation Skills

SUNDAY 12-6 PM, MONDAY AND TUESDAY 8:30 AM-4 PM

This workshop will help you conquer presentation anxiety once and for all. With time built in for practice and feedback, you'll create and refine your own engaging presentation to implement back on the job. Whether you're a subject matter expert, manager, or only speak to groups occasionally, this three-day course may be just right for you.

MONDAY-TUESDAY, SEPTEMBER 25-26



Train-the-Trainer Boot Camp

MONDAY 8:30 AM-4 PM, TUESDAY 8 AM-3:30 PM

Whether you've been training for days or for decades, discover how Creative Training Techniques® help people learn twice as much in half the time. By actively engaging in activities, participants retain more and are better prepared to apply what they learn back on the job. Our experts will model techniques you can use right away—with confidence—in any training setting.



Train-the-Trainer for the Social Learning Age

MONDAY 8:30 AM-4 PM, TUESDAY 8 AM-3:30 PM

Millennials now make up half the workforce, and 89% of them want their workplaces to be social and fun. It takes new strategies to reach employees who grew up with technology and instant access to information. Learn how to use social media, job aids, case studies, and object lessons to make training more relevant. Experience why learner involvement is key to understanding, and learn the brain-science behind our methods. This course moves beyond the foundational models covered in Boot Camp to focus on today's social learning environment.



Webinars That Work Lab

MONDAY 8:30 AM-4 PM, TUESDAY 8 AM-3:30 PM

Did you know you only have four minutes to capture your audience's attention during a webinar? After that, their minds can start to drift. Webinar training can be just as effective as traditional classroom training – when it's engaging. In this course, you will learn tips for reaching a virtual audience that will help you get unprecedented engagement in your next webinar. Come with your own content and leave with a one-hour module ready to implement back on the job.

TUESDAY, SEPTEMBER 26



NEW Performance Consulting

TUESDAY 8:30 AM-4 PM

When performance is the question, more training isn't always the answer! Eliminate training that doesn't add value, and start doing the right training, at the right time, for the right people. Learn to identify alternative performance solutions that will make you a trusted advisor in your organization. This program will show you how to have "pain conversations" that lead to better results.

CONFERENCE SCHEDULE

WEDNESDAY, SEPTEMBER 27, 2017



9-10:30 AM | OPENING KEYNOTE

Meeting the Challenge of Change MARK LEBLANC



Never have people been asked to do so much with so few resources. The driving force behind every training initiative could be, "What will meet the best of what our people need and want?" In this keynote presentation, you will learn what makes the difference in organizational culture and individual performance. Mark will share lessons discovered walking the 500-mile Camino de Santiago trek across Northern Spain. You'll refresh your perspective on human development and what truly drives momentum in the workplace!

11 AM-12:15 PM

NEW #101: Webinars That Engineer Curiosity SCOTT ENEBO

  Re-engineer your next webinar to energize your learners, even through an internet connection! Stop thinking of webinars as the next-best thing to proper training, and start thinking of them as a powerful way to achieve great learning retention and transfer of knowledge.



NEW #102: Secrets of a Powerful Presentation ADRIANNE ROGGENBUCK

  The best speakers plan their presentations and then practice, practice, practice. They include essential elements in their plan and follow a simple flow. Discover their secrets and use them to plan a short presentation on a topic of your choosing. Then receive feedback from your peers on your presentation design and delivery.



NEW #103: The Essentials of Growth: What Would a Business Owner Do? | MARK LEBLANC

When it comes to running and growing a training department, the rules have changed. The tasks of meeting the best of what your people need, serving different segments of your organization effectively, and motivating your leadership team have never been more challenging. In this eye-opening session, discover three best practices that will help you think like a business owner while you train others.

NEW #104: Simple Design for Effective and Affective Training DOUG MCCALLUM

  Learn a simple (but not easy) model that you can use to design, deliver, and facilitate training that hits the mark with your learners. You will practice the technique and consider ways to adapt, adopt, and apply it to future training sessions.


NEW #105: The WHY Behind The Bob Pike Group Way PRISCILLA SHUMWAY

  Curious about why we do what we do at The Bob Pike Group? Wonder why we change up teams, assign team leaders, revisit key content, set unusual start and stop times, and get participants' brains to do more of the talking? Attend this session and all your questions will be answered.




12:15 PM-1:30 PM | LUNCH

1:30-2:45 PM



NEW #106: 8 Design Tips to Transform Ho-Hum PowerPoints Into Wow! | BECKY PIKE PLUTH

 Ditch the PowerPoint puke and have learners loving PowerPoint as a visual aid. From high-tech to low-tech ideas, discover different ways to make this tool work for you. Learn eight design strategies that can be used in virtual and classroom settings. Give your slide deck the makeover it deserves so that you can present with polish like a pro!



NEW #107: Making Voice and Gestures Work for You RICH MEISS

   What do I do with my hands when I am presenting? What gestures will best communicate my message? How can I vary my voice for more impact? Effective trainers and presenters use the power of body language and voice tone to communicate their message effectively, yet most have had little or no training on how to harness these tools. Learn new ideas to improve your skills.



NEW #108: My Way or the Highway: Engaging Learners in the Digital Age | ANN HERRMANN-NEHDI

  You can help learners get a handle on their ever-increasing mental load. Ann will highlight research and real-world examples to show you how to build engaging "just-for-me" learning experiences while extending the learning cycle with brain-friendly approaches. You'll leave with an easy-to-apply framework and practical "mind hacks" to help you help your learners get the results you both need.

NEW #109: Never "Start" Training: The Art of Effective Openers | DOUG MCCALLUM



  Some trainers simply "start" training sessions, but the most skilled "open." Begin each training session with an opener to break through your participants' distractions, brain overload, and assumptions. In this session, experience five quick openers and practice openers yourself. When you leave, you'll be able to adapt, adopt, and apply them in your next training session.

#110: Cartooning for the Artistically Challenged ADRIANNE ROGGENBUCK




  Have you always dreamed of being able to go beyond drawing stick figures? Practice the basics of cartooning to create simple graphics for flipcharts. Leave the session with a ready-to-use poster for your next training course.

3:15-4:30 PM


NEW #111: From the Flintstones to the Jetsons: How to Bring Classroom Training Online | BECKY PIKE PLUTH

  If you need to reduce travel, increase flexibility of training times, or are being asked to transition to webinars, then this class is for you. The session will give you five strategies for successfully converting your current face-to-face training into a live, online webinar. During the session, you'll get hands-on experience by watching and helping to convert a participant-centered classroom session into an interactive webinar.

NEW #112: Brain Strain to Brain Gain | MARC RATCLIFFE


   Examine current brain science about learning and retention, then learn a variety of research-tested activities and techniques for improving training outcomes. This session will highlight anchoring techniques and will model the use of props and music as a means to reinforce messages and enhance recall.

#113: Making Mandatory Fun | RICH MEISS

 Learn best practices for implementing instructor-led, participant-centered training in mandatory and new employee orientation classes. Learn how to deal with the “prisoners” who attend mandatory training, and help them “want” to be there. A can't-miss session if you do mandatory or new-hire training of any kind!


NEW #114: Even More Openers & Closers

 MICHELLE STIDWELL

 Do your learners walk into your sessions eager and excited about what's to come? Are they a little curious about what they may experience? If you want to engineer an eagerness to learn and apply what was learned, then this session is what you need. Discover openers that will get your training off on the right foot and closers that will end your training with impact!

NEW #115: Tips and Tricks Every Trainer Needs to Know

 ERIN FULLERMAN

 Whether you are new to the training world or bring a wealth of experience, this session is packed with ideas to create a more engaging and fun learning environment. By getting people involved in their own learning, you'll help them learn twice as much in half the time.


5-6:30 PM | NETWORKING RECEPTION

Join The Bob Pike Group team for an informal social hour to mix and mingle with other conference attendees and presenters.


THURSDAY, SEPTEMBER 28, 2017


9-10:15 AM

#201: Rapid Design | JANICE HORNE


 Never seem to have enough time to devote to training design? How far do you think a team can go without a playbook? In this session you will explore a design method that will help you quickly align training content and activities to the behaviors necessary to reach your business goals.

#202: Making Feedback Work for You


 ADRIANNE ROGGENBUCK

 Discover how you can improve the quality of instruction and learning when you utilize assessments. Formative assessments provide valuable information for the instructor to gauge levels of mastery and adjust instruction accordingly. They also provide feedback to the learner without feeling like a test. Engage in assessments that are easy to replicate, and see just how fun assessment can be!


#203: Making Training Stick | MICHELLE STIDWELL

 Larry Winget once said, “Knowledge is not power. The implementation of knowledge is power.” According to the ATD State of the Industry Report, US organizations spent \$165.8 billion on employee learning and development in 2014. But how much of that training was transferred back to the workplace? In this session, explore 27 practical strategies for before, during, and after training to help transfer what is taught back to the job.

#204: SCORE in Class and Online | BECKY PIKE PLUTH



 Have you ever participated in a webinar or class that seemed to start and end without a clear purpose? Perhaps the trainer opened the session by introducing a slide and never changed it during the entire session or, worse yet, read every slide word for word. Don't be that trainer! Discover Super Closers, Openers, Revisitors, and Energizers that will help you SCORE with interactivity in classroom and online.

NEW #205: Don't Just Tell Me, Show Me! | DOUG MCCALLUM



 In this session, you will learn and participate in five fantastic object lessons that engineer curiosity with your participants. Each object lesson will incorporate instructor-led, participant-centered methodology so your learners are involved every step of the way. Experience for yourself how object lessons help learning stick, and take a few back to work with you.

10:45 AM-12 PM


NEW #206: The Art of Storytelling | RICH MEISS

 Non-productive meetings cost organizations thousands of hours each week.  This session will focus on which types of meetings matter, how often to meet, and who should attend. Participants will learn the 10 deadly sins of meetings and how to avoid them. Walk away with a checklist of what to do before, during, and after a meeting to make it highly productive.


#207: Handouts That Pack a Punch | JANICE HORNE

 Do your handouts look similar to your slides, but you'd like something different?  In this session we will examine seven different types of handout formats and consider in which situations each works best.


NEW #208: Trainer's Playbook | JASON ASH

 Looking to hit a home run with some engaging activities? Sick of missing the shot to create impactful learning? Hoping to score some better goals for your participants? Using sports metaphors and sports-themed activities, this session focuses on the important roles that preparation, warm-up, warm-down, and peak performance play in sports and relate these lessons to the learning context.

#209: New Hire Training Musts | PRISCILLA SHUMWAY

 How can you engineer a comprehensive new hire program for your new employees? Do you run them through a marathon, which they'll forget later, or do you include managers in helping to craft a meaningful new hire experience? In this session, discover the five components that every new hire orientation must have and learn how to implement them in your orientation planning.


#210: Unforgettable Technical Training | SCOTT ENEBO

 Why is technical training so hard to make interactive and engaging? What if I told you that it's not as hard as you think? Come experience 10 techniques that you can use with your technical content to make it more accessible and engaging, but most importantly...memorable!


12-1:30 PM | LUNCH


1:30-2:45 PM

NEW #211: Give Me Some Space! | PRISCILLA SHUMWAY


 Spacing learning out over time helps people learn more quickly and improves recall. Learn how you can design and facilitate training in a way that “spaces” the same content over different times for increased retention.


#212: Learners Just Wanna Have Fun | ERIN FULLERMAN


 Learners want to be active, yet most e-learning classes disengage learners by keeping them passive. This session will teach you how to add a little fun and excitement into e-learning. You will also learn how to design courses that help diagnose learners' difficulties, point them to additional explanations, and allow them to build confidence with easy examples that gradually increase in complexity.


 **NEW #213: Making Regulatory Training Interactive**
JANICE HORNE

Do you think that because regulatory training is technical, it has to be boring? But you wish it wasn't so? In this session, we'll explore different activities to include in your training based on the prior knowledge of your audience. You will also experience the content of a "regulation" through interactive activities.


 **NEW #214: 10 Flipchart Frames to Draw Out Learning**
SCOTT ENEBO


 Are you ever looking to draw more out of your audience? Help them process an experience to gain greater clarity? This session does both of these things. Come explore some common flipchart methods that will unlock your learners' imaginations as you guide them to a deeper understanding of the content you teach.


 **NEW #215: EAT This Way | MICHELLE STIDWELL**


 What is it about shiny objects that makes us want to look or even touch? Curiosity is an inborn human trait that we can leverage in the classroom. Learn why the old model of "tell them what you are going to tell them, tell them, and then tell them what you told them" doesn't work best. Instead, build your training with the EAT (Experience, Awareness, Theory) Model and discover the difference it makes.

3:15-4:30 PM

 **NEW #216: Energizers That Aren't Time Wasters**
ADRIANNE ROGGENBUCK

 Audiences often experience low energy and lack of focus at some point during training. This calls for an energizer, but you don't want to waste your precious instructional time. Learn how to make every energizer you do relevant to your training topic. Experience the difference for yourself, and take away a list of re-engineered energizers to apply immediately.


 **#217: Get Your Click On | ERIN FULLERMAN**


 Get passionate about creating a better learning experience through technology! Let us show you a future where audience response technology can be usefully integrated into every training environment to enhance learning at all levels.


#218: From Manager to Motivator: The Coaching Effect
RICH MEISS

Good coaching is one of the best ways to drive results, but most managers do not coach effectively. Experience three of the five coaching roles—cheerleader, confidant, and corrector—and help managers reinforce good performance, redirect poor performance, and help people discover their own solutions. You'll see the value of coaching and the cost of not coaching.

 **NEW #219: 7 Object Lessons With Fruits and Veggies**
SCOTT ENEBO


 Bananas and potatoes and grapes, oh my! What can we learn from fruits and vegetables in training? Heaps! In this session, we will explore how to use common objects to learn or relearn life lessons that can help us better process content.


 **#220: The Creativity and Know-How Advantage**
DOUG MCCALLUM


 In this session, Doug will share 26 simple techniques The Bob Pike Group consulting team uses to make each training session a smashing success. Most techniques require little time and little to no investment. With some creativity and know-how, you can achieve a competitive edge in your training realm.


FRIDAY, SEPTEMBER 29, 2017


9-10:15 AM


 **NEW #301: Solving Trainers' Worst Nightmares**
SCOTT ENEBO

 No handouts, no projector, no materials...no problem! Come talk about the common issues that crop up for trainers, and learn strategies for how to think on your feet to overcome them and achieve excellent results. Stay calm and train on!


 **NEW #302: Wake Up Your Comatose Class**
DOUG MCCALLUM


 Experience and learn a bunch of quick energizers that bring energy back into any training session. Unlike classes that start to drag as the days goes on, yours will come "ALIVE" with energy using any of these easily adaptable activities! Each energizer will incorporate instructor-led, participant-centered methodology. Especially great to combat post-lunch lulls and late afternoon slumps.


 **NEW #303: Proof is in the Pudding: Demonstrate the Value of Training by Measuring Results | PRISCILLA SHUMWAY**

 Curious about the Kirkpatrick model of evaluating training? This model helps trainers measure the effectiveness of their training in an objective way. This classic model is applied before, during, and after training to maximize and demonstrate training's value to the organization. The more you can measure and prove value, the more support you'll get from management for future training.

 **NEW #304: Winning Over Difficult Learners**
MICHELLE STIDWELL

 Many of us encounter unreasonable people in our learning sessions. We may be stuck with a challenging individual who is a "prisoner"—someone who was forced to come—or someone too distracted to participate fully. The behavior of one person can impact others and even derail your class. Learn specific techniques to overcome challenging behavior and keep your class on track.

 **NEW #305: Go from Zero to Hero | ERIN FULLERMAN**

 Millennials make up 46% of the workforce. It's important to motivate and train this generation, but unfortunately many companies have an outdated approach to training. Want to go from zero to hero in no time flat? Appeal to millennials' love for social media. An e-learning environment appeals to their desire for schedule flexibility and on-demand information.

10:30-11:45 AM

Closing Session | BECKY PIKE PLUTH

This closing session is all about teaching back what you've learned and catching more ideas from the sessions you wish you could have attended. Debrief with your team and create a plan of action for returning to your workplace.

Conference takeaways have serious real-world impact. One of our pharmaceutical clients saved over \$1 million last year because they no longer had to hire outside consultants after their internal training team mastered our Creative Training Techniques®.

– Becky Pike Pluth, President & CEO

KEYNOTE SPEAKER | MARK LEBLANC



Mark LeBlanc speaks to business leaders and professionals on true business development and how to adapt to an entrepreneurial environment. He is the architect of a unique training philosophy that contains nine best practices for laying a foundation for organizational growth. Mark is the author of *Growing Your Business* and *Never Be the Same*. He is a former president of the National Speakers Association and an inductee in the Minnesota Speakers Hall of Fame.

REGISTRATION INFORMATION

CONFERENCE REGISTRATION INCLUDES:

- Access to all conference handouts
- Your choice of 40 sessions (plus the keynote)
- Continental breakfast each day
- Lunch on Wednesday and Thursday
- Networking reception on Wednesday evening

HOW TO REGISTER:

- **Web:** Register at BobPikeGroup.com
- **Phone:** 844.BOB.PIKE (844.262.7453)

REGISTRATION CANCELLATION POLICY:

You may cancel your registration on or before August 18, 2017 and receive a refund less a \$200 cancellation fee. Registrations are non-refundable after August 18, 2017. Registrations are transferable within the same company. All substitutions or cancellations must be made 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.

PRE-CONFERENCE WORKSHOPS SEPT 24-26, 2017

	Without conference registration	With conference registration
Instructional Design	\$1,795	\$1,495
Presentation Skills	\$1,795	\$1,495

PRE-CONFERENCE WORKSHOPS SEPT 25-26, 2017

	Without conference registration	With conference registration
Train-the-Trainer Boot Camp	\$1,495	\$1,295
Train-the-Trainer for the Social Learning Age	\$1,495	\$1,295
Webinars That Work Lab	\$1,495	\$1,295

PRE-CONFERENCE WORKSHOP SEPT 26, 2017

	Without conference registration	With conference registration
Performance Consulting	\$595	\$495

CONFERENCE REGISTRATION SEPT 27-29, 2017

	Without conference registration	With conference registration
Paid on or before 5/1/17		\$1,395
Paid after 5/1/17		\$1,595

CONFERENCE HOTEL:

The Hilton Minneapolis/St. Paul Airport Mall of America hotel is located three miles from the Minneapolis/St. Paul International Airport (MSP) and one mile from Mall of America. Complimentary shuttles are provided to and from the Airport and the Mall of America.

The hotel is offering a reduced rate of \$162 per night for guest rooms through August 26, 2017 or until the room block fills, whichever comes first. To make reservations call (952) 854-2100 and ask for The Bob Pike Group (BPG) block of rooms or go to our personalized web page: <http://tinyurl.com/CTTConf2017Hotel>

Additional discounts are given for The Bob Pike Group Certification Program graduates and groups of three or more. Call: 844.BOB.PIKE (844.262.7453) for more information.

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PIKE'S PEAK AWARD:

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 and 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/about/pikes-peak-award-nomination.

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Use the conference hashtag **#CTTC2017** throughout the event!



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Engineer Curiosity

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TRAINING
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Hear From Past Conference Attendees:

I went to another training with another company and I wasn't able to bring anything back to the table to refresh or energize. This is what I was looking for. This is the meat and potatoes.

- Jill Barnet, East Idaho Credit Union



Jill Barnet
East Idaho
Credit Union



John Bentley
U.S. Army



Katie Fowler
Chick-fil-A



Nicole Call
Delta Dental



Hear from these folks how The Bob Pike Group has changed how they train forever at BobPikeGroup.com/Success

844. BOB.PIKE (844. 262.7453)

#CTTC2017

