



LEARNINGLIVE

Preparing for the future of learning

Challenge . Inspire . Innovate

LEARNING LIVE is more than a Conference or Exhibition, the event is an opportunity for those involved in Learning & Development to shape the future of global learning.

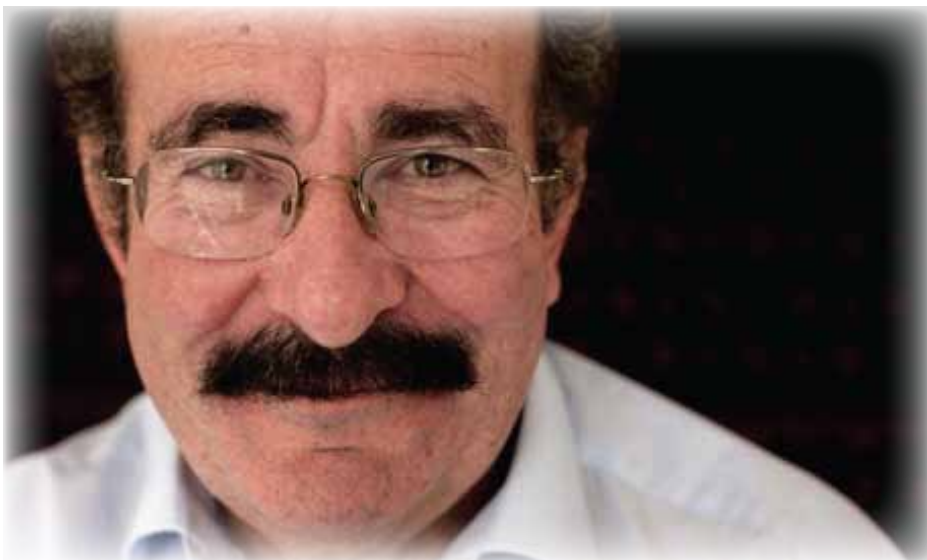
In the presence of the most influential people in learning, the event will challenge the historic practices and beliefs that exist amongst the learning community today, as well as outlining a road map for the future of work based learning.

Delegates will benefit from two days of interactive, thought provoking focus sessions, on topics such as:

- Getting the most from the Learning Technologies you already have
- Moving from Trainer to Performance Consultant
- Using immersive environments and virtual worlds for learning impact
- Designing social learning to get people involved
- And much more...

Visit www.learning-live.com for a full list of sessions.

Keynote: Lord Robert Winston



This years conference will feature a keynote presentation from Lord Robert Winston. One of the world's most respected intellects and the star of TV programmes such as Superhuman, Child of Our Time and more recently Jamie's Dream School. Lord Winston will be presenting his keynote on the human brain and learning exclusively at LEARNING LIVE.

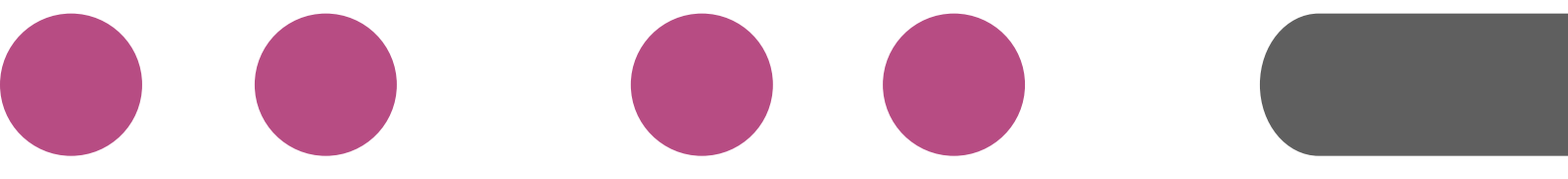
“ Administration - Excellent.
Excellent organisation - great
networking - Tesfa Rodway, Medicines &
Healthcare Products Regulatory Agency

Had a great time. Inspiring
Anne Grubb, Scottish Court Service

Interactive, informative and full of
things to take back to the workforce
Jon Algate, University of the West of England

I'm certainly intending to come
next year, it was such a useful
conference to attend - I'm reaping
the benefits already.

Lorraine Fiander-Hill, Ogier



LEARNING LIVE Experience

LEARNING LIVE is a must for all corporate and commercial trainers, training managers, L&D managers and HR managers looking to expand and develop their skills, listen to expert thought leaders and keep up-to-date with the latest developments in the field of Learning & Development.

Tuesday 13th September

The event commences with a FREE of charge Seminar for delegates, together with the opportunity to visit the growing exhibition area, which features over 20 of the leading learning suppliers, as well as the IITT Area where you can catch up with the latest developments from the learning community's leading Institute.

Networking Dinner

On the evening of 13th September, the highly popular LEARNING LIVE Welcome Reception & Networking Dinner will take place, providing delegates with the chance to network and exchange ideas and experiences with your colleagues in other companies in a relaxed and informal environment, whilst enjoying a beautifully prepared 4 course meal and after dinner entertainment which will continue late into the night.

REGISTER TODAY

T: +44 (0)845 006 8858

E: learning@iitt.org.uk

LEARNING LIVE Sponsored by



Event Partners



For a limited time only you can confirm your place at LEARNING LIVE at the Earlybird rate! From as little as £325 +VAT you can gain access to the most sought after event in the L&D calendar. To secure your place simply complete the registration form overleaf or visit www.learning-live.com.

Wednesday 14th September

The Conference & Exhibition Day features 15 focus sessions grouped into five streams. In addition, delegates have the chance to network, to meet leading industry thought leaders informally, and to visit the accompanying exhibition, providing access to the latest learning products and services. The full conference schedule can be viewed at www.learning-live.com

Lord Robert Winston

The keynote address will take place at 9:30am. During the presentation Lord Robert Winston will be looking at the human brain and how we learn, focusing on memory and the plasticity of the brain. The presentation will be scientifically sound but delivered in a humane and up-beat and inspirational way.

Take Part..

LEARNING LIVE will bring together a host of leading organisations from across globe to share ideas and showcase cutting edge products and services. If you, or your organisation, would like to be part of the LEARNING LIVE experience, feel free to get in touch.

E: learning@iitt.org.uk

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Booking Form – Individual Delegate Ticket

13th & 14th September 2011, Hilton Birmingham Metropole

Section One Delegate's Details

IITT Membership No (if applicable)	Title Mr/Mrs/Ms/Miss
First Name	Surname
<i>(Please note that bookings cannot be accepted without a delegate name. One booking form per delegate)</i>	
Name to appear on your delegate badge	
<i>(if different from above)</i>	
Job Title	
Organisation	
Work Address	
Postcode	Country
Work Telephone	Fax Number
Mobile Number	
Email Address	
<i>(Please write your email clearly as we will be sending your joining instructions electronically)</i>	

Section Two **Fee Summary** (Please tick as appropriate)

<input type="checkbox"/> FOC Seminar (Day 1 only)	<input type="checkbox"/> Networking Dinner (On the evening of 13 th Sept.) £120+VAT
<input type="checkbox"/> IITT Member Earlybird: £325 + VAT	<input type="checkbox"/> Non Member Early bird: £395 + VAT
<input type="checkbox"/> IITT Member Conference: £425+VAT	<input type="checkbox"/> Non Members: £495+VAT
<i>(Please note the Conference fee includes the Networking Dinner fee.)</i>	

Thank you for registering your interest in this event. We will pass these details to our exhibitors so they can contact you about their products and services.

If you do not wish to receive information from our exhibitors, please tick here

I am interested in exhibiting at LEARNING LIVE 2011, please tick here
One of our team will contact you shortly.

LEARNING LIVE 13-14 September 2011

Global L&D speakers

Interactive L&D workshops

A host of leading Exhibitors

Gala Networking Dinner

Inspirational Keynote speaker

And much more...

IITT

Westwood House

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KEYNOTE: Lord Robert Winston



Professor Robert Winston's keynote explores how the brain works and the implications for those in learning and development. He will begin at the beginning – examining how the brain evolved to think, learn and communicate. Drawing on scientific research, including the use of the latest scanning technologies, he will show how the brain uses multiple pathways to learn and reveal the vital role of the memory in this process.

TRACK A: Learning Delivery



A1: Building true blended learning for business impact

Kathy Morris, , Head of Global Leadership Development & Core Capability, Royal Sun Alliance Group

Kathy Morris has been working with large global organisations in the L&D industry for over 15 years. Her expertise is in the innovative use of available resources and development solutions to meet the challenging requirements of an international audience, to enhance learning and help businesses facilitate change and growth through effective development of their leaders.

Good learning programmes have always been blended – putting together the best media for the greatest impact, rather than relying solely on classroom instruction, mentoring or e-learning. But how do you ensure your blended learning really works and is it possible for those programmes that traditionally have been purely face to face? Join Kathy Morris in this interactive session as she examines good practice in this field and examines in detail one of the leadership development programmes she has in place at Royal Sun Alliance.

- Building a programme for the long-term
- Incorporating action sets and project-based learning
- Truly blended classroom with pre- and post- training activities
- Using social networking behind the company firewall



A2: Using Practical Tools for Smarter Training

Julie Wedgwood, Juliewedgwood.com

Julie has over 25 years' experience of teaching and training across a wide range of industry sections. Julie specialises in turning the theories and strategies developed by leaders in the L&D industry into practical real world solutions that harness learning technology to help organisations, trainers and learners to learn and work smarter. Julie is a Fellow of the IITT and is a member of the IITT Advisory Board.

In this session Julie will introduce a range of learning technology tools and techniques that she has been successfully using for blending and e-learning design. Expect to be surprised and delighted by what is shared, not only because many of the tools are free but because they are simple to use and will add value to any training provision. Julie will share examples of how she uses each tool as well as demonstrate them in action.

- Audience voting using mobile phones*
- Getting podcasts accepted as valid learning media
- Sharing tools for learning evidence collection
- Introducing social media curation tools
- A rapid roundup of free resources and templates

*Please bring your mobile phone with you to the session!



A3: Developing your Learning & Development Department

Sarah Lindsell, Head of the Global Learning Technology Group, PwC LLP

Sarah Lindsell is Global Head of Learning Technology for PricewaterhouseCoopers, working at both a global and territory level consulting on strategy, and how best to accelerate the adoption and maximize the value of learning technology within the organization.

PwC has a structured approach to developing its L&D staff. This goes beyond simply ensuring that trainers are trained. It involves taking members of the team through a series of four streams in a well-laid-out framework of development. The approach is based on Charles Jennings' 70:20:10 model, with much of the work being based on real-life assignments, while not ignoring the importance of formal instruction. Join this session to understand how the PwC Academy has put the theory of learning into practice and consider how to systematically develop your own department, including:

- Defining the core skills needed in learning
- What roles does an L&D department need?
- Giving senior members the responsibility to coach
- Building achievable assignments
- Sharing good practice outside the department

TRACK B: LEARNING STRATEGY



B1: From managing and controlling learning to enabling and supporting it

Jane Hart, Founder & CEO, Centre for Learning and Performance Technologies

Jane Hart is a Learning & Performance Consultant who currently focuses on helping organizations introduce social media into their learning and performance support initiatives. Jane is the Founder and CEO of the Centre for Learning & Performance Technologies and author of a number of blogs including Jane's Pick of the Day and Social Media for Working and Learning

The way we learn at work is changing. The widespread availability of social media gives everyone access to people and information to support their own as well as their team's learning, performance and productivity. This does not replace formal learning, nor should it be seen as a threat to workplace learning professionals. Rather it is a huge opportunity to be embraced – we need to move from directing learning to facilitating it, from creating content to making sure it is available. The new world of learning at work will be exciting and challenging. In this session Jane Hart will examine:

- How workplace learning is changing
- The new role of the L&D professional
- 5 categories of social learning
- Tools and systems to support this new approach
- Practical examples and next steps



B2: Workplace learning: a major L&D challenge

David Wilson, Managing Director, Elearnity

David Wilson is one of the leading authorities on e-learning and learning innovation within Europe. A major commentator on the e-learning industry since its inception, David is a strategic advisor to many major corporate and e-learning organisations, and is the author of over 130 research papers and articles on e-learning and learning innovation.

Session information to follow.



B3: Building a true organisational learning culture
Dr Genny Dixon, Head of Research, Towards Maturity

Your organisation's culture makes up the unwritten rules of the workplace. These rules play a huge part in determining the success or failure of any learning initiative. Drawing on the very latest, unpublished research from Towards Maturity, and illustrated by practical studies, this interactive session will help you identify how to work within with your organisational culture so that you and your learning programmes can be successful. The aim: ensuring that you and your learning become an integral part of the culture, not just another initiative.

Learning Live 2011 sees the launch of the 2011/12 Towards Maturity preliminary benchmark results. This session will help you under the very practical ways you can put them to use.

- The culture of learning and the culture of work
- How to work with your culture, rather than fighting it
- Recognising why learner engagement may fade, and how to tackle it
- What can you change and what can't at work
- How stake holders influence learner engagement fit together

TRACK C: FOCUS ON TECHNOLOGY



C1: Getting the most from the learning technologies you already have
Craig Taylor, Communications Technologist, URENCO

Craig Taylor has worked with an L&D environment for 17 years. Having honed his facilitation skills delivering face to face learning events, he has recently taken an increased interest in how current and emerging technologies can be used to enhance and enrich the learners experience.

Every one of us has at some point been guilty of being blinded by the latest 'must have' learning applications. They may be useful, but you probably already have a range of learning technologies in your possession that you're not exploiting to the full. In this interactive session, Craig Taylor explores how some of the technologies commonly available in every organization can be used to deliver, support and sometimes even track learning – often without spending a penny.

- Creating YouTube channels just for your learners
- Sharing presentations, slide casts and more with SlideShare
- The often overlooked power of text messaging
- The learning applications of LinkedIn and other 'non-learning' tools
- Easy, low-cost editing of audio and video



C2: The IT toolkit for a learning organisation
Mark Berthelemy, Senior Consultant / Learning Solutions Architect, Capita Learning & Development

A carpenter would never try to bang in a nail with the head of a screwdriver. Similarly, as learning professionals we need to have at our disposal a range of tools to use for different scenarios. This workshop will look at the range of software tools needed to support a modern training organisation, focussing on key processes such as:

- Maintaining effective customer and supplier relationships
- Managing face-to-face and online delivery of formal events
- Forecasting and monitoring revenue and costs
- Providing learners with access to up-to-date resources
- Supporting informal learning

We will consider the advantages and disadvantages of multi-purpose and best-of-breed tools. It will be a highly interactive and discursive workshop, supported by a set of pre-workshop resources.



C3: Using immersive environments and virtual worlds for learning impact

Sarah Frame, Director - UELconnect, University of East London

Sarah is currently Director of UELconnect at the University of East London. UEL is a leading UK provider of undergraduate and post graduate distance learning. Sarah has a significant track record at a senior level within education, working in both the private and public sectors.

In this session, Sarah Frame looks at how it is possible to use technology to take learners beyond show-and-tell and into another world. Immersive environments provide students with a set of scenarios they can interact with, while virtual worlds such as Second Life go one step beyond, providing an entire three dimensional world for them to learn in. In this session, Sarah explores the uses she has made of both environments, and examines some of the key questions around them, including:

- When to use learning environments – and when not to
- Lessons learned and pitfalls to avoid
- The learner’s experience explored in detail
- Practical examples of good uses of these environments
- The key questions of cost, development time and maintenance

TRACK D: FOCUS ON ENGAGEMENT



D1: Designing social learning to get people involved

Ben Betts, International Digital Laboratory, Warwick University

Ben Betts is Managing Director of HT2, creators of innovative Learning Technologies. HT2 specialise in taking creative approaches to solving the everyday problems facing organisations in their approach to learning and development. They are particularly keen on Social, Game-based and Mobile Learning. Ben is also a Research Engineer at the International Digital Lab, Warwick University and a board member of the eLearning Network.

‘Social learning’ is a widely heard buzz phrase at the moment, but how do you actually make it work? Above all how can you set it up so that people want to be involved – you can’t force people to be social. Ben Betts suggests an approach based on understanding human psychology, and in particular intrinsic motivation and the factors of autonomy, competence and relatedness. In this interactive session:

- Why going social is not an option
- Why carrots and sticks don’t work
- Self-determination theory and motivation
- How gamification can be useful
- What Monopoly money can teach us about value



D2: Getting beyond instruction for true learning engagement

Dr Chris Atherton, Senior Lecturer, School of Psychology, University of Lancashire

Chris Atherton is an applied cognitive psychologist and lecturer based at the University of Central Lancashire in Preston. Chris comes from a background of using brain imaging to understand visual object recognition; her current research and practice explores the use of visual tools in an educational setting, with the aim of maximising learning and attention.

As learning and development professionals, we’re increasingly aware that content dumps – whether they are face-to-face or delivered through e-learning – just don’t work. And yet much of our work consists on providing information and expecting people to learn it. So what can we do? The answer, according to psychologist Christ Atherton, is to understand how the brain functions, and to work with it for best effect. Whether it’s story telling, vivid context or the power of emotion, the brain is hard-wired to learn. We just have to know how to tap into it.

- What makes is possible for people to learn?
- ‘Extreme’ learning – are memory masters any different from the rest of us?
- Why the brain is set up for narrative – and how to use it
- Building cognitive fluency in your learners and your learning
- ‘Image information’ and how to provide it.



D3: How attractive learning leads to engaging content

Neil Lasher, Managing Director, Trainer 1

Are we too concerned in L&D with engaging our learners? Neil Lasher thinks we may be. Too often we obsess over the need to create engagement with training materials and only then consider how to make them attractive. Neil contends that it is better to do things the other way around. Meet the learner's expectations (or exceed them) in design and engagement will naturally follow. Almost certainly you have already been doing much of this intuitively up to now. Join this session to understand better what you've been doing right, and ensure that you'll be able to do it right every time it in the future. The collaborative session will include:

- Understanding what makes learning attractive
- What 'engagement' really means
- The sometimes surprising results of research in this field
- Moving to a theory-grounded planning content creation

TRACK E: FOCUS ON THE BUSINESS

E1: Delivering large, complex training projects on time and budget

Geoff Segar, Sodexo UK

Geoff Segar has been designing and delivering successful training programmes for large, blue chip organisations across Europe and North America for 20 years. Having worked in both SAP Training and Change Management consultancy for a decade and subsequently as in-house Training Manager for a number of large multi-national companies, Geoff has a wealth of experience to share and unique insight into to what drives success in the field of work based learning.

E2: Creating learning success through great communications

Tessa Roff, Training & Recruitment Manager, Nationwide Building Society

Tessa has held a number of key roles throughout her career. In her current role Tessa is responsible for the design, delivery and evaluation of a range of training solutions, as well as the induction of over 500 new employees a year. Tessa's team won the Gold award for the Staff Development Programme of the Year at the 2011 IITT Awards.

How do you ensure that your entire organisation is ready to support your learning programme? Not by writing your courses and then waiting for the delegates to turn up. In this session, Tessa Roff explains the approach that won the Nationwide Building Society the IITT Staff Development Programme of the Year. Central to their success was their use of communications:

- Why good communications is about more than sending emails
- Managers – the crucial element in engagement
- How communications styles vary – and how to choose the right ones
- Ensuring your offerings fit your learners
- Generating top-level support for your training programme, and showing it

**E3: Moving from 'trainer' to 'performance consultant'****Nigel Harrison, Independent Chartered Business Psychologist**

Training is not the problem – it is a method and possible solution. Trainers can be manipulated by well meaning line managers who jump too quickly to an easy solution that incidentally takes the spotlight of them, they do not need to deliver and do not need to change!

By moving the focus to performance, we can work with the line manager in partnership and do not let them avoid accountability and the range of performance solutions that will probably be needed.

Most trainers could benefit from behaving as performance consultants especially at the front-end of projects when engaging with our clients about their needs. Nigel's workshop will explore;

- What is Performance Consulting?
- How to re-position yourself
- How to quantify performance gaps
- The main obstacles to success
- The skills that a trainer needs to adopt the approach

REGISTER NOW

Secure your place at LEARNING LIVE:

Telephone: **+44 (0)845 006 8858**

E-mail: **learning@iitt.org.uk**

Website: **www.learning-live.com**