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## Workforce Learning & Development 2017: Train. Retain. Excel.

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**Date :** Nov 16, 2017 - 08:00 AM

**Event URL :** <http://www.nyeeventslist.com/events/workforce-learning-development-2017-train-retain-excel-jun-2017>

**Organizer :** BLR Business and Legal Resources

**Venue :** Paris Las Vegas

**Location :** 3655, Las Vegas Blvd  
Las Vegas, NV, USA, ZIP: 89109

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- Overview
- Location
- Agenda
- Speakers

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## Workforce Learning & Development 2017: Train. Retain. Excel.

**November 16-17, 2017 | Paris Las Vegas**

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**CONFERENCE SNAPSHOT:** At Workforce L&D you'll access proven methods for leveraging

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technology and applying cutting-edge strategies to enhance organizational performance. Tap into the training trends that today's pioneers swear by, and learn how you can help your employees be better prepared, more engaged, and able to produce twice the work in half the time!

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## **WHAT CAN YOU EXPECT?**

The agenda will be packed with powerful strategies for creating an engaging environment for professional development that supports business growth and workforce retention and features insightful keynotes, substantive presentations, in-depth panel discussions, and interactive learning labs.

When you attend Workforce Learning & Development 2017 you will:

- Learn practical strategies for implementing L&D and training programs designed specifically for today's multi-generational, tech-savvy workforce
- Discover proven ways to supercharge employee engagement through creative, tech-based solutions, such as gamification
- Determine how your company can use L&D opportunities to recruit and retain a powerful staff
- Build skills in effective learning design, development, and evaluation
- Determine practical and powerful post-training evaluation metrics to measure the success of your program
- Explore new platform designs that are conducive to on-the-go learners
- Leverage best practices for building a strong mLearning base through mobile learning solution
- Connect with industry peers and leaders to discuss actionable best practices (and lessons learned) from real-life programs
- Hear best-selling author and keynote speaker Bob Kelleher—president and founder of The Employee Engagement Group—share his insights on employee engagement, leadership, and workforce trends.

## **WHO WILL BENEFIT?**

Workforce L&D offers practical, comprehensive, content-rich insights for anyone who is or needs to become a strategic advocate for comprehensive learning and development training solutions—solutions that can have a positive impact on the workforce and the organization's underlying bottom line. Learning officers, Training Managers, Instructional Designers, and HR professionals are strongly encouraged to attend.

## **PRICING**

- Just \$800 per attendee
- Conference Materials: \$320

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- Continental Breakfast and Boxed Lunch provided both days. Morning and Afternoon breaks provided.

### **Training Solutions Showcase: Technology Test Drives and Exhibitor Attractions**

7:00 a.m. – 5:00 p.m.

Workforce L&D 2017 brings together learning, development, and training vendors providing the latest technology-driven corporate training software and platforms. Take a test drive at our Learning Solutions Showcase, which features exhibitor attractions focused on ways to enhance the way you deliver, manage, and measure corporate learning-based initiatives.

### **Welcome Remarks**

7:50 a.m. – 7:55 a.m.

### ***Opening Keynote***

#### **Talent Development to the Rescue: How L&D Professionals Can Positively Impact Retention Efforts & Reduce Turnover**

7:55 a.m. – 8:55 a.m.

*Presented by: Cara Stiletto, MBA, Cresendo Strategies*

Focusing on retaining talent should be priority #1 for your company. But, with changing employee demographics and expectations, as well as evolving business needs and technology, employers can't take the "same old" approach to talent development if they're to succeed at retaining talent. Right now, talent development professionals sit in a unique sweet spot for impacting the organization and its bottom line. *Workforce L&D 2017* kicks off by showing you how your role in cultural transitions, executive leadership development, new-hire orientation, retirement knowledge transfer planning, and more will play a critical role in ensuring successful employee retention efforts as your organization moves forward.

#### **90 Ways to Expand Learning Beyond the Training Room**

9:00 a.m.– 10:35 a.m.

Companies that succeed at building and maintain a dynamic workforce have mastered the integration of learning and development into every day work life. This speed-learning experience will provide dozens of tips on how to expand learning far beyond the training room to consistently and effectively engage talent. You'll get 90 tips—in around 90 minutes—that you can immediately incorporate to expand your L&D strategy.

### **Refreshments, Networking & Exhibits Break**

10:35 a.m. – 10:55 a.m.

#### **Gamification for Talent Development: Key Design Principles Proven to Drive Learning Success**

10:55 a.m. – 12:10 p.m.

*Presented by: Carol Leaman, Axonify, Inc.*

Gamification can improve learner satisfaction and retention, and increase knowledge and skill gains among employees. Choosing the right gamification can be a huge asset to HR and training professionals, but the difficult part is implementing "proper design." Your goals as the trainer,

communication with the employee, and the proverbial toolkit you use will all play a part in whether your experience is a success. Thankfully, with a few science-driven recommendations, you can be on your way to an effective learning and development program that leverages gamification. This session will focus on how different organizations are using gamification as a talent development technique and how, when properly designed, it can work for your organization.

You'll learn:

- Examples of successful uses of gamification for developing talent
- Why making learning fun is a valuable goal for designers
- The differences between gamification, simulations, and serious games as learning tools and how to tell when it's best to use each
- How games can provide assessments of learning and training transfer
- How badges, points, and leaderboards are just one little piece of the gamification toolkit

## **Lunch**

12:10 p.m. – 1:10 p.m.

## **Training Up: What It Takes to Develop Lasting, Engaged Leaders**

1:10 p.m. – 2:35 p.m.

*Presented by: Dan Day, TRACOM Group*

You want the best out of current and future departmental and organizational leaders. But, what should you be doing to help them excel as impactful leaders? Being a manager doesn't always translate into being a natural leader, and leaders aren't always high performers. There can be lots of reasons for this—sometimes the manager lacks accountability, self-awareness, or the ability to attract and inspire talent. So, what can you do to ensure that managers at all levels of the business cultivate their leadership capabilities?

During this session, you'll learn:

- How to engage leaders in your company's mission and business goals
- How to assess leadership development strategy strengths and weaknesses
- Examples of how to nurture talent to stay strong as leaders, regardless of changes to the business structure, company's goals, and other variables
- How to help leaders recognize their own communication style and the styles of others to develop stronger teams

## **Refreshments, Networking & Exhibits Break**

2:35 – 2:55 p.m.

## **Millennials at Work: Top Employment Brands' Strategies for Continuous Learning and Engagement**

2:55 p.m. – 3:55 p.m.

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*Presented by: Tanya Bakalov, BetterSkills Inc.*

According to Bersin by Deloitte's *Future of Corporate Learning* report, Millennials crave training and development above benefits like flexible schedules and cash bonuses. A PwC report, *Millennials at Work: Reshaping the Workplace*, reflects the same sentiment, noting that Millennials want constant feedback and encouragement and are likely to embrace digital learning delivery methods. Since Millennials have surpassed Generation X as the largest segment of the workforce, it's important to understand precisely what millennial learners expect from work and how you can deliver it in an effective way. This session will examine how successful employment brands like Yelp, Adobe, Salesforce, and Facebook approach learning and development to ensure that Millennials and other generations of workers are continuously engaged.

### **The Data-Driven Leader: Case Studies on How People Analytics Can Be Used to Evaluate the Strategic Alignment of Business and L&D Goals**

4:00 p.m. – 5:00 p.m.

It's important for corporate learning and talent management professionals to understand what makes various aspects of the underlying business successful. Only then can they effectively evaluate how their learning programs can be improved upon to drive future business success. Enter big data. With data analytics, L&D stakeholders can identify new types of learning content to training requirements, examine learning patterns, user interaction with learning content—and, in turn, create personalized learning content that meets learners' needs—and predict future learning needs. This session will provide real-life examples through case studies on how data analytics related to HR and people management can be used to foster L&D strategy.

## **MAIN CONFERENCE DAY 2 | Friday, November 17, 2017**

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### **Exhibits/Breakfast**

7:00 a.m. – 8:00 a.m.

### **Training Solutions Showcase: Technology Test Drives and Exhibitor Attractions**

7:00 a.m. – 1:30 p.m.

If you didn't get the chance to check out Workforce L&D 2017's Training Solutions Showcase on Day 1, now is the time to get your learning engines really revving! Connect with L&D vendors providing the latest—and greatest—technology-driven corporate training software and platforms, and test drive our exhibitor attractions, which are focused on ways to enhance the way you deliver, manage, and measure your corporate learning-based initiatives.

### **Breakfast & Learn Solutions Demo | TrainingToday.com**

7:30 a.m. – 7:50 a.m.

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Grab your lunch and join us for an informative test-drive of BLR's winning digital solution TrainingToday.com. [TrainingToday®](#) is a leading provider of online education programs for employees and supervisors. Each course in our extensive library addresses a specific topic with engaging and interactive presentations, delivering practical advice and clear instructions that trainees will remember long after the training is complete. And with a built in LMS, TrainingToday does all the assignment, tracking, testing, and reporting for you. It's your turnkey training solution. *Attendees will be entered to win one of the hottest new technologies on the market!*

[Announcements: 7:55 a.m. – 8:00 a.m.]

### **Opening Keynote: The 10 Steps of Employee Engagement to DRIVE Results!**

8:00 a.m. – 9:00 a.m.

*Presented by: Bob Kelleher, The Employee Engagement Group*

According to Gallup, in 2017, a staggering 67% of employee are still disengaged. Join acclaimed author, speaker, and thought leader Bob Kelleher as he outlines the 10 key steps for building and sustaining an engaged culture to combat the disengagement reality. These 10 essential steps of engagement have been culled from years of experience working as an award-winning internal practitioner who led engagement initiatives that transformed corporate cultures. He will share specific best practices, case studies, and ideas from his best seller, *Louder Than Words, 10 Practical Engagement Steps*, and his newly released book, *I-Engage, Your Personal Engagement Roadmap*.

You'll learn:

- The importance of trust and empathy in the workplace
- Why one's direct line manager is the #1 driver of engagement *and* disengagement
- The importance of a robust communication culture—the “cornerstone of engagement”
- Why you need to engage the *whole* person, and not just the employee
- Why you might have a hiring problem and not an engagement problem

### **Demo Done Right: From-the-Trenches Tactics on How Real-Life Companies Are Driving L&D Success**

9:10 a.m. – 10:25 a.m.

This session features 4 inspiring segments showcasing the real-life application of how to:

- Successfully integrate varied modes of training—classroom, mobile, online—to maximize the effectiveness of blending learning-based strategies
- Drive positive business outcomes through effective sales onboarding
- Train the trainer
- Secure quality, low-to-now cost training tools to create infographics, tutorials, and other interactive training materials designed to fit your budget

### **Refreshments, Networking & Exhibits Break**

10:25 a.m. – 10:40 a.m.

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## **Mentoring Hub: How to Formalize Knowledge Transfer Opportunities to Zap the Skills Gap**

10:40 a.m. – 11:40 a.m.

Pew Research Center reports that 10,000 baby boomers reach age 65 each day. That means more and more boomers are retiring. Whether employees depart due to retirement, other job opportunities, or personal reasons, when they leave they take invaluable knowledge with them. And, it's not enough for a departing worker to write a manual on their duties for successors to follow. To stay at the top of the talent management game, it's important to focus on tacit knowledge, which is rooted in workers' skills, their experiences, and their ideas. This session will:

- Explain the difference between information and knowledge
- Provide real-life examples of how knowledge transfer experiences—some as short as 1 minute—among mentors and mentees can be integrated into every day work life to ensure that the workforce is well prepared for talent shortages
- Reveal expert tips on how to formalize knowledge transfer experiences so your mentoring program is equipped to zap the skills gap

## **How to Make Required Training Fun—Yes, We Said *Fun!***

11:45 a.m. – 12:35 p.m.

Training on legal and compliance obligations related to reporting of workplace harassment, safety training, fiduciary responsibilities, or other areas may be mandatory under federal or state law depending on your industry, specific workers' roles, etc. But, just because you're legally required to address a certain subject matter doesn't mean the content of the training needs to be so dry that the learning experience turns into a snooze fest. This session will teach you:

- Strategies for infusing pizzazz into required workplace training
- How to make required trainings informative and fun, so employees easily recall and set into practice what they've learned—so you can minimize legal risks
- How to evaluate whether your preferred method of delivery for required training, e.g., via Skype, a mobile device, or another platform—is legally permissible under the regulations that mandate a particular type of training

## **Lunch, Networking & Exhibits**

12:35 p.m. – 1:35 p.m.

## **Smartphone Cinema: Mobile Design Considerations to Satisfy Microlearning Objectives**

1:35 p.m. – 2:35 p.m.

To excel at learning and development, it's essential to recognize that a smartphone or tablet is likely the preferred method of delivery for many workers. With the use of mobile technologies becoming more prevalent, particularly with respect to microlearning, designing learning-based content for smartphones comes with a host of challenges that companies must be ready to address. This session will focus on:

- Design criteria for adapting training content for mobile learning
- Examples of cost-effective tools for developing video-based training for mobile devices
- Design and integration trouble spots that may arise from screen size and other smart phone attributes
- Checklists for ensuring that mobile modes of delivery satisfy key learning objectives

### **Refreshments & Networking Break**

2:35 p.m. – 2:50 p.m.

### **Strategy Speed Talk: Ditching the Corporate Ladder—How the Corporate Lattice Aligns with L&D Strategy**

2:50 p.m. – 3:20 p.m.

Forget about climbing the corporate ladder, nowadays it's about straddling the corporate lattice. This *Strategy Speed Talk* is a burst of insight into how a career lattice works to maximize employee performance, engagement, and improve retention—all fundamental goals of L&D programs.

### **The Art of Storytelling: The Psychology of Learning and How to Incorporate Memorable Vignettes into Training Content**

3:25 p.m. – 4:25 p.m.

*Presented by: Sharon Lucas and Jessica Du Preez, CDT3 Training*

Stories connect us through emotion, and emotion to a large extent drives cognition, according to neuroscientists. But, what really makes a story great? The art of storytelling in large part lies in being able to effectively and succinctly tap into the subject's emotions. *Workforce L&D 2017* closes with a look at:

- The psychology of learning and the scientific evidence supporting the theory that our brains crave stories
- How stories can be used to help you achieve training goals
- How to tell a story when you are not a story-teller
- Weak training storylines that fall flat in creating an engaging learning experience
- Examples of tales that do an exceptional job of tapping into emotion and, in turn, breed A-list training content

### **Closing Remarks**

4:25 p.m. – 4:30 p.m.

### **Conference adjourns**

4:30 p.m.

**Event Categories :** BUSINESS & MANAGEMENT CONFERENCES,