The TX Factor

Get ready for *Training*’s version of the Texas two-step for our TechLearn 2022 Conference:

1. We’re sashaying our way down to a brand-new location: Austin, TX, known as the live music capital of the world, along with being famous for its Tex-Mex vibe and quirky reputation.
2. We’re pairing up hands-on demos and expert-led sessions with opportunities to connect and collaborate with Learning and Development (L&D) professionals in your industry—and others.

Everything’s bigger in Texas, as they say, and that goes for TechLearn, too. Our lively lineup includes:

- The return of the Training Test Kitchen with 45+ technology and design demos to kickoff and close the Conference.
- 55+ engaging breakout sessions, including a “Gamification for Learning” track from the experts at GamiCon and a special “L&D Lessons from Big Tech” track.
- The ever-popular Dine Around Mixer Event.
- In-depth pre-conference Certificate Programs.
- Co-located Camp GamiCon and Innovations in Training events.

This conference will help you make the most of the training tools you have, plus discover new tech and applications you didn’t know even existed as you engage with training masters and peers to solve your L&D challenges. You can hang your hat on that!

See y’all in September!

LORRI FREIFELD
Editor/Publisher, *Training* magazine

“An excellent opportunity to network with professionals who can show you how to make the most of the training tools you use regularly and the tools you didn’t even realize you had. Regardless of your training budget, there is something for everyone to help up your training game.”

– Dan Laird, Training and Development Specialist, Two Men and a Truck

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### Schedule

#### PRE-CONFERENCE EVENTS

**SUNDAY, SEPTEMBER 18**

5:00 pm–8:00 pm.............Camp GamiCon Kickoff*
5:00 pm–8:00 pm.............Innovations in Training Kickoff*

**MONDAY, SEPTEMBER 19**

8:30 am – 8:00 pm..........Camp GamiCon*
8:30 am – 8:00 pm..........Innovations in Training*
9:00 am – 4:00 pm ..........Certificate Programs*

**TUESDAY, SEPTEMBER 20**

8:30 am – 4:00 pm..........Camp GamiCon*
8:30 am – 4:00 pm..........Innovations in Training*
9:00 am – 4:00 pm ..........Certificate Programs*

*Additional fee required.

#### TECHLEARN CONFERENCE

**TUESDAY, SEPTEMBER 20**

4:30 pm – 6:30 pm..........Conference Kickoff: Training Test Kitchen & Reception

**WEDNESDAY, SEPTEMBER 21**

8:30 am – 9:30 am.........Breakout Sessions (100s)
9:45 am – 10:45 am.........Keynote
11:00 am – 12:00 pm........Breakout Sessions (200s)
12:15 pm – 1:15 pm ..........Lunch (seating by role)
1:30 pm – 2:30 pm ..........Breakout Sessions (300s)
2:45 pm – 3:45 pm ..........Breakout Sessions (400s)
4:00 pm – 5:00 pm ..........Keynote
5:30 pm – 8:00 pm ..........Dine Around Mixer Event

**THURSDAY, SEPTEMBER 22**

8:30 am – 9:30 am.........Breakout Sessions (500s)
9:45 am – 10:45 am........Keynote
11:00 am – 12:00 pm........Breakout Sessions (600s)
12:15 pm – 1:15 pm ...........Lunch (seating by industry)
1:30 pm – 2:30 pm ..........Breakout Sessions (700s)
2:45 pm – 3:45 pm ..........Breakout Sessions (800s)
4:00 pm – 5:00 pm ..........Closing Session: Training Test Kitchen & Reception

TechLearn Sponsors:
**Thought-Provoking Ideas About Design and Engagement**

In these keynotes, we’ll reexamine how learning can unleash creative and innovative solutions to the most pressing issues of our time. And, redefine how learning experiences can be designed to have immediate and transformative impact on those who experience it.

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**Digital Leadership: Leading from the Emerging Future**

*Wednesday, September 21 • 9:45 am – 10:45 am*

The key to activating transformative change online is a new frontier of leadership. Strong leaders need the capacity to not only run effective programs, but to engage teams and learners with all of their intelligences—head, heart and hands. Discover 10 principles for digital leadership from the Presencing Institute, which have been experienced by more than 200,000 people in the MIT edX MOOC, “uLab: Leading from the Emerging Future.” Interactively explore these principles with Antoinette Klatzky, senior uLab faculty and executive director of the Eileen Fisher Leadership Institute.

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**Culture + Racism: Using VR for Empathy and Engagement**

*Thursday, September 22 • 9:45 am – 10:45 am*

Learn about the unique process employed to develop 1000 Cut Journey, an immersive VR experience that premiered at the Tribeca Film Festival in 2018, and was co-created by Courtney Cogburn, co-director of Columbia University’s Justice Equity + Technology Lab. This VR experience places the user into the “virtual shoes” of Michael Sterling, a Black male, who is experiencing racism as a child, adolescent, and adult. Explore the effects of this VR experience on racial empathy and engagement, and learn how this tool can be applied by organizations to support anti-racist and anti-oppressive diversity and equity initiatives.

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**Does Your Learning Have Less Impact Than a Shampoo Bottle?**

*Wednesday, September 21
4:00 pm – 5:00 pm*

What can shampoo, video game controllers, and that box of old clothes in your garage teach us about increasing our reach and impact? Back by popular demand, Amy Morrisey and Diane Elkins, the dynamic duo from Artisan E-Learning, share case studies from Procter & Gamble, Goodwill, and Microsoft. These companies lead their industries in innovative designs that push the envelope on equity and inclusion. Is our industry keeping up? Or falling behind?

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**Dine Around Mixer Event**

*Wednesday, September 21 • 5:30 pm – 8:00 pm*

Expand your Austin dining experience and connection opportunities! Facilitated by industry veterans, you’ll choose from dedicated dining options at area restaurants that meet your budget for a fun dining event. You and your dinner participants will meet up at 5:30 pm and go to your selected restaurant together. Registration will open early September. Note: This is a pay-on-your-own event.

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Visit [www.TechLearnConference.com](http://www.TechLearnConference.com) to register and view a complete schedule.
The Table Is Set in the Training Test Kitchen: Drinks, Design, and Tech on the Menu

Tuesday, September 20 | 4:30 pm – 6:30 pm
Thursday, September 22 | 4:00 pm – 5:00 pm

Grab a drink and snacks, put on your apron, and get hands-on with multiple demos at the conference opening and closing sessions. Check out the latest elearning technologies and design techniques, and create recipes for success with elearning experts. You’ll rotate tables every 10 minutes for a new demo, capturing tips and techniques as you go.

Your Executive Chef
Phylise Banner regularly embraces opportunities to experiment with emerging technologies in order to best serve adult learners, and to create vibrant learning communities. She will guide your Training Test Kitchen experience!

Recipe Contest: Compete for Prizes!
Using the techniques you’ve gathered in your demos, you’ll create and submit an original elearning recipe for success. The top two winners will be announced at Thursday’s closing Training Test Kitchen and will receive a registration to TechLearn 2023 in New Orleans! Win or lose, you’ll walk away with valuable tips, techniques, and tools to improve your learning design.

Table 1 Using Microsoft Tools to Virtually Onboard New Employees Erin Pritchard, Senior Trainer & Instructional Designer, Johns Hopkins Medicine
Table 2 Gamified Learning to Improve Customer Service, Sales and Satisfaction: Lessons from Drive-Thru Restaurant Training Vikas Joshi, CEO, Harbinger Group
Table 3 Not Just for Dancing: How to Use TikTok for Learning Vanessa Alzate, Founder/CEO, Anchored Training
Table 4 Using Graphic Novels and AR in Onboarding: The Visa Voyagers Fantastic Journey! Sheri Winter, Senior Director, GP Strategies: Bee Ng, VP, Visa University
Table 5 Turn Your Training into Adventures Bernardo Letayf, E.M.B.O, BLUERabbit
Table 6 The Six Steps to Building a Chatbot for Learning Cori Richards, Partner Relationship Lead & Marketing, Mobile Coach
Table 7 Automating Performance-Based Coaching and Learning: Let’s Practice Together! Dan McCann, CEO, SymTrain
Table 8 How to Measure Behavioral Change in Leadership Development Sal Silvester, CEO/Founder, Coachmetrix
Table 9 Gamified 3D Simulation for Fire Investigators in Training Junsong Zhang, Program Manager Simulations, Justice Institute of British Columbia
Table 10 The Future of Customer Education is in Your Product Tamar Belkin, VP of Marketing, Strigo
Table 11 Deliver Interpersonal Skills Coaching at Scale with Interactive AI John Hack, Chief Product Officer, Interflexion
Table 12 Solve Complex Training Logistics and Planning with a Smart Scheduler Katie Vernon, Affiliate Marketing Strategist, Administrate
Table 13 An Instant Pot-like Tool to Quickly Cook Up Instructor-led Training Tim Waxenfelter, Co-founder, Endurance Learning
Table 14 Stand on the Shoulders of Giants by Working in the World of Open Helen Lee, Instructional Designer, Justice Institute of British Columbia
Table 15 A Better Way to Build VILT/ILT Pat Michaels, Chief Learning Mechanic, Great Circle Learning
Table 16 A Chatbot Conversation Simulator that Facilitates Situational Awareness Practice Vincent Han, CEO, Mobile Coach
Table 17 ACTION! Training Video Tips and Tricks for the Accidental Videographer Thomas Hartmann, Creative Content Producer, Reflections Software
Table 18 Building Trust in Virtual Reality Betty Dannewitz, Immersive Experience Designer, ifyouaskbetty
Table 19 Safety Training in Virtual Reality: Anytime/Anywhere Hands-On Learning for Your Team Destery Hildenbrand, Sr. Learning Experience Producer, Motive.io
Table 20 Commanding a Zoom: Developing Communication Skills for Virtual Leadership Constance Staley, Dean of the Graduate School, University of Colorado, Colorado Springs
Table 21 Creating Better Estimates for eLearning Danielle Watkins, Instructional Designer, Zenith Performance Solutions
Table 22 Escape Games for Virtual Training Kassy LaBorie, Author, Producing Virtual Training, Meetings, and Webinars; Rachel Arpin, Learning and Development Consultant, LED Learning
Training Test Kitchen (continued)

Table 23  Getting Started with Prototyping: Transforming Ideas into Reality  Nick Floro, Learning Architect & CEO, Sealworks Interactive Studios

Table 24  How to Create Better Screencasts: Step-by-Step  Mark Lassoff, President, Framework Television

Table 25  Situation Expert: How to Learn While Fixing, Solving, and Improving Work  Ray Jimenez, Author, Scenario-Based Learning: Using Stories To Engage e-Learners

Table 26  Step Inside the Learning Metaverse: Live VR Demos  Anders Gronstedt, President, Gronstedt Group

Table 27  10 Amazing Photoshop Tricks in Less Than 10 Minutes  Phil Cowcill, Senior Elearning Specialist, PJ Rules

Table 28  3 Ways to Increase Comprehension  Judy Hale, CEO, Hale Associates Center

Table 29  Edit Video Like Text with Audiate and Camtasia to Save Time and Effort  Matt Pierce, Learning & Video Ambassador, TechSmith

Table 30  10 Mind-Blowing PowerPoint Techniques in 10 Minutes  Richard Goring, Director, BrightCarbon

Table 31  How KPMG is Turning Enthusiasm About a Better Planet into Tangible Action  Christian Gossan, Global Lead for Digital Experience & Data, KPMG IMPACT

Table 32  Creating the Need to Know: Motivating Learners to Take Responsibility for Learning  Jason Bickle, Manager, Instructional Design & Development, Experlogix

Table 33  Experience the Employee Training Metaverse on Strivr’s Immersive Platform  Derek Belch, Founder & CEO, Strivr; Krista Taylor, Global Immersive Learning Lead, Accenture

Table 34  5 Tips for Virtual Training Impact  Cynthia Clay, CEO, NetSpeed Learning Solutions

Table 35  Build a Project Charter in 45 Minutes or Less  Lou Russell, Learning Leader, Russell Martin & Associates

Table 36  Using Virtual Backgrounds to Engage Learners  Cindy Huggett, Author, Virtual Training Tools and Templates: An Action Guide to Live Online Learning

Table 37  Using First Person-View Video in Virtual Reality for Peer-to-Peer Skills Sharing  Maxime Ros, CEO, Revinax

Table 38  Innovative Use of Adobe Character Animator  Laddie Odom, Multimedia Producer, UMGC

Table 39  Liven Up Your Live Virtual Presentations with Streamer and Gamer Hacks!  Andrea Elliott, Founder, The Virtual Superhero

Explore the best in learning design and technologies in breakout sessions. Come away with practical ideas and strategies you can apply in your organization.

WEDNESDAY, SEPTEMBER 21
8:30 AM – 9:30 AM

#101 Are Multiple-Choice Questions Killing Critical Thinking Skills?  Amy Morrisey, Artisan E-Learning; Diane Elkins, Artisan E-Learning and E-Learning Uncovered

#102 Everything is Gamifiable  Bernardo Letayf, E.M.B.O, BLUErabbit

#103 Onboarding: How Big Tech Gets New Employees Up to Speed  Moderator: Chuck Sigmund, Sr. L&D Program Manager, Microsoft; Panelists: Justin Lovett, L&D Program Manager, AWS, Amazon; Liana Griffin, L&D Program Manager, Microsoft; Scott Provence, Training and Education Lead, Google Health, Google

#104 Amazing Apps to Create, Imagine & Collaborate  Nick Floro, Learning Architect & CEO, Sealworks Interactive Studios

#105 Secrets of Virtual Training Heroes  Kassy LaBorie, Author, Producing Virtual Training, Meetings, and Webinars: Mastering the Technology to Engage Participants

#106 Into the Metaverse: 9 Superpowers of VR Learning  Anders Gronstedt, President, Gronstedt Group

#107 Introduction to the Articulate 360 Suite of Tool  Ron Price, Chief Learning Officer, Yukon Learning

11:00 AM – 12:00 PM

#201 Achieving Maximum Retention: Brain-Based Learning Principles for the Virtual Classroom  Cynthia Clay, CEO, NetSpeed Learning Solutions

#202 Visualize Anything to Create Compelling Elearning, Presentations and Infographics  Richard Goring, Director, BrightCarbon

#203 Upskilling: Maximizing Development and Growth Opportunities in Big Tech Organizations  Moderator: Chuck Sigmund, Sr. L&D Program Manager, Microsoft; Panelists: Megan Reynolds, Senior Learning Experience Designer, Salesforce; Josh Penczil, Sr. Director, L&D Product, Skillsoft; Tomya Radu Daniel, Sr. Business Program Manager, ESSO

#204 Developing Leaders in a Virtual Environment: Moving Johns Hopkins Leadership Academy Online  Erin Pritchard, Senior Trainer & Instructional Designer; Todd Frady, Director of Talent Development, Training & Quality Assurance, Johns Hopkins Medicine

#205 Pragmatic Instructional Design Theory & Practice — Making it Work  Jason Bickle, Manager of Instructional Design & Development, Experlogix

For Session descriptions, see the Agenda at www.TechLearnConference.com
THURSDAY, SEPTEMBER 22
8:30 AM – 9:30 AM

#501 TechLearn Demos: Think Differently About Training
Various Presenters

#502 Deliberate Fun: A Purposeful Approach to Gamifying Learning Experiences
Jonathan Peters, Chief Motivation Officer, Sententia Gamification

#503 Evaluating Informal Learning
Saul Carliner, Author, An Overview of Online Learning

#504 Enough with the PowerPoint—Advanced Design Practice with Adobe Cloud
Mark Lassoff, President, Framework Television

#505 Strategies for Converting ILT to Elearning
Danielle Watkins, Instructional Designer, Zenith Performance Solutions

#506 BYOD: Building Immersive AR Experiences for Learning
Destery Hildenbrand, Sr. Learning Experience Producer, Motive.io; Betty Dannewitz, Immersive Experience Designer, ifyouaskbetty

#507 Onsite? Offsite? Yes to Both! How to Facilitate Hybrid Classes
Cindy Huggett, Author, Virtual Training Tools and Templates: An Action Guide to Live Online Learning

L&D LESSONS FROM BIG TECH
Amazon, Google, Microsoft, Salesforce … explore how these tech giants manage their L&D programs and discover how they may (or may not) face the same challenges, issues, and decision points you do. Does size matter? Are their budgets really ginormous? Do they have the ever-elusive “seat at the table”? The answers may surprise you. Join them to learn which strategies, tips, and techniques you can apply in your organization. Explore onboarding, upskilling, measurement, compliance, and gamification to gain unique insights and perspectives from these Big Tech L&D pros!
See sessions #103, #203, #403, #703, #803.

11:00 AM – 12:00 PM

#601 TechLearn Demos: Think Differently About Training
Various Presenters

#602 Selling Gamification to Your Organization? Can You Do It?
Keith Lillico, Associate Director of Global L&D; Eva Lenhart, Director of GL&D and Lead Learning Experience Architect, Merck

#603 Jazz Up Your Technical and Compliance Training
Ray Jimenez, Author, Scenario-Based Learning: Using Stories To Engage e-Learners

#604 Stop Throwing Darts! Create Learning that Sticks with a Three-Step Strategy
Richard Vass, VP of Learning Solutions; Treion Muller, Chief Solutions Architect, eLearning Brothers
Breakout Sessions

#605 Making a Business Case for Learning Technology  Phylise Banner, Associate Director of Design, Emeritus
#606 Make It Stick: Engagement Strategies for Effective Learning  Danielle Wallace, Chief Learning Strategist, Beyond the Sky: Custom Learning
#607 Words Matter: Drive Learner Engagement with Better Scripting  Cammy Bean, Author, *The Accidental Instructional Designer: Learning Design for the Digital Age*

**TECHLEARN DEMOS: THINK DIFFERENTLY ABOUT TRAINING**

Roll up your sleeves, learn new skills and see new solutions to your challenges in real time in the TechLearn Demo Sessions! During these one-hour breakout sessions, you will experience up to four short demos as you move to each station around the room. See case studies, find out how these tools solve real learning challenges, and get answers from some of the best solution providers in the learning industry! See sessions #301, #401, #501, #601.

1:30 PM – 2:30 PM

#701 Designing from the Heart! How to Incorporate Empathy and Learner Experience Design  Debra Jensen, Senior UI/UX Designer; Alicia Seguin, Account Manager, Reflection Software
#702 Increasing Learning Impact for Purpose-Led Organizations  Christian Gossan, Global Lead for Digital Experience & Data, KPMG IMPACT
#703 Did the Training Work? How Big Tech Measures Program Effectiveness  Moderator: Chuck Sigmund, Sr. L&D Program Manager, Microsoft; Panelists: Holly Peters, Sr. Learning Solutions Architect, Amazon; Tino Simon, Business Program Manager – Learning and Skills Development, Microsoft; Amy Avalos, Head of AWS PartnerCast, Amazon
#704 High Impact from Under Performers Through Targeted Learning  Kevin Farrell, Director, Instructional Design and Development; Josue Keely, Asst. Director, Performance Consulting, Liberty Mutual Insurance
#705 Get Personal: Building Personas as the Foundation of Learning Experience Design  Ann Rollins, Chief Solutions Architect; Britney Cole, VP of Innovation, The Ken Blanchard Companies
#706 AI Coaching for Leadership & Soft Skills  Vridhi Tuli, Senior Consultant, Enterprise Technology and Performance Team, Deloitte Canada
#707 That Was Awesome: Engaging Your Learners by Delivering Consumer-Grade Experiences  Tim VanderLaan, Advisor, Culture and Learning Programs, Spectrum Health

2:45 PM – 3:45 PM

#801 How to Evaluate Your Curriculum and Delivery Technologies  Judy Hale, CEO, Hale Associates Center
#802 Let’s Talk About Job Aids & Performance Support  Dawn Mahoney, Owner, Learning In The White Space
#803 Leveraging Game Design, Mechanics and Personas for More Engaging Learning in Big Tech Organizations  Moderator: Chuck Sigmund, Sr. L&D Program Manager, Microsoft; Panelists: Zsolt Olah, Sr. Learning Technologist, Amazon; Brit Morenus, Gamification Lead, Microsoft
#804 Connecting With and Caring for Your Virtual Team  Janet Zarecor, Director of Curriculum Development – Clinical Systems Education, Mayo Clinic
#805 How We Designed and Built an Immersive Simulation in Storyline360  Allison Gordon-Beecher, Products and Services Manager, Global Learning Systems
#806 It's a System: Help Your Future Self With Curriculum Clean-Up  Liesl Christle, Senior Account Manager, Reflections Software
#807 Using Frameworks to Empower SMEs to Develop Their Own Learning Programs  Barry Nadler, Instructional Designer, FIS

**EXPERIENCE GAMIFICATION FOR LEARNING**

In these sessions brought to you by the masterminds behind Camp GamiCon, you will experience how to turbocharge your course design with innovative gamification strategies and techniques—whether low tech or high tech. See sessions #102, #402, #502, #602.

“This was my first time at an event like TechLearn—it was an amazing experience and I was impressed by all the different sessions that were offered; there really was something for everyone. The tech demos were great, I met so many people who love learning as much as I do, and I came away with plenty of inspiration to try out new approaches to learning!”

— Erica Starr, Learning & Growth Manager, Xandr
In this workshop, you will:

- Getting hands on many free and low-cost development tools.
- To develop effective and learner-centric e-learning—while

In just two days, equip yourself with the skills you need to begin building highly interactive e-learning modules with Storyline 360. The focus will be on practical tips and use-case exercises that will allow you to begin applying the newly acquired skills right away. You’ll:

- Review Storyline best practices.
- Learn to build engaging and effective e-learning using the building blocks of Storyline in a variety of ways, such as quizzing, screen recording, variables, and conditions—all of which will be explored and practiced.
- Learn a practical approach for using Conditional Triggers and Variables to help design complex learning modules.
- Experiment with creative interactions using dials and sliders, and explore the use of motion paths to engage the learner with meaningful animation designed to change the focal point of a learner for a more dynamic course delivery.
- Learn to publish your Storyline course.
- Explore even more options to help take your courses to the next level!

Whether you’re brand new to Storyline 360, or are looking to increase your skills and knowledge in the tool, this program is for you.

**PROJECT:** You will create a learning module that can be published and delivered to meet a variety of needs and play on a variety of devices.

**BYOD:** A WiFi-enabled laptop with Articulate Storyline 360 installed.

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**P01 Elearning Design Certificate Program**

**Diane Elkins, Co-Author, E-Learning Uncovered book series, Amy Morrissey, President, Artisan E-Learning**

“What do I need my learners to know? What do I want to cover in this module? What do I want this slide to say? What question can I add to be interactive?”

When e-learning design starts with questions like these, the end product could easily end up as a bloated data dump that leaves learners wondering how to get that half-hour of their life back. It’s an easy trap to fall into when we focus on knowledge (the means) instead of performance (the end). In this workshop, you’ll learn simple but effective strategies to help you design e-learning courses with a laser focus on what your learners need to do differently...and how to help get them there. In this program, you will learn to:

- Set objectives that truly matter to your audience and your stakeholders.
- Work more effectively with subject-matter experts who think everything needs to be included.
- Write engaging storyboards that provide useful context for your learners through examples and scenarios.
- Plan visuals that don’t just decorate the slides, but rather help your content come to life.
- Design realistic practice activities that reinforce skills rather than simply test superficial facts.

This program will fundamentally change the way you perceive the design and development of e-learning, and the possibilities for success!

**PROJECT:** Using a real-world case study, you’ll work in teams to take a ho-hum data dump presentation and transform it into an engaging, interactive program that actually helps people do their jobs better.

**BYOD:** Laptop (Mac or PC) running Microsoft Office or Google Docs/Slides.

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**P02 Elearning Development Certificate Program (with Free and Low-Cost Tools!)**

**Nick Flore, Co-Founder + Designer Architect, Sealworks Interactive Studios**

In just two days, equip yourself with the skills you need to develop effective and learner-centric e-learning—while getting hands on many free and low-cost development tools.

In this workshop, you will:

- Receive budget-minded resources that will make the instructional design and e-learning development processes faster and easier to complete.
- Discover exactly how to storyboard.
- Create media using your own voiceover, video—and more!

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**P03 Building Interactive Elearning in Storyline Certificate Program**

**Ron Price, Chief Learning Officer, Yukon Learning**

This comprehensive program provides everything you need to begin building highly interactive e-learning modules with Storyline 360. The focus will be on practical tips and use-case exercises that will allow you to begin applying the newly acquired skills right away. You’ll:

- Try some new technologies, fail forward, and receive real-time feedback.
- Sketch and use wireframing concepts to build a prototype.
- Learn how to apply design thinking to brainstorm, collaborate, and create amazing experiences.
- Gain practical tips about basic voiceover skills and audio engineering, including how to choose and set up your equipment back at work.
- Improve your design skills to better use and understand color theory, fonts, images and graphics, balance, and harmony.

**PROJECT:** You will plan, design, and develop learning elements to complete your own e-learning or microlearning project during this certificate program (come prepared with a topic to work on during the workshop). You will use several of the tools explored to develop your project.

**BYOD:** WiFi-enabled laptop/device with a microphone. Ahead of time, install Google Chrome, free trials of both Adobe XD and Adobe Premiere Rush. Many of the tools used and concepts you learn during the certificate program can also be applied using other tools you might already have.

**BONUS:** Private access to a class discussion board set up for your use in asking questions and receive guidance on your course content.
Visit www.TechLearnConference.com to register and view a complete schedule.
The only event exclusively for the design and delivery of gamified corporate training, employee motivation, productivity, and culture change.

Sunday, September 18 | 5:00 pm – 8:00 pm (off-site)
Monday, September 19 | 8:30 am – 8:00 pm
Tuesday, September 20 | 8:30 am – 4:00 pm

Camp GamiCon Fee: $895

Headlined by some of the world’s leading gamification strategists, researchers, and solution providers, this event brings together individuals and organizations who seek to design and create productive outcomes with gamification for learning.

Camp GamiCon 2022 is for business leaders, training directors, instructional designers, trainers, facilitators, project managers, and adult educators wanting to learn more about effective gamification techniques to engage adult learners.

A completely gamified event itself, Camp GamiCon lets you experience the progression of a gamification player journey as it unfolds from the opening party to the closing keynote.

This year’s theme is wrapped in a shroud of espionage, counterintelligence, and secret agent training inside the International Intelligence Agency (IIA).

The Premise

The average citizen goes about their day naively unaware of the extensive presence of both foreign and domestic operatives who are covertly engaged in clandestine activities in organizations across the globe.

It is precisely that sort of undisclosed activity that the fictional International Intelligence Agency (IIA) seeks to bring to light—clandestine activities that threaten global peace.

The secret work of securely recruiting and training agents requires expertise in, and manipulation of, the environment, as well as the people in it. Once renowned for their unique, world-class operative training, the reputation of IIA has been sullied by recent world events, and they are seeking professionals who will use gamification to revamp the design and delivery of their outdated training programs. The IIA is actively recruiting instructional designers, learning and development professionals, and facilitators with diverse ideas, experiences, and skills.

If selected, you’ll be assigned to a secret training facility in Austin, TX, known only as Camp GamiCon.

Your Mission

As a Specialized Skills Officer, you will report to Camp GamiCon in September to work collaboratively with other recruits, communicate, problem solve, and use your creative thinking skills to:

- Collect and analyze foreign intelligence
- Conduct covert actions
- Develop innovative technology

Teams must break codes, follow clues, and retrieve sensitive information, all in the name of making the world a safer place.

Want a sampling of what you’ll experience at Camp GamiCon? Join a global gamification community for a weekly Friday Night Game Garage to connect and network. A NEW session of play EVERY Friday at 6:00 pm Eastern. Registration is FREE and open to everyone here (link is case sensitive): bit.ly/Sententia_GameGarage

In Partnership with

For a complete schedule, visit www.TechLearnConference.com/2022/GamiCon.cfm
TechLearn 2022 Venue
AT&T Hotel and Conference Center
1900 University Avenue
Austin, TX 78705

WHY STAY AT THE AT&T HOTEL?
You’ll be centrally located in Austin, steps from University of Texas at Austin and in close proximity to museums and the State Capitol. The hotel includes complimentary wireless Internet access, an outdoor pool, fitness center, concierge services, and a gift shop. Enjoy happy hour/dinner at Gabriel’s outdoor patio or dinner at the Carillon Restaurant, which features a bar/lounge. Buffet breakfasts are available daily at Carillon as well—and several grab-and-go options offer breakfast staples for your convenience.

LIVE MUSIC CAPITAL OF THE WORLD
What you hear is true. With vibrant entertainment, art and culture; stunning outdoor experiences; and amazing cuisine, Austin lets you create a soundtrack all your own. Whether you’re looking for live music, not-to-be-missed museums, authentic Texas cuisine, scenic outdoor adventures or family friendly fun, there’s truly something for everyone in Austin. So take a look around, and put the Live Music Capital of the World on your playlist for September 2022.

WHO SHOULD ATTEND?
Training, learning, and performance professionals from both the public and private sectors...
• CLOs and Learning Directors and Managers
• Elearning Managers and Analysts
• Instructional Designers and Developers
• Learning Experience Designers
• Training and Development Practitioners
• College Administrators, Instructors, and Educators
• Curriculum Managers
• Project Managers and Performance Consultants

“TechLearn is truly an exceptional opportunity to learn from eLearning industry pioneers and leaders. The knowledge gained here can be instantly implemented within any organization, regardless their subject matter or level of experience with elearning.”

– Katherine Fishell, Curriculum Specialist, Electrical Training Alliance

Visit www.TechLearnConference.com to register and view a complete schedule.
1. Attendee Information

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2. Registration Fees

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<td>Super Early Bird Rate (register by May 31)</td>
<td>$1,295</td>
</tr>
<tr>
<td>Early Bird Rate (register June 1 – Aug 15)</td>
<td>$1,395</td>
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<tr>
<td>Regular Rate</td>
<td>$1,595</td>
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<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Pre-Conference Certificate Programs</td>
<td></td>
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<tr>
<td>P01 Elearning Design (Sept 19 – 20)</td>
<td>$895</td>
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<tr>
<td>P02 Elearning Development (Sept 19 – 20)</td>
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<tr>
<td>P03 Building Interactive Elearning in Storyline (Sept 19 – 20)</td>
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<tr>
<td>P04 Designing and Delivering Virtual Instructor-Led Training (Sept 19 – 20)</td>
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<tr>
<th>Description</th>
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<tr>
<td>Pre-Conference Co-Located Events</td>
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<tr>
<td>GAM Camp GamiCon (Sept 18 pm – 20)</td>
<td>$895</td>
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<tr>
<td>IIT Innovations in Training (Sept 18 pm – 20)</td>
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<table>
<thead>
<tr>
<th>Subtotal</th>
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<tbody>
<tr>
<td>Discount Code:</td>
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<tr>
<th>TOTAL (in U.S. Dollars)</th>
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3. Method of Payment/Credit Card Authorization

<table>
<thead>
<tr>
<th>Description</th>
<th>Credit Card</th>
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<tbody>
<tr>
<td>Visa</td>
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<tr>
<td>Mastercard</td>
<td></td>
</tr>
<tr>
<td>AmEx</td>
<td></td>
</tr>
<tr>
<td>Discover</td>
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Checks payable to: Lakewood Media Group

<table>
<thead>
<tr>
<th>Card Number</th>
<th>Security Code</th>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Credit Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Check #</td>
<td></td>
</tr>
<tr>
<td>☐ Bill Me</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Visa</td>
</tr>
<tr>
<td>☐ Mastercard</td>
</tr>
<tr>
<td>☐ AmEx</td>
</tr>
<tr>
<td>☐ Discover</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Print Cardholder’s Name</th>
<th>Exp. Date</th>
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<table>
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<tbody>
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<td>☐ Visa</td>
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<td>☐ Mastercard</td>
</tr>
<tr>
<td>☐ AmEx</td>
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<tr>
<td>☐ Discover</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cardholder’s Signature</th>
<th>Date</th>
</tr>
</thead>
</table>

By signing this form, you agree to have your credit card charged for the fee(s) selected AND to the cancellation policy.

4. Early Bird Discounts:

Register early to receive an automatic early bird discount on the TechLearn Conference. If you register by May 31, you’ll receive a $300 discount. If you register between June 1 and August 15, you’ll receive a $200 discount. See Registration Fees to the right.

5. Group and Organizational Discounts:

Special discounts are available on the TechLearn Conference for groups, government/military, academic, and non-profits. One discount code may be used in addition to an automatic early bird discount. Learn more at: TechLearnConference.com/2022/discounts.cfm

6. Payment:

Payment is accepted by credit card, corporate check or money order. To generate an invoice and pay later, register online and select “balance due” for payment or check “bill me” in #3. Checks are payable to Lakewood Media Group. Payment is required prior to receiving a badge in Austin. Visit us online for more details at: TechLearnConference.com/2022/reginfo.cfm

7. Registration Cancellation Policy:

Should you need to cancel your registration after making payment, you may transfer your registration to another person at any time before the show. If you are not able to make a substitution, cancellations received by August 31, 2022, will be assessed a $100 handling/processing fee and the balance of your registration fee will be refunded within 30 days. For cancellations received after August 31, 2022, no refunds will be given. However, you may request a credit to apply to a future TechLearn or Training Conference registration (this credit will be valid for one year).

8. Special Service Need/Assistance:

In order for us to accommodate your special service need in Austin, please contact us by Wednesday, August 31, 2022, with your need (e.g. assisted access to sessions or special-meal need due to dietary restrictions/allergies).

Book Your Hotel Room:

AT&T Hotel and Conference Center
TechLearnConference.com/2022/travel.cfm