

techlearn

2025 conference

by TRAINING MAGAZINE

NEW
ORLEANS

OCT
6-8



**WHERE TECHNOLOGY
EMPOWERS LEARNING**



Build skills, attend certificate programs to grow your career,
and engage with inspiring learning leaders and peers.

REGISTER BY AUGUST 15
TechLearnConference.com

**SAVE
\$300**

techlearn 2025 conference



AN EVENT FOR THE SENSES

New Orleans is the ultimate sensory destination as it bursts with brilliant colors, toe-tapping tunes, mouth-watering food, and more. That makes it the perfect place for our TechLearn 2025 Conference!

And like New Orleans, TechLearn 2025 offers an abundance of experiences to pique all your senses:

- Get a feel for the latest training tech and innovative design approaches at the Innovations in Training Test Kitchen kickoff and reception.
- See how learning and development experts are leveraging emerging technologies to enhance training and boost engagement during breakout sessions, hands-on clinics, and Ask Me Anything Stations.
- Hear from keynoter Eileen McGivney — from Northeastern University’s XR Education Design Lab — who will show you how to create meaningful immersive learning experiences.
- Breathe in the NOLA aromas and tantalize your tastebuds at local restaurants during the TechLearn 2025 Dine Arounds with other attendees.
- And engage *all* your senses in one of three special New Orleans experiences.

Plus, be sure to check out additional pre-conference opportunities, including the Learning Leaders Summit, certificate programs, and GamiCon NOLA.

“New Orleans is unlike any city in America,” notes author Ruta Sepetys. “Its cultural diversity is woven into the food, the music, the architecture. It’s a sensory experience on all levels, and there’s a story lurking around every corner.”

I hope you’ll join us this fall for an unforgettable experience.



Lorri Freifeld
Editor/Publisher, *Training* magazine

“TechLearn was a great opportunity to learn not only about advances in learning technology, but also to learn from colleagues in the industry. It was an opportunity to talk to those who face the same challenges and work through some solutions that new tech can provide us.”

– Elwand Kamal, Learning & Talent Operations Analyst,
Charles River Laboratories

SPONSOR



Visit TechLearnConference.com to try out our TechLearn 2025 Chatbot, powered by Mobile Coach — get answers about the conference program, registration details, AI-powered session suggestions, and more!

PARTNERS



Schedule

PRE-CONFERENCE EVENTS

SATURDAY, OCTOBER 4

7:00 pm – 9:00 pm GamiCon NOLA Kickoff (off-site)*

SUNDAY, OCTOBER 5

9:00 am – 4:00 pm Certificate Programs*

9:00 am – 8:30 pm GamiCon NOLA*

MONDAY, OCTOBER 6

8:30 am – 3:45 pm Learning Leaders Summit*

9:00 am – 4:00 pm Certificate Programs*

9:00 am – 4:00 pm Gamicon NOLA*

TECHLEARN 2025 CONFERENCE

MONDAY, OCTOBER 6

3:00 pm – 4:15 pm Empowering Collaboration:
Opening Networking Event

4:30 pm – 6:30 pm **Conference Kickoff:** Innovations
in Training Test Kitchen & Reception

6:45 pm – 8:45 pm Dine Arounds: Networking
Dinner Event

TUESDAY, OCTOBER 7

8:30 am – 9:30 am Breakout Sessions (100 series)

9:45 am – 11:00 am General Session

11:15 am – 12:15 pm Breakout Sessions (200 series)

12:15 pm – 1:15 pm Lunch

1:30 pm – 2:30 pm Breakout Sessions (300 series)

2:45 pm – 5:00 pm Hands-on Clinics (C01-C08)

New Orleans Experiences (optional):

6:00 pm – 9:00 pm Riverboat Dinner/Jazz*

6:30 pm – 9:15 pm Craft Cocktails/French Quarter*

6:45 pm – 9:00 pm Ghost and Spirits/French Quarter*

WEDNESDAY, OCTOBER 8

8:30 am – 9:30 am Breakout Sessions (400 series)

9:45 am – 10:45 am Keynote: Eileen McGivney

11:00 am – 12:00 pm Breakout Sessions (500 series)

12:00 pm – 1:00 pm Lunch

1:15 pm – 2:15 pm Breakout Sessions (600 series)

2:30 pm – 3:30 pm Breakout Sessions (700 series)

3:45 pm – 4:45 pm Lagniappe: Closing
Networking Event

*Additional fee; see page 12.

Wednesday, October 8 • 9:45 am – 10:45 am

Beyond the Wow Factor: Designing Meaningful Immersive Learning Experiences

Virtual reality has emerged as a powerful tool for learning and training, but its effectiveness lies far beyond the “wow factor” of novel technology. **Eileen McGivney**, head of Northeastern University’s XR Education Design Lab, will share how well-designed immersive environments create unique opportunities for learners to experience heightened agency, engagement, and motivation — key components for meaningful learning. With insights from multiple studies with diverse populations, discover how different design decisions in VR impact learning in immersive environments. Gain practical considerations for implementing VR in your learning programs to transform passive information consumption into active, self-directed exploration. Leave with evidence-based design principles to guide integration of immersive technologies, whether using high-end interactive environments or more accessible immersive video experiences.

BONUS: Experience Eileen’s VR work in the Innovations in Training Test Kitchen and in an Ask Me Anything Station!



Monday, October 6 • 3:00 pm – 4:15 pm

Opening Networking Event: Empowering Collaboration

When you come to *Training* magazine conferences, we hope that you make meaningful and lasting connections with new L&D peers, as well as with longtime colleagues. At TechLearn 2025, we are going to kick-start the networking process — *before* the conference even officially begins — at a special Empowering Collaboration event, led by **master instructional designer Danielle Watkins!**



Join this interactive session, designed to transform networking within our industry by using a structured Ask/Give format to foster meaningful exchanges and build a supportive professional community. Expect to leave with:

- An enhanced ability to clearly communicate your professional needs and offerings.
- Practical experience in a give-and-take networking model that you can apply in your own organization.
- Stronger, more-relevant connections made possible through a guided facilitation process.

Monday, October 6 • 6:45 pm – 8:45 pm

Networking Dinner Event: Dine Arounds

Check out the New Orleans dining scene at this fun networking event! Join a small group of conference attendees and an industry veteran for dinner and lively dialogue. You’ll meet your group after the conference kickoff. Dine Arounds registration opens in late September for this pay-on-your-own event.



Wednesday, October 8 • 3:45 pm – 4:45 pm

Closing Networking Event: Lagniappe

TechLearn 2025 closes with lagniappe, or “a little extra,” with a reception, New Orleans music, beverages, snacks, and reflection!

Come, make new connections, say “goodbye” to colleagues, and relax before your return home!



innovations in training Test Kitchen

Monday
October 6
4:30 pm – 6:30 pm

Join us for the TechLearn 2025 kickoff and reception — including drinks, snacks, a welcome from *Training* magazine's Editor/Publisher **Lorri Freifeld**, and the ever-popular Innovations in Training Test Kitchen!

Immerse yourself in hands-on experiences, where cutting-edge learning technologies and design techniques become your new learning design "ingredients"! Craft unique "recipes" by combining these ingredients to create transformative learning solutions. Rotate through various demo stations every 15 minutes, gathering invaluable insights and tips along the way. You'll experience at least five demos!

Your guides for this interactive learning event are "top chefs," **Shereene Harford Twum-Barimah** and **Artrell Williams**, who regularly push the boundaries of learning technologies and design approaches to create optimal learning experiences for adult learners.

Expand your knowledge, network with industry pioneers, and unlock the "secret sauce" for success in the ever-evolving landscape of L&D!



Your Test Kitchen Demos and Chefs:

Pallet Stax: A Small-Scale Simulation Solution to a Big Training Problem Jeff Weaver, Director of Training & OD, JJ Taylor Companies

Leveraging Canva for Articulate Rise and Storyline to Enhance Your Elearning Design Danielle Watkins, Instructional Designer, Zenith Performance Solutions

5 Design Tips for Killer Microlearning Carla Torgerson, Solution Architect, SweetRush

Improving Scenario-Based Learning With AI Characters Matthew Tang, Principal Consultant, Moving Knowledge

Practical Techniques for Mitigating Bias in AI-Driven Learning Content Tristin Sylvester, Lead Instructional Designer, Inventio Learning Designs

Building Better PowerPoint Slides: Built by AI, Delivered by Me Chuck Sigmund, Senior Consultant, Technology for Social Impact, Microsoft

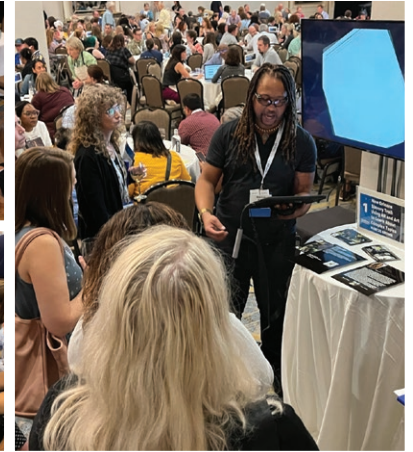
Discover 3 Tech Solutions for High-Impact Engagement Rusty Shields, Chief Performance Consultant, Develify Consulting

Spicing Up Your Articulate Rise 360 Courses Brooke Schepker, Chief Design Officer, Yukon Learning

Streamline Learning Design Using ChatGPT Ann Rollins, Chief Solutions Architect, Blanchard

From Vision to Reality: Crafting Immersive VR Training Debbie Richards, President, Creative Interactive Ideas

Free Video Creation and Collaboration Matt Pierce, Learning and Video Ambassador, TechSmith



Breaking the Barriers Card Game Amy Morrissey, President, Artisan Learning

Ask Me Anything for Learning Technologists: AI to XR and Everything in Between David Metcalf, Director of Mixed Emerging Technology Integration Lab, UCF's Institute for Simulation and Training

Leveraging Virtual Reality for Communication Training Eileen McGivney, Assistant Professor, Northeastern University

Build AI Role Plays Fast and Easy Dan McCann, CEO, SymTrain

Hidden Zoom — Unleashed! Kassy LaBorie, Principal Consultant, Kassy LaBorie Consulting

From Prompt to Practice in 5 Minutes: Scaling Behavioral Simulations With AI Tamara Kocharova, CEO, Lanes

Photoshop Gets Smart With GenAI Pooja Jaisingh, Associate Vice President of Digital Learning, Icertis

Top Three Tips to Create Engaging Training in Microsoft Teams Cindy Hugggett, CEO, Cindy Hugggett Consulting

Using and Creating Copilot Agents for Training Purposes Kevin Hopkins, Senior Training Specialist, Next Level Solutions

Enhancing Corporate Training With Augmented Reality Destery Hildenbrand, Learning Technology Consultant, D1K Consulting

Build Your AI Coach — Right Now! Garima Gupta, CEO, Artha Learning

Skip the Code, Simulate the Clicks: Realistic Software Training With Figma Elizabeth Grant, Senior Manager of L&D, Join Parachute

Escape Rooms for Learning and Development: Start With Purpose Laura Geringer, Learning Designer, PumpkinBerry Consulting

Unleashing Creativity: Apps to Brainstorm, Design, and Collaborate Nick Floro, Learning Architect, Sealworks Interactive Studios

Designing Measurements for Actionable Insights Robyn Defelice, Consultant, RADLearning

Start the Podcast! A Low-Cost and Personalized Way to Deliver Training Betty Dannewitz, Learning Solutions Architect, ifyouaskbetty

Applying the Three Social Motives to Keep Your Team Motivated Phil Cowcill, Senior Elearning Specialist, PJ Rules

Unlocking Custom Learning Experiences Using AI: No Coding Required Jeff Batt, Founder, Learning Dojo

Explore the best in learning design and technologies! Choose seven breakout sessions and one hands-on clinic.

FEATURED BREAKOUT SERIES: L&D in the Field, on the Floor, and on the Front Line

Do your learners work in places like ships, cranes, underground, or hotels? Do they work wearing goggles, non-slip footwear, hair coverings, or safety vests? If your learners don't sit behind a desk or work in an office, how do you ensure they can complete all required learning, receive organizational directives, and feel part of the culture? How do you engage with subject-matter experts who do their work on the front line or on the floor? Discover how organizations — such as Orlando Health, Stanley Black & Decker, TC Energy, Multi-Health Systems, and Jack In the Box — develop and deliver training for employees who work in these settings. **Join sessions 101, 201, 301, 501, and 601.**

FEATURED BREAKOUT SERIES: Gamification of Learning

Extend your GamiCon NOLA experience (or get a taste of what you missed!) in this series focused on gamification and game-based learning. Level up your learning design skills while discovering new strategies and tools for increasing learner engagement and motivation. **Join sessions 102, 202, 302, 502, and 602.**

TUESDAY, OCTOBER 7 8:30 AM – 9:30 AM

101 Orientation and Onboarding for Front-Line Learners

Timothy Frost, Supervisor of Epic Digital Learning, Orlando Health; Elethia Gay, Lead Trainer/L&D, and Anna Woolfe, Coordinator/L&D, Stanley Black & Decker

102 Gamification Triforce: Users, Metrics, and Mechanics for Successful Implementation

Bret Wardle, Product Manager/Designer, Neumont College of Computer Science

103 Our 5 Favorite Animation and Motion Effects in Storyline 360

Ron Price, Chief Learning Officer, Yukon Learning

104 From Idea to Impact: 87 Execution Hacks for Digital and AI Projects

Christian Gossan, Director, Sharpen Advisory

105 Building Personas as a Foundation of Learning Experience Design

Britney Cole, VP, Head of Innovation Lab, and Ann Rollins, Chief Solutions Architect, Blanchard

106 From Zero to Hero: Unleash the Power of AI Agents

Chuck Sigmund, Senior Consultant, Technology for Social Impact, Microsoft

107 The Strategic Learning Architect: Shaping the Future of L&D

Debbie Richards, President, Creative Interactive Ideas

108 ABC for Learning Professionals: AI, Blockchain, and Cybersecurity for Your Back-End Infrastructure

David Metcalf, Director of Mixed Emerging Technology Integration Lab, UCF's Institute for Simulation and Training

11:15 AM – 12:15 PM

201 Mixed Reality Solutions for Front-Line Learning

Shelley Pinder, Technical Training Specialist, and Doug Dewan, Technical Training Specialist, ENMAX; Terry Godfrey, Senior Training Developer, TC Energy

202 Get a Clue and Gamify Your Onboarding: Keeping Remote New Hires Engaged

Jazmin Webster, Workforce Development Program Manager, CivicaRx

203 The Adaptive Learning Lab: Hands-on Adventure in Tailored Learning

Anne Coudrette, Global Audit & Assurance Learning Research and Innovation Lead, and Kristine Obritsch, Global Audit & Assurance Learning Modernization Leader, Deloitte

204 Turning What SMEs Know Into What Learners Need

Amy Morrissey, President, Artisan Learning

205 Make It Stop! Avoiding Cognitive Overload for Impactful Learning Experiences

Jean Marrapodi, Chief Learning Architect, Applestar Productions

206 Connection, Belonging, and Engagement in Virtual Training

Kassy LaBorie, Principal Consultant, Kassy LaBorie Consulting

207 The Future of Learning and Education in Healthcare

Geoffrey Roche, North America Director of Workforce Development, Siemens Healthineers

208 From Prompts to AI Agents: The Ultimate L&D Playbook

Josh Cavalier, Founder, JoshCavalier.com

1:30 PM – 2:30 PM

301 Growing Leaders and Managing Performance With Front-Line Learners

Christine Kelly, Manager of L&D, Multi-Health Systems; Jeff Weaver, Director of Training & OD, JJ Taylor Companies; Lisa McClure, Senior Manager of Restaurant Training, and Stephanie Lauridsen, Manager of Learning Technology and Design, Jack in the Box

302 The Science of Engagement and Application

Jonathan Peters, Chief Motivation Officer, Sententia Gamification

303 Engage and Educate: What L&D Can Learn From Successful Short-Form Video Creators

Matt Pierce, Learning and Video Ambassador, TechSmith

6 Breakout Sessions

304 Navigating Emerging Technologies: From Hype to Business Impact

Destery Hildenbrand, Learning Tech Consultant, D1K Consulting;
Betty Dannewitz, Learning Solutions Architect, ifyouaskbetty

305 Clean Up the LMMess With Clear Governance and Guidelines

Amanda Archer, Director of Learning Experience, Advocate Health

306 Webcams On or Off? How to Use Video in Virtual Events

Cindy Huggett, CEO, Cindy Huggett Consulting

307 FutureFit: Preparing for the AI + Human Fusion Workplace

Karie Willyerd, Chief Customer Strategy Officer, LTG

308 Using AI to Facilitate Effective Learning Measurement

Jeffrey Berk, COO, Performativ

HANDS-ON CLINICS

2:45 PM – 5:00 PM

C01 Evolving Beyond Equity, Diversity, and Inclusion Training: Integrating Trust Into Your L&D Toolkit

Antionette Carroll, Founder/CEO, Creative Reaction Lab

C02 20 Gameful Tools I Discovered in My 20% Time

Valary Oleinik, Chief Disruptor, DandLearn

C03 Bringing Shadow Learning Into the Light

David Leaser, Vice President, MyInnerGenius

C04 Build Custom Interactions in Adobe Captivate That Learners Love

Pooja Jaisingh, Associate Vice President of Digital Learning, Icertis

C05 Designing for Everyone: Tips, Techniques, and Resources

Nick Floro, Learning Architect, Sealworks Interactive Studios

C06 Transform How You Work With Agile

Neal Rowland, Agile Coach, The Crowd Training

C07 AI in L&D: Strategies for Readiness and Adoption

Megan Torrance, CEO, TorranceLearning

C08 What's the Big Idea? Understanding Desired Outcomes

Brooke Schepker, Chief Design Officer, Yukon Learning

WEDNESDAY, OCTOBER 8

8:30 AM – 9:30 AM

401 Microlearning: Current State and Coming Innovations

Carla Torgerson, Solution Architect, SweetRush

402 Extending Articulate Storyline With the New API

Jeff Batt, Founder, Learning Dojo

403 Help! I Need a New LMS ... Or Do I?

Becky Willis, CLO, Tractus Learning

404 Starting a Customer Education Program: Taking Your Training to Them

Tammy Rutherford, Managing Director, Rustici Software

405 Meta-Skills for Rapid Reskilling in the Age of Constant Tech Evolution

Debbie Munoz, Trainer, Lone Star College University Park

406 Unleash the Full Potential of L&D: Busting AI Myths and Revealing New Opportunities

Matt Donovan, Chief Learning and Innovation Officer, GP Strategies

407 AI-Powered Learning for Small Teams: From Concept to Execution

David Jackson, Director of Talent Pathways and Learning, HealthPoint

408 Scaling Mentorship With the Power of AI

Wesley Hall Parker, Vice President of Design Services, Socratic Arts

11:00 AM – 12:00 PM

501 Developing Learning Content and Working With SMEs for Front-Line Learning

Ryan Smith, Senior Manager of Training and Onboarding, First Student; David Giles, Informatics Education Specialist, ECU Health

502 GenAI-Powered Storytelling: A Gamification Case Study and Demo

Tristia Hennessey, Senior Instructional Technology Strategist, Evolve Solutions Group

503 Tech-Induced Imposter Syndrome: Overcoming Self-Doubt in a Digital World

Betty Dannewitz, Learning Solutions Architect, ifyouaskbetty

504 Digital Doodles: Creative Collaboration With Digital Whiteboards

Melissa Chambers, Online Strategist and Instructional Designer

505 Turning Skills Gaps Into Action and ROI

Amanda Wachendorf, Director of Product Management, Eagle Point Software

506 Key Design Principles for an AI Coach Chatbot

Vincent Han, CEO, Mobile Coach

507 You're Thinking About AI All Wrong — And It's Already Costing You

Josh Penzell, CEO, Imagination Applied

508 From Data to Action: Elevating Client Training With AI, Analytics, and Automation

Lori Skibjak, Training Operations Manager, SofterWare

1:15 PM – 2:15 PM

601 Skill Renewal and Refresher Training for Front-Line Learners

Aaron Murray, Director of Customer Engagement, Ken Cook Company; Meghan Conan, Program Manager of Live Training, ASTM

602 Delivering Better Sales Results Through Gamification

Vaughan O'Leary, Senior Manager of Interactive Learning Apps Program, KPMG

603 Battling the Forgetting Curve

Phil Cowcill, Senior Elearning Specialist, PJ Rules

604 Tech-Enhanced Project Management: A New Learning Objective

Mirela Miresan, Program and Learning Director, Ecolab

605 Unlocking the Power of Generative AI in Learning Design

Jeff DeSmet and Jenn St. Amand, Senior Learning Experience Designers, Harvard Business Publishing

606 "Agents, Avatars, and Personas — Oh AI!" A Practical Guide to Digital Characters in Learning

Margie Meacham, Founder, Learningtogo AI Academy

607 Knowledge Management Transformation With Generative AI

Robyn Dietrich, Assistant Vice President of OD and Learning, and Lorene Meyer, Vice President of Organizational Strategy and Performance, West Community Credit Union

608 Leadership Skills in the Age of AI: Helping You Human Better

James Cross, Cofounder, Tenor

2:30 PM – 3:30 PM**701 Designing and Managing Better Technical Training**

John Morley, Instructional Designer, ID for Hire

702 Integrating World-Building Fictional Environments With Immersive Branching Scenarios in Instructional Design

Danielle Noonan, Instructional Designer, University of Kentucky

703 Reducing Churn and Increasing Adoption With Customer Education

Katie Pezold and Robert Bunner, Enablement Program Managers, and Troy Coady, Director of Enablement, Celigo

704 Rewiring Learning Experiences With Brain Science

Tristin Sylvester, Lead Instructional Designer, Inventio Learning Designs

705 Beyond the Multiple Choice: Use AI to Transform Your Knowledge Checks

Christopher King, Principal Consultant, CRK Learning

706 Critical Thinking Skills for AI Prompt Creation

Artrell Williams, Founder, Mukeva Learning Partners

707 Blending Creativity With AI: Advanced Story Design for Learning

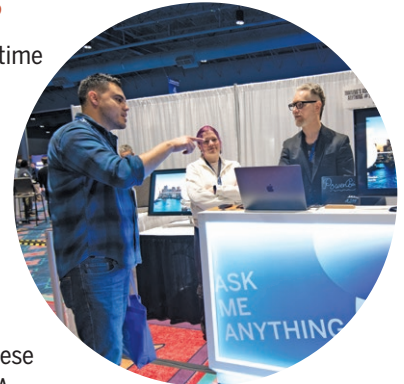
Garima Gupta, CEO, Artha Learning

Conference speakers, topics and/or times subject to change; see website for latest agenda.

Ask Me Anything: AMA Stations

Ever wished you could spend time talking with learning and development experts to get their help solving a design challenge, gain some insider knowledge, get how-tos, or learn their tips and tricks?

The TechLearn 2025 AMA Stations are your chance to "ask them anything" about these topics and more. Find the AMA Stations in the District Foyer with different experts available to assist you throughout the day Tuesday and Wednesday!

**AI in L&D**

Get answers about the possibilities of generative AI tools, how to create better generative AI prompts, and how AI can revolutionize not only learning and development and instructional design, but work, in general.

Learning Development Tools

Whether you are a new learning developer, or a veteran user with deep technical questions, this station will help you brainstorm ideas for overcoming learning development challenges using tools such as Adobe Captivate, Articulate 360, and Adobe Creative Cloud, as well as other video and audio tools.

Podcasting

Meet podcasting experts who can help you understand the benefit of podcasts for learning delivery, recommend the best options for podcasting tools, and answer questions about what makes the best podcasts, why podcasts matter, and how to get started.

Gamification

See low-tech and high-tech examples of gamified and game-based learning and find out how this strategy for learning design can enhance engagement and motivation in your learning experiences.

Mixed Reality

You know the great potential for augmented reality, virtual reality, and extended reality in learning design — but where does one start? What are good use cases for mixed reality approaches? Where is AI in XR? Ask your own questions and try some hands-on examples — including from keynoter Eileen McGivney's lab!

Accessibility

Everyone deserves to get better at their jobs — including people who need assistive technologies when accessing learning. Demystify the challenges of making learning content more accessible.

Visit [TechLearnConference.com](https://www.techlearnconference.com) to register and for more details.

2-DAY CERTIFICATE PROGRAMS

October 5 – 6 • 9:00 am – 4:00 pm

Gain new skills and knowledge, build your resume, and become a top performer with a Training Magazine Certificate Program. Earn a digital certificate of completion and a Credly eBadge!

Fee: \$1,095, includes lunch each day and refreshment breaks.

P01 Elearning Design Certificate Program

Hadiya Nuriddin, Learning Strategist, Duets Learning

An intensive, hands-on program that will empower instructional designers with new tools and techniques to create engaging and effective elearning experiences.

Who Should Attend: This program provides comprehensive foundational theories, innovative design principles, and the latest trends in workplace learning for instructional designers and learning professionals looking to level up knowledge, sharpen existing skills, and stay current in the rapidly evolving landscape of elearning design and development.

What You Will Do:

- Explore the essential components of elearning.
- Unpack the role of adult learning theories and principles for elearning.
- Establish a robust framework for your projects with process models such as Merrill's First Principles of Instruction, ADDIE, and SAM.
- Explore scenario-based and problem-based learning to enhance learner engagement and facilitate the application of knowledge in real-life situations.
- Learn techniques for integrating storytelling into elearning modules to ensure a dynamic and immersive learning experience for all learners.
- Craft aligned learning objectives using design documents.
- Create storyboards for effective elearning course planning.
- Select and integrate multimedia elements to elevate the learner experience and support the narratives.
- Explore visual design and accessibility elements to ensure high engagement that is inclusive to all learners.
- Define evaluation best practices.

This program is an essential investment if you are committed to crafting informative and transformative elearning experiences — elearning that blends the science of learning, the mechanics of instructional design, and the art of storytelling to meet the needs of today's learners.

BONUS: You'll receive a guide that includes: a comprehensive template for planning elearning projects; a template for writing learning objectives; tips for implementing and supporting elearning quality management; resources to evaluate whether courses meet accessibility standards; and a guide on essential visual design principles, focusing on layout and usability.

BYOD: A WiFi-enabled laptop with Microsoft Office software.



P02 Articulate Storyline 360 Certificate Program

Ron Price, Chief Learning Officer, Yukon Learning

Gain everything you need to build highly interactive elearning modules with Storyline 360.



Who Should Attend: Whether you are new to Storyline 360 or looking to increase your skills and knowledge in the tool, this program is for you. You'll leave able to immediately apply newly acquired skills to your work. The focus will be on practical tips and use-case exercises, so it is helpful to have at least a basic understanding of Storyline features and functionality.

What You Will Do: You will create a comprehensive learning module that can be published and delivered to meet your unique needs and used on various devices. This interactive learning experience explores a variety of features and options to help take your content to the next level. You will:

- Discover best practices for developing courses in Storyline.
- Build engaging and effective elearning modules using the Building Blocks of Storyline.
- Design slides using Content Library, audio, animation, and quiz questions.
- Develop a practical approach for using conditional triggers and variables to help design more complex activities.
- Experiment with creative interactions using sliders and dials.
- Explore motion paths to engage the learner with meaningful animation designed to change the focal point for more dynamic course delivery.
- Design a Player and publish your course for different delivery methods.
- Explore more options to take your courses to the next level.

BYOD: A WiFi-enabled Windows or Mac (running Windows) laptop. Storyline 360 or Storyline 3 installed with an active subscription.

P03 AI at Work Certificate Program

Josh Cavalier, Founder, JoshCavalier.ai

Turbocharge your knowledge and skills about how, when, where, and why to apply Generative AI in your learning design and development processes.



Who Should Attend: This hands-on experience is designed for L&D professionals, educators, business leaders, and content creators who want to deepen their AI-for-learning skills and leverage the power of Generative AI in their work, particularly within organizational contexts.

What You Will Do: This immersive program will catapult you into the world of AI-driven learning and development. You will learn:

- **About the AI Revolution in the Workplace:** Understand the implications of AI and how to leverage various AI tools for maximum benefit, including ChatGPT, Microsoft Copilot, and Google Gemini.
- **To Master Freeform and Structured Prompts:** Craft compelling prompts that resonate with your audience across different AI platforms.

- **Advanced Prompt Crafting Techniques:** Explore sophisticated techniques to elevate your AI interaction, adaptable to various AI tools.
- **To Create an AI Chatbot:** Get hands-on experience developing a chatbot using available AI technologies.
- **Prompt Strategies and Tactics:** Uncover actionable tactics to optimize your prompts for different AI systems.

BYOD: A WiFi-enabled laptop that allows access to various AI tools and platforms, accommodating those with restricted access to certain tools.

P04 Adobe Captivate and Media Assets Mastery Certificate Program

Phil Cowcill, Senior Elearning Specialist, PJ Rules

Do you use Adobe Captivate to craft your elearning courses? Are Adobe tools your go-to for creating and refining your learning content assets? Do you want to become more adept at crafting and integrating high-end visuals and other media elements into your learning content? Then, this certificate program is for you!



Who Should Attend: This program is for learning professionals who want to expand their knowledge and skills using Adobe Captivate and other Adobe tools. Even if you rely on other tools for graphics, audio, or video — or handle it all by yourself — the time spent will be a game-changer for how your learners experience and interact with the learning content you produce.

What You Will Do: While the focus will be centered on using Adobe Captivate (especially the latest version) to develop elearning courses, there will be lots for those using various Adobe tools to craft learning content assets and media — even if you use other course development tools. You will:

- Review the ways that Captivate streamlines your work and makes you more efficient.
- Create a course, using Adobe Captivate, that looks and works like a smartphone application.
- Develop graphic design skills using Illustrator.
- Explore time-saving image-editing methods, including cutting-edge generative AI features, to enhance your visuals effortlessly using Photoshop.
- Bring your designs to life using Animate.
- Refine the quality of sound elements using Audition.
- Use Premiere Pro to perform essential video production — from editing to advanced optimization (reducing file size up to 90%).

This program is intended to be fully hands-on with the various tools. You'll leave with a workbook, new workflows, and a set of ready-to-use assets.

BYOD: A WiFi-enabled laptop capable of running Adobe Creative Cloud Apps and the following apps (full or trial versions): Adobe Captivate, Adobe Illustrator, Adobe Photoshop, Adobe Audition, Adobe Premiere Pro, and Adobe Animate.



Training Magazine's 2-Day Certificate Programs have been pre-approved for 11 points by the ATD Certification Institute.

Visit [TechLearnConference.com](https://www.techlearnconference.com) to register.

learning leaders summit

Monday, October 6 • 8:30 am – 3:45 pm

Insider Access to Innovation

Want to reinvigorate your passion for learning, technology, and innovation? Make connections with inspiring L&D colleagues with great stories to share? Discover new and better ways to deliver your training — while also validating some of your current approaches?

Register now for *Training* magazine's **Learning Leaders Summit!** Join colleagues from diverse industries who are actively engaged in transforming organizational training and learning through new applications of existing and emerging technologies.

Where You Will Learn

The Learning Leaders Summit is an off-site event, graciously hosted by teams that provide a glimpse behind the curtain of their training operations. Recent host organizations have included Oracle, KPMG, and JetBlue University.

Who You Will Learn With

Speakers and attendees come from a variety of industries, including big tech, professional services, university research labs, healthcare, and transit, among others. Confirmed speakers (with more to come) include:

Antionette Carroll

Founder/CEO, Creative Reaction Lab

Anne Coudrette

Global Audit & Assurance Learning Research and Innovation Lead, Deloitte

Kristine Obritsch

Global Audit & Assurance Learning Modernization Leader, Deloitte

Janet Zarecor

Director of Curriculum Development, Mayo Clinic

Yulia Barnakova

GenAI and XR Strategist, Accenture



“I had the opportunity to gain insights on what organizations are doing to design innovative learning and workplace experiences. ... I will be able to bring stories and knowledge back to my team.”

— Matt Wittig, Senior Manager of L&D, PwC

Additional fee: \$695, includes transportation and lunch. Find full details and more speakers at [TechLearnConference.com](https://www.techlearnconference.com).

GamiCon

- Saturday, October 4** • 7:00 pm – 9:00 pm (off-site)
- Sunday, October 5** • 9:00 am – 4:00 pm / 6:00 pm – 8:30 pm (off-site)
- Monday, October 6** • 9:00 am – 4:00 pm

Fee: \$1,095, includes lunch, coffee/soda breaks, and off-site events.

GamiCon Gamemaster **Monica Cornetti**, CEO of Sententia Gamification, will be joined by gamification practitioners who will guide your learning journey.



THE PREMIER GATHERING OF L&D PROFESSIONALS WHO WANT TO “JAZZ UP” THEIR LEARNING DESIGN AND DELIVERY SKILLS THROUGH GAMIFICATION

What is GamiCon?

GamiCon NOLA 2025 is an immersive pre-conference experience that offers:

- Tools, processes, strategies, and tech for designing learning experiences that promise to increase learner engagement and drive performance — whether in instructor-led, virtual, asynchronous, elearning, or hybrid.
- Hands-on design workshops — knowing is good, but doing is better!
- An environment where you can build new skills, fine-tune your existing learning programs, and design new learning content from the ground up using gamification and game-based learning principles.

Who Should Attend

GamiCon NOLA is for learning professionals — whether you're an instructional designer, training manager, elearning developer, facilitator, teacher, or project lead. **What makes this year's event unique is that every speaker once stood exactly where you are — they've learned and applied the Sententia**

codified process for gamification and game-based learning, and now lead award-winning programs recognized by *Training* magazine, ATD, Brandon Hall, and industry-specific associations.

Ready to level up your skills, gain real-world insights, and connect with peers who have transformed training through gamification? Get to GamiCon NOLA and discover different strategies for learning design and engagement!

What You Will Do

GamiCon NOLA kicks off Saturday evening with an opening jam session and keynote that will link jazz, learning, and creativity.

On Sunday and Monday, you will choose from two tracks:

- **Designing Gamified Learning Using the Sententia Codified Process:** Learn how to align gamification with business outcomes, create immersive experiences that increase motivation, craft learning narratives, and design for surprise and delight.

- **BYOD: Bring Your Own Device for Tech Tools in Action:** Compare leading gamification platforms, try live demos of AI-driven engagement tools, build a micro-game with your favorite tool, and get feedback on your in-progress game design.

GamiCon NOLA Highlights

- Live music moments throughout the event.
- Game-based player journey, powered by BLUERABBIT.
- Hands-on sessions for all experience levels.
- Custom NOLA swag and prizes.
- Tech tools you can test, try, and take home.
- Meet the most creative minds in L&D.

Join us where gamification meets the groove of New Orleans! At GamiCon NOLA, discover how to design learning that sings, flows, and inspires — featuring music-infused experiences, dynamic sessions, and hands-on technology!

Find LOTS more details at: [TechLearnConference.com](https://www.techlearnconference.com)

NEW ORLEANS EXPERIENCES • Tuesday Evening, October 7

Explore the vibrant city of New Orleans and get to know other TechLearn attendees during one of these three optional events. You will meet your group and depart from the Hilton New Orleans Riverside. *Space is limited in New Orleans Experiences groups.*

D01 Creole Queen Riverboat Dinner & Jazz Cruise

Tuesday, 6:00 pm – 9:00 pm

Step on board this iconic paddle wheeler and cruise the Mighty Mississippi! The sounds of a New Orleans Jazz Band will fill the air as you enjoy a lavish buffet dinner. The riverboat is conveniently located a short walk from the Hilton Riverside.

Fee: \$90 per person, includes dinner. There is a cash/credit bar on the boat.



D02 Craft Cocktails French Quarter Walking Tour

Tuesday, 6:30 pm – 9:15 pm

Explore the French Quarter, where the hour is always happy. You'll go behind-the-scenes in some of America's oldest restaurants and spend time in historic bars and stunning spaces learning the stories behind classic cocktails like the Sazerac, America's first cocktail, born in New Orleans in 1838.

Fee: \$68 per person, includes three craft cocktails.



TechLearn 2025 Venue

Hilton New Orleans Riverside
2 Poydras Street
New Orleans, LA 70130

HOTEL RESERVATIONS

Connections Housing is the only official housing bureau for TechLearn 2025. Reserve your room at the Hilton New Orleans Riverside through Connections Housing to receive the TechLearn special single/double rate of **\$237** (classic room) or **\$247** (view room) plus tax. Additional guest charges may apply.



Reservations are accepted on a first-come, first-served basis **until 11:59 pm ET on September 21, 2025.** Book early to secure the days you need, as the room block may sell out prior to this deadline.

Government Per Diem Rooms are available on a limited basis online or by calling Connections Housing. Hilton New Orleans Riverside requires a United States federal or state government-issued ID at check-in.

Book Your Hotel Room via Connections Housing

ONLINE	TechLearnConference.com/travel.cfm	
PHONE	Connections Housing	1.404.842.0000
FAX	Connections Housing	1.725.218.1546
EMAIL	TechLearn@ConnectionsHousing.com	

TechLearnConference.com/NOLAfun.cfm

D03 Ghost and Spirits French Quarter Walking Tour

Tuesday, 6:45 pm – 9:00 pm

Hear the eerie tales and dark secrets of a 300-year-old European neighborhood that has been ravaged by fires, epidemics, hurricanes, floods, wars, slavery, and conflict. Learn the real history of colorful characters who lived, died, and have chosen to remain in the French Quarter. Bring your phone for two interactive augmented reality experiences.

Fee: \$27 per person



Visit TechLearnConference.com to register and for more details.

BOOK YOUR ROOM EARLY!

WHY STAY AT THE HILTON NEW ORLEANS RIVERSIDE?

You'll be centrally located in New Orleans, steps from Spanish Plaza and four blocks to the French Quarter. Like to shop? The hotel is connected to The Outlet Collection at Riverwalk and The Shops at Canal Place. Grab a coffee and beignet at Cafe du Monde and enjoy the view of the Mighty Mississippi! Want to explore the city? Hop on a streetcar from the hotel's front entrance. The Hilton New Orleans Riverside has two outdoor pools, a health club, the Spirits bar, and the famous Drago's Seafood Restaurant.



EXPLORE NEW ORLEANS' BEST

From historic homes and streetcar rides to above-ground cemeteries and the National World War II Museum, there is so much to see in New Orleans. Whether you want to explore history or haunts, shopping or swamps, food or fun, you'll find it in NOLA! While music is the local language any time of the day or night, come sundown, opportunities to listen to live music and catch cabaret shows are in every nook and cranny. Learn more: TechLearnConference.com/NOLA.cfm

WHO SHOULD ATTEND?

Training, learning, and performance professionals from both the private and public sectors ...

- CLOs, Learning Directors, and Learning 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

2025 conference

October 6 (pm) – 8 • New Orleans, LA

How to Register:

Online: TechLearnConference.com

Phone: 1.847.620.4483 ext. 2

Monday – Friday: 9 am to 6 pm (ET)

Email: training_registration@goeshow.com

(Subject: TechLearn Conference)

Mail to: Lakewood Media Group

c/o Netronix Corp eShow
5 Executive Court, Suite 2
South Barrington, IL 60010

Early Bird Discounts

Register early to receive an automatic early bird discount on the TechLearn Conference. **Register by August 15 to receive a \$300 discount!** If you register between August 16 and September 12, you'll receive a \$150 discount.

Group and Organizational Discounts

Special discounts are available for the TechLearn Conference for groups, government/military, academic, and nonprofits. One discount code may be used with the automatic early bird discount. Learn more: TechLearnConference.com/discounts.cfm

Payment

Payment is accepted by credit card or corporate check. 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 New Orleans. Learn more: TechLearnConference.com/reginfo.cfm

Registration Cancellation Policy

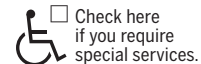
Should you need to cancel your registration after making payment, you may transfer your registration to another person. If you are not able to make a substitution, cancellations received by September 12, 2025, will be assessed a \$100 processing fee and the balance of your registration fee will be refunded within 30 days. For cancellations received after September 12, 2025, no refunds will be given. However, you may request a credit (valid for one year) to apply to a future TechLearn or Training Conference registration.

Special Service Need/Assistance

In order for us to accommodate your special service request in New Orleans, please contact us by Friday, September 12, 2025, with your need (e.g., assisted access to sessions or special-meal need due to dietary restrictions/allergies).

1. Attendee Information

Name	Job Title	
Organization		
Address		
City	State/Province	Zip/Postal Code
Country		
Phone (required)		
Email (required)		



2. Registration Fees

- TechLearn 2025 Conference** (Oct 6 pm – Oct 8)
- | | |
|--|---------|
| Super Early Bird Rate (register by Aug 15)..... | \$1,495 |
| Early Bird Rate (register Aug 16 – Sept 12)..... | \$1,645 |
| Regular Rate | \$1,795 |

Pre-Conference Events (optional; choose one)

- GAM GamiCon NOLA (October 4 pm – October 6) \$1,095
- P01 Elearning Design Certificate Program (Oct 5 – 6)..... \$1,095
- P02 Articulate Storyline 360 Certificate Program (Oct 5 – 6)..... \$1,095
- P03 AI at Work Certificate Program (Oct 5 – 6) \$1,095
- P04 Adobe Captivate and Media Assets Mastery Certificate Program (Oct 5 – 6)..... \$1,095
- LLS Learning Leaders Summit (Oct 6)..... \$695

New Orleans Experiences (optional; non-refundable)

- D01 Creole Queen Riverboat Dinner & Jazz Cruise (Oct 7, 6:00 pm – 9:00 pm) \$90
- D02 Craft Cocktails French Quarter Walking Tour (Oct 7, 6:30 pm – 9:15 pm) \$68
- D03 Ghost and Spirits French Quarter Walking Tour (Oct 7, 6:45 pm – 9:00 pm) \$27

Subtotal: \$ _____

Discount Code: _____ (\$ _____)

TOTAL (in U.S. Dollars): \$ _____

3. Method of Payment/Credit Card Authorization

- AmEx Discover Mastercard Visa
- Check # _____ Bill Me

Checks payable to:
Lakewood Media Group

Card Number	Security Code
Print Cardholder's Name	Expiration Date
Cardholder's Signature	Date

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

Book Your Hotel Room
TechLearnConference.com/travel.cfm