

2nd Annual

Chicago eLearning & Technology Showcase

presented by



Chicagoland Chapter of the American
Society for Training & Development



Chicago International Society for
Performance Improvement



Society for Technical Communication
Chicago Chapter

Wednesday, August 19, 2009
Roosevelt University, Auditorium Building

Schedule

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About Your Hosts



The mission of the **Chicagoland Chapter of the American Society for Training & Development (CCASTD)** is to enhance our members' knowledge, skills, and leadership in the areas of work-related competence, performance and fulfillment. In doing so, our members can improve their own effectiveness as well as the effectiveness of their clients, organizations, and communities. One of 140+ chapters of ASTD, and one of the largest chapters nationwide, the Chicagoland Chapter was founded in 1943. Today,

CCASTD is an organization of more than 1,200 workplace learning and performance professionals in the greater Chicago metropolitan area. <ccastd.org>



The **Chicago Chapter of the International Society for Performance Improvement (CISPI)** is the professional organization with members who have the most effective approaches for improving workplace productivity and quality. CISPI's goal is to serve as a resource for human performance technology information and ideas, develop its members' expertise, and provide networking opportunities in the greater Chicago area. CISPI members include internal and external consultants, executives, instructional designers, trainers, and academics dedicated to improving human performance in the workplace. Our members work in a variety of settings including business, industry, universities, government agencies, health services, non-profit organizations, and educational institutions. <cispi.com>



STC Chicago is one of the oldest and largest chapters of the Society of Technical Communication, with members that include technical writers and editors, content developers, instructional designers, academics, usability professionals, web designers and developers, and translators. Founded in 1955, STC Chicago has a rich tradition of providing diverse educational and networking experiences to technical communication professionals, as well as cultivating relationships between academia and industry. In 2009, Society leaders recognized STC Chicago as a Community of Distinction, specifically citing a successful membership campaign, newsletter archives, use of social media, and co-hosting the innovative Chicago eLearning & Technology Showcase. <stc-chicago.org>

Keynote Presentations • Room 230, Congress Lounge



Opening: The Economics of eLearning: How to Make \$ with eLearning Anna Belyaev 9:00–9:45

To understand the business of elearning, you need to know how these five factors interact in planning and execution: business, content, technology, marketing/advertising, and staffing. And now that everything is elearning, it is important to know how to differentiate your product and services to achieve and maintain profitability over time

Anna Belyaev is founder and CEO of the premiere elearning company, Type A Learning Agency. In addition to running Type A, Anna has founded several popular special interest groups, think tanks, and online communities in the field of elearning. She is also a member of Vistage.com, a prestigious, worldwide organization of over 15,000 CEOs and company presidents. A recognized industry leader, Anna is frequently consulted about industry trends by parties as diverse as the Italian Trade Commission and the Canadian Department of Economic Development.



Midday: The Marketing of Training: Using Low Cost Tools Nancy Munro 12:40–1:25

Whether you run your own training organization or sell training within your organization, learn how to leverage some of the newer technology platforms to promote your training. Nancy Munro will provide examples of how to use various types of technologies such as podcasting, video, RSS, and Google to get the word out. She will also point out how many

of these tools can cross-pollinate with each other and provide insightful analytics on what methods are getting the biggest bang for your buck.

Nancy Munro is founder and CEO of KnowledgeShift. She has over 18 years of experience in helping organizations implement and deploy learning strategies. Nancy has worked with Motorola, Eaton, and Kraft Foods as well as small to mid-sized firms. She specializes in helping clients to address performance challenges and to align structural capabilities with revenue goals.



Closing: Project Management for Rapid eLearning Projects Jennifer De Vries 3:45–4:25

As elearning professionals, we're often asked to meet tough, if not impossible, deadlines. Sometimes it seems that the only way to make these tighter deadlines is to give up sleep and the things we enjoy most. It doesn't need to be that way! Good project management can mean the difference between having a life and spending all your waking hours at work.

In this session, we will review several case studies of large, rapid-turnaround projects, including the project plan, the resources, and the dependencies. We will discuss how to maintain your sanity in the midst of insane deadlines and workloads. In this session, you will learn

- What rapid elearning is
- When to use rapid elearning techniques
- How to produce schedules for rapid elearning projects
- Tips for selecting appropriate team members
- Tools to help manage and track your progress

Jennifer De Vries, CPT, is the President and Chief Solutions Architect for BlueStreak Learning. Jennifer has over 20 years of experience in managing elearning programs for companies such as IBM, Motorola, and Thomson NETg. She frequently writes on the topic of elearning for industry journals and is best known for her groundbreaking report about rapid elearning published by Bersin & Associates. Her company, BlueStreak Learning, focuses on helping organizations successfully start and grow high-quality, customer-focused elearning programs.

Simulations & Social Media

Second Life®: The New Technologies as an Incoming Set For Creativity on Innovation Culture and Education

Marco Antonio Chávez Aguayo
Room 232

Participants will see how virtual worlds, such as Second Life, can be used as a platform to develop cultural projects, artistic virtual productions, and promotion of cultural tourism in a real-time basis for a worldwide public connected online. Marco will present “Opera Joven” as a case study of an organization using the virtual environment to increase their projects, reach a wider range of audiences, and grow its team with members from all around the world, each one contributing with their own resources and knowledge. Exploring this illustration will help you to discover new ways to foster cultural exchange, collaboration, production, education, and management for your own business.

Marco Antonio Chávez Aguayo is founder and director of Opera Joven, AC, a non-profit and non-governmental organization intended to promote arts, culture, and education. He has directed and performed in a variety of multidisciplinary plays and received good reviews from the Mexican press. Marco is currently a doctoral student in Management of Culture and Heritage at the University of Barcelona. His doctoral dissertation is titled “Subnational participative institutions of cultural policies. A comparative study: Scotland (UK), Catalonia (Spain) and Jalisco (Mexico)”. He also conducts research about applications of cultural management in immersive virtual worlds.

eLearning Tools & LMS

Articulate Collaborative Learning

Becky Lucas
Room 326

Becky will join Marcia Singery, Greg Bunn, Lori Thompson-Zitnan, and Trish Kreidel to discuss their experience in shared and collaborative learning. Specifically, they will address a project in which they bartered instructional design skills in exchange for a structured forum for learning Articulate software and the experience of producing an elearning course. They will talk about overcoming the fear of the unknown and how shared learning experiences build

confidence in learning new skills. Participants will be able to address their own fears and questions regarding software and the skills needed to embrace new technology.

Becky Lucas, CPT, is the owner and principal consultant of Training Partners Plus, Inc. An experienced designer and developer of training, she is currently engaged in launching RetailTraining.com, a new “e-tail” business division. Becky has a B.S. in Marketing/Advertising and a Masters in Instructional Systems Technology from Indiana University. She has served CISPI as VP of Marketing and President.

Online Design

Using Thiagi for Online Design

Susan McArthur, Angie Faralli, & Katherine Dall
Room 306

Session information was unavailable by the program deadline.

Susan McArthur has worked in the learning and development environment for over 15 years with organizations including Compuware, Arthur Andersen, and PricewaterhouseCoopers. She has developed both classroom and self-study courses. Susan has a Master of Science degree in Training Design and Development from Western Michigan University.

Angie Faralli is an Instructional Design and Technologies Manager at PricewaterhouseCoopers, specializing in elearning projects. She has over 10 years of experience creating and implementing learning solutions including performance support, web sites, and both elearning and classroom courses. Angie holds a Master’s degree in Instructional Technology, a PMP certification, as well as an Illinois state teaching certificate.

Katherine Dall is a Senior Manager at PricewaterhouseCoopers. She earned two undergraduate degrees from the University of Notre Dame and enjoyed an invigorating and rewarding career in economic consulting. When Katie switched gears to focus on the adult learner, she retooled with an M.S. Ed. in Instructional Technology from Northern Illinois University. Katie has extensive experience designing learning solutions for global audiences in a variety of modalities. She has worked in vibrant learning communities at Arthur Andersen, Accenture, and Thomson NETg.

Following the Blended Media Recipe

Everett Butler
Room 406

Instructional Designers, like Master Chefs, are always on the lookout for new and better recipes. Both need to be prudent in choosing ingredients so the blend is appealing, tasteful, and beneficial. This session will include a demonstration of blended media practices in action. Attendees will learn how to

- Discover the criteria for selecting media options
- Optimize techniques for leveraging program components
- Craft learning experiences into an evenly blended performance improvement process, thereby causing the whole to become greater than the sum of its parts

Everett Butler has 24 years of experience with a Fortune 500 corporation in a wide variety of management positions including Sales and Marketing, Product Service, Accounting, and Training and Development. For over 11 years, he was Executive Vice President of a Chicago-based consulting firm that specialized in the development and implementation of custom-designed programs for human performance improvement. Recently, Everett organized another consulting firm titled Leveraged Learning Labs. This organization focuses on reducing learning attrition, thereby maximizing performance transfer.

Using Cognitive Learning Strategies to Increase Speed to Proficiency

Marty Rosenheck
Room 310

Do you want to produce highly proficient performers in as short a time as possible, resulting in substantial benefits and savings to the organization? By incorporating strategies from the cognitive learning sciences in our elearning, we can significantly accelerate the process of developing proficient performers. Participants will discuss how to design an elearning model that incorporates seven learning principles from cognitive science (learning by doing, the teachable moment, scaffolding, simple-to-complex, spiraling, integration, and community of learners). In this highly interactive session, we will share ideas and best practices for increasing speed to proficiency.

Marty Rosenheck, Ph.D., CPT, is VP and Chief Learning Strategist at Cedar Interactive. He specializes in using research from the field of cognitive learning to design award-winning learning and performance support systems.

Management of eLearning

Effectively Selling eLearning in Your Organization

Mark Steiner
Room 320

The training industry has long been an industry of promise and potential—from the opening days of classroom delivery, to early CBT applications, to the advent and inclusion of the web and LMSs, and now to the innovations and rapid ubiquity of Web 2.0. Technology is deepening its interaction with learning solutions. How can we be proactive in promoting and nurturing elearning within organizations as the valuable, key contributor that it can and should be? Join this session as we take a no-holds-barred view on effectively marketing and selling elearning within your organization.

Mark Steiner is president of Mark Steiner, Inc. For over 15 years, he has designed, developed, and managed custom elearning and interactive media programs for a variety of clients. He holds a B.S. in Industrial Technology and an M.S. in Industrial Training. His project roles have varied from group director to project manager, and lead instructional designer to lead programmer.

Successful Language Integration for Your Global Audience

Nadège Young
Room 330

You have a new product, a new procedure, or a new training program. How do you roll it out successfully and economically? In today’s global environment, what is the best method to reach everyone in a timely and cost-effective manner? Participants will share cost- and time-saving strategies to help corporations in the rollout of their training programs to global audiences and employees. Explore techniques that save time and money while addressing the performance needs of the organization.

Nadège Young serves as Vice-President of Corporate Sales & Operations at Merrill Brink. She has been a key driver in developing, implementing, and improving processes to meet the needs of her clients. She focuses on process automation and works with clients to improve content management systems.

Simulations & Social Media

How to Create Simulations on Mobile Devices Nancy Munro Room 306

Statistics state that over 80% of adults in the U.S. carry a cell phone with them at all times. Do we know how to utilize these handy devices to engage learners, or are we ineffectively using the medium by only replicating web-based content into the mobile-sphere? Using a variety of tools such as mobile WAP content, IVR, and SMS, Nancy will provide you with hands-on experience of various learning simulations that can easily be created for unique learning environments. Participants are encouraged to have their mobile device ready to participate in some of the simulations demonstrated.

Nancy Munro is founder and CEO of KnowledgeShift. She has over 18 years of experience in helping organizations implement and deploy learning strategies. Nancy has worked with Motorola, Eaton, and Kraft Foods as well as small to mid-sized firms. She specializes in helping clients to address performance challenges and to align structural capabilities with revenue goals.

eLearning Tools & LMS

Expert Learning Forum: Taking Content Expertise & the LMS to the Next Level Sue Drake Room 326

Drake Resource Group's new learning host site leverages the strengths of a powerful LMS, expert content, and an engaging interface design. Yetter Consulting Services (YCS) is one of the partners working with Drake to offer best-of-class course content in a variety of delivery mediums (online, in person, blended solutions, and related resources). Being part of the Expert Learning Forum gives YCS's tax course a new online presence, and learners everywhere a one-stop learning resource. Participants will experience the Expert Learning Forum concept as Sue demonstrates the leading-edge interface, content areas, and tools provided by a consortium of experts. Diane Yetter will describe their company's results from working with Drake.

Sue Drake is the founder of Drake Resource Group, Inc., a business and learning consulting firm serving Fortune 500

clients, small to mid-size business partners, their clients, and non-profit organizations. In 2008, Sue received The Business Ledger's "Influential Women in Business" Award. She is currently a member of ASTD, CISPI, and STC.

Tools for Collaborating Over the Web Pete Hybert & Dottie Soelke Room 320

All organizations have witnessed restrictions on travel; teams that are not co-located must rely on collaborating via the web. Unfortunately, this solution sometimes sounds better and easier than it works. You can waste a lot of your time and your team's time just trying to figure out which web tool suits your specific needs and then learning how to use that tool. Participants will learn from our experience and the navigation of this learning curve, which has evolved over several years. Maybe you have gone through a similar exploration. We will discuss the pros and cons of several web tools and how they can help your distributed work team be productive in a virtual environment.

Pete Hybert, CPT, is Principal Consultant with PRH Consulting Inc. He has worked in training and performance improvement since 1984, specializing in curriculum design, performance-based qualification, and new product development. He has published numerous articles and is a frequent presenter with ISPI and other associations. Pete is a former CISPI President. He received his M.S. in Education from Northern Illinois University.

Dottie Soelke, CPT, CIT, is Senior Performance Consultant with Soelke Consulting, Inc. Dottie has worked in the area of Human Performance Improvement since 1986. In her work, she focuses on curriculum development, performance-based qualification, and instructional design and development. Dottie is a frequent presenter with ISPI and CISPI. She has served the community as a volunteer at the local and national levels and is currently VP of Publications for CISPI.

Online Design

Virtual Classroom/Webinar Planning, Procedures, & Training Documents Andy Buzinski Room 232

This open-forum session will give participants an

opportunity to engage in large- and small-group discussions on the following topics associated with the development of virtual classrooms/webinars:

- Key concepts
- Instructional design for training software operators
- Documents for planning/design
- WebEx task guides and procedures
- Procedure/reference guides for participants and presenters
- Success stories

Andy Buzinski is the Assistant Director of Education for the Accreditation Association for Ambulatory Health Care, Inc. He has been a disc jockey, an independent performance contractor, and a Fortune 50 training director. He received an M.S. Ed. from Purdue University and joined CISPI in 1986. Andy's interests include performance improvement, change management, accelerated learning, and interface design.

Engaging Everyone in eLearning Judy Martins Room 330

The most important "e" in elearning is "engagement." Participants will discuss and analyze the four basic personality/learning styles: "Big Picture," "Minute Detail," "Speaker," and "Doer." Participants will collaborate in small groups to define tenants of their assigned style. Then, the large group will listen to the four groups' summary presentations and examine why 75% of these learners will not respond well to basic elearning. The group will discuss ways that we can engage learning styles and explore the kinds of techniques that can be used to get and keep each style involved in the elearning.

Judy Martins is Chief Learning Officer at the Mid American Regional Training INStitute. She has developed blended learning programs for corporate universities and designed training for State Farm Insurance, GE, Xerox, Abbott Laboratories, and AT&T. Judy uses humor to create engaging programs and interactive learning. She has more than 25 years of experience as a training director, with expertise in accelerated learning, adult learning, teamwork, sales, and leadership development.

Management of eLearning

Answering "How Much Will That Cost?" & Other Questions During a Training Engagement Laura Bunte Room 406

Participants will be given the opportunity to witness and discuss the process CARA uses in assisting clients to understand the data used to calculate quotes for elearning. Participants will use Karl Kapp's elearning development matrix and an excel spreadsheet tool and experience the use of these tools in answering "How much?" Participants will have the opportunity to conduct initial scoping within small groups as a means of experience.

Laura Bunte serves as Principal Consultant for The CARA Group, where she provides guidance in the design and development of corporate learning solutions. Laura is responsible for consultant and client project support as well as internal business process quality control. She specializes in analysis, curriculum design and management, knowledge management, performance-based learning, and project management. Laura has a Masters degree in Instructional Technology from Northern Illinois University.

Five Ways Organizations Get eLearning Wrong John Schulz Room 310

Are your elearning projects getting the results you expected? Do they improve organizational performance in a sustainable way? If not, perhaps you've inadvertently stumbled upon one of the ways organizations get elearning wrong. Through interactive, game-style dialogue, the audience will explore the top five mistakes organizations make when implementing elearning. The group will spend time reflecting on each issue as it is uncovered and discuss ways it may be avoided. These mistakes have been identified using a completely unscientific poll of training professionals across several social networks and will be discussed using anecdotes and examples from both the presenter's and audience's own experience.

John Schulz is a training professional who is passionate about designing learning systems that focus on performance improvement, usability, and the effective use of technology. John advises business owners on the value of informal/ social learning solutions. His roles are often tied to learning strategy, design, and post-implementation evaluation.

Simulations & Social Media

Virtually There: Second Life®

Mike Kemmler
Room 306

Tighter budgets are making getting employees together for face-to-face training more and more difficult. Yet, learning and business leaders still see the value in networking and culture building as well as building critical business skills and knowledge. We try to fill the gap with webcasts, many of which are boring lectures with limited interactivity and virtually no acknowledgement of participants. At this session, we will explore Second Life educational islands and how this technology differs from others in our toolboxes. And, of course, we'll discuss the challenges faced with this medium along the way.

Mike Kemmler is a Learning Design Manager at Grant Thornton. Prior to joining the firm, Mike was an independent consultant who specialized in rapid elearning and LMS implementation.

eLearning Tools & LMS

Comparing Four Tools: Articulate, Lectora, Captivate, & Camtasia

SiatMoy Chong
Room 406

As human performance technologists, we perform analysis and select the most appropriate tool to help our clients fulfill their training requirements. Which tools do we use for elearning? This session will provide the answers. SiatMoy will share with participants the four most commonly used elearning solutions/applications (i.e., Adobe Articulate, Lectora, Captivate, and Camtasia). She will compare features and discuss differences among applications. Participants will have an opportunity to see demonstrations of elearning developed with each of these applications.

SiatMoy Chong, CPT, is a performance improvement consultant with over 20 years of experience in corporate and non-profit environments. Her areas of expertise include design, development, and implementation of learning solutions; front-end analysis; assessment; and project management. She has an M.S. in Information Technology from Northwestern University and a Ph.D. in Instructional Systems Technology from Indiana University, Bloomington.

The PowerSuasion Assessment™: A Travelogue

Karolus Smejda
Room 310

Have you heard of The PowerSuasion Assessment? Do you know how it can benefit performance? Is one of your performance gaps business communication (i.e., writing)? Participants will be introduced to the PowerSuasion Assessment, which provides feedback about what to improve in their communications. A professional measure of business communication, The PowerSuasion Assessment uses on-the-job writing samples as the data for evaluation. Karolus will present a travelogue of trials and tribulations in creating The PowerSuasion Assessment. Participants will engage in discussion about this new tool and learn how it has been used through its development.

Karolus Smejda has been featured in The Wall Street Journal, Newsweek, NBC, CNN, The Chicago Tribune, and Future as an expert and thought leader in communication and management. He is known for his holistic approach to understanding and improving communication. Karolus is a graduate of Roosevelt University and has an M.A. from the School for New Learning at DePaul University.

Online Design

Five Keys to Blended Learning

Dennis Glenn & Bob Wisniewski
Room 326

The economy has forced a large number of corporations to rethink their face-to-face instruction model. This presentation will showcase Starcom MediaVest's transition to blended elearning. We will highlight the five key enablers to this successful conversion and provide specific examples of successful blended learning opportunities.

- Issue One: Find a Champion
- Issue Two: Complete an Asset Inventory
- Issue Three: Use Social Networks
- Issue Four: Select the Appropriate Technology
- Issue Five: Understand Your Assessment Model

Dennis Glenn is founder of Discourse, LLC, a health care consultancy specializing in software applications. A consultant to corporations and educational institutions, Dennis designs learning systems, business plans, curriculum, and classrooms for synchronous and asynchronous learning environments. He is currently building an online virtual patient simulation designed to help

surgeons prepare for re-certification.

Bob Wisniewski serves as Senior Vice President & Media Director for Starcom MediaVest Group (SMG) and has worked for Leo Burnett Advertising. In 2000, Bob formed SMG University, which is responsible for training SMG's 6000+ employees as well as addressing the needs of SMG's clients and media partners. He is a graduate of the University of Michigan Business School and has a Masters in Organizational Development from Northwestern University.

Teaching Procedures Through eLearning

Christine O'Malley & Andrea Grief
Room 232

You know that procedures are a necessary reality, especially in heavily regulated industries such as banking and health care. You also know that procedures can be very difficult for the learner to comprehend, especially when written using language that is new to the learner or geared toward a more advanced audience. One reason procedures are difficult to comprehend is because they are presented as flat, one-dimensional products, which they are not. Participants will see a demonstration utilizing elearning to teach company procedures and discover why elearning is preferable to the "Read and Understand" approach many companies take.

Christine O'Malley is an Instructional Designer and Developer for Alliant Quality Partners. She has more than 20 years of experience in training and development and 7 years of experience with elearning. She specializes in creating elearning solutions that are learner focused and highly interactive.

Andrea Grief is a Process Improvement Consultant for Alliant Quality Partners. She has worked in the Life Sciences industry for the past 23 years, developing and implementing effective process and performance solutions designed to meet or exceed regulatory requirements.

Management of eLearning

The Difference Between eLearning and eLeading

Lee Johnsen
Room 330

Today, more than 7 out of 10 teams in corporate America are virtual or remote. As workplace learning and performance professionals, how do we help these teams achieve optimum productivity? How do we prepare them

to leverage people, process, and technology to succeed in a virtual environment? Participants link learning strategy with business strategy to enable virtual and remote teams to accomplish results better, faster, and cheaper. Focus will be given to such topics as trends of a dispersed workforce, key practices for leading virtual and remote teams, media selection, and the importance of trust.

Lee Johnsen is president of Partners in Development, a consulting firm specializing in leadership, management, and organizational development. He has held officer and management positions in Fortune 500 corporations and government agencies and has managed people for over 20 years. Lee has authored and facilitated online blended learning courses on leadership and management development. He is also the author of Real World Teambuilding Strategies That Work.

Managing the Content Explosion: How an LCMS Enables Content Single Sourcing & Considerations for Implementing a Single Source Model

Angie Hubert
Room 320

Companies often have multiple information and training developers creating similar content for different deliverables. The independent development of documentation, instructor-led training, elearning, and job aids ultimately creates an explosion of redundant content. Compound that with the tight timelines and continuous updates found in the typical development process, and it is no surprise that developers are often forced to sacrifice quality to meet deadlines. What if there was a framework combining technology and process that could be leveraged to bring cohesion to the overall development process by producing multiple deliverables from a common source of content while meeting or beating deadlines, improving quality, and eliminating redundancies? In this session, we will explore this vision.

Angie Hubert is a senior Implementation Consultant at OutStart, Inc. She is responsible for ensuring successful customer implementations of products including Evolution LCMS, Evolution LMS, Trainer, and Studio. Angie has over ten years of experience in the training and development field, including end-user training, organization development, instructional design, elearning, and simulation development. She holds a B.S. in Education and Computer Science from DePaul University and an M.A. in Communications and Training from Governor's State University.

Simulations & Social Media

Methods & Strategies to Make Second Life® Work for Training & Education

Kevin Harvey
Room 406

Participants will learn about cutting-edge developments in Second Life via case study. The first study will show how the Center for Advancement of Distance Education (CADE) at the University of Illinois at Chicago has created emergency preparedness training spaces in Second Life, developed a comprehensive curriculum, and implemented a successful strategy for adoption by public health workers. The second case will elaborate a unique approach to introducing Second Life as the “Classroom of the Future” in Wisconsin. For this, CADE has partnered with Learnstorm, which creates structured and directed social networks to accelerate adoption of innovative educational applications.

Kevin Harvey is Assistant Director of Development at CADE, an independent division of the School of Public Health at the University of Illinois at Chicago. He has an extensive background in education, training, technology, and new media and more than 15 years of experience in distance education. His work at CADE has focused on the design and implementation of simulation games and virtual worlds for emergency preparedness. He also produces response training, violence prevention training, and training for use in counseling scenarios. Kevin is active in the “serious games” and virtual worlds communities and has spoken at numerous conferences and workshops.

Training Tax Professionals Through Virtual Storylines, Simulations, & Stocks

Matthew Murray
Room 306

Participants will experience an online, team-based challenge designed to provide the learner population of tax professionals with an immersive introduction to the investment funds industry. The project incorporates two simulations that are run simultaneously: a virtual stock-market challenge and a supporting, character-driven storyline about a fictitious investment consulting company. Witness the use of this emerging technology and how one sector chose to utilize the result. The presentation concludes with the surprising feedback received from pilot participants and plans for future developments for the simulations.

Matthew Murray is a Senior Manager and eLearning Team Lead in the Instructional Design and Technologies group at PricewaterhouseCoopers.

eLearning Tools & LMS

Moodle: Changing the Face of Corporate eLearning

Steve Lowenthal
Room 330

The 2008 eLearning Guild LMS survey revealed that Moodle is now the most used learning platform, with 18% of all corporations of all sizes using Moodle. Why? Because it’s open source and easily customizable, giving organizations a low cost entry point into a high-powered LMS. Participants will look at examples of customized Moodle implementations including those used by McDonald’s, BP, Nikon, and Cable & Wireless. You’ll see why more than ever in a period of financial restraint you need to consider using Moodle as an integral part of your organization’s learning strategy.

Steve Lowenthal is CEO of U.S. Operations for Kineo, a leading custom elearning and technology company. Steve has more than 15 years of experience as a training and development leader and has held leadership roles at a wide variety of organizations, including Berlitz International, CognitiveArts, University HealthSystem Consortium, and SAI Global.

Use of 3D & Video in eLearning

Larry Wotman, John Beckel, & Brian Beverly
Room 326

Compelling elearning worlds can be created through the use of 3D development and video. Learn how to identify when customization of 3D and video work best in a given elearning environment. We will showcase best practices and discuss the advantages and disadvantages of using these technologies. How can we make elearning inviting and engaging? When is 3D to be used over video and video used over 3D? These questions will be explored with a demonstration of video and 3D technologies as integrated into our customized elearning programs. Are you ready to take the next step?

Larry Wotman is a pioneer in bringing full-motion video to video games. In the mid-1990s, Larry was one of the

first producers to develop cinematic content as part of an interactive gaming experience. Since then, he has specialized in the creation of entertaining, high-impact content for Electronic Arts, Midway Games, and Konami. His video game work includes the creation of game trailers, in-game content, and documentary DVD content for well-known titles, including Mortal Kombat, Lord of the Rings Online, UT3, and Fight Night. His programs have aired on MTV, the Cartoon Network, and G4 TV.

John Beckel has been creating animation for corporate video, television, and web applications for more than 15 years. As senior 3D animator at Centrax Corporation, John specializes in creating visually engaging simulations, animation, and product visualizations. He has worked with a wide variety of companies, including Abbott Labs, Grainger, Fifth Third Bank, Comcast, Cardinal Health, and Harley Davidson.

Brian Beverly has over 15 years of experience in graphic design, illustration, animation, and video production. Currently a 3D animator with Centrax Corporation, he specializes in creating visualizations and design, including 3D animation and Flash development. Brian has created 3D visualizations for medical, financial, and training-based programs. His clients include Allstate Insurance, Kraft Foods, Grainger, BNSF, ABN AMRO, Fifth Third Bank, IDOT, and Harley Davidson.

Online Design

Who Said Good Training Can’t Be Fun?

Ed Duffy
Room 310

As human performance technology professionals we are faced with a number of challenges these days to make sure training is cost effective, meets business objectives, is relevant for learners, and shows a return on investment. Amidst all of these challenges, creating a brand of training that is actually “fun” can pay dividends for learners, stakeholders, and you, the curriculum designer.

Ed Duffy is a learning professional with 12 years of consulting experience in corporate and non-profit environments. He excels at designing creative elearning solutions that engage, entertain, and enable learners. Ed received his Masters in Adult Learning from Loyola University and his Bachelors in Broadcast Production Management from the University of Colorado, Boulder.

From Textbooks to Web 3POs: Keeping Learning Joined at the Brain

Ruth Gannon Cook
Room 232

Participants will discuss online training and learning, how it is touted and how it can be misused or maximized for learner retention. All too often trainers will look at the corporate environment, technologies that will be used, and learning objectives with little attention to the learners’ prior experiences and sociocultural histories and environments. If learners’ existent learning can be linked effectively with the new information to be presented, learners are more likely to retain new knowledge (Gannon Cook, Crawford, 2008). Participants will explore the effective use of semiotic tools that are embedded in the instructional design of materials. Research has demonstrated that semiotics, if used and embedded in course design and implementation, allows for better acceptance of new knowledge.

Ruth Gannon Cook is an Assistant Professor with the DePaul University School for New Learning. Her Ed.D. is from the University of Houston, and she has an advanced certificate from Queens College, Cambridge. Ruth has worked in distance and adult education at the international level. She currently serves on the Board of Trustees of the Cordell Hull Foundation for International Education.

Management of eLearning

eLearning: Is It Right?

Jane MacKenzie
Room 320

Have you found yourself in this situation? The company/ boss asks you to “just take the classroom training or documentation and make it elearning” without having considered all the factors that will determine how successful the elearning courses will be. At this session, we will identify the factors you need to consider when deciding to turn documentation or classroom training into elearning and how to communicate these factors to management.

Jane MacKenzie CPT, develops training for the classroom, multimedia, and elearning. As owner of JEM Communications, LLC, she provides course design as well as workshops on elearning and instructional design. Jane is an STC Fellow, former manager of STC’s Instructional Design Special Interest Group, and a popular presenter.

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