ASTD 2014 International Conference & Exposition

International Delegation Leader Webcast

May 4-7, 2014
Washington D.C.
Welcome!

Wei Wang  Ph.D., CPLP
Director, International Relations
Introducing the ASTD International Team

Iñigo Sánchez-Cabezudo
Senior International Relations Manager

Youngkuk Lim
International Relations Manager

Nicole Washington
Senior International Relations Coordinator

Vivek Nair
International Relations Manager

Nan Kim
International Relations Coordinator
Agenda

• Share with you the key features of ASTD 2014 International Conference & Exposition
• Discuss key processes and requirements to lead the delegation and delegation only benefits
• Discuss tips to add value to your groups
• Invite delegation leaders to introduce themselves and network with each other
# Agenda

**ASTD 2014 Highlights!**

<table>
<thead>
<tr>
<th>How to form a delegation</th>
<th>Additional activities</th>
<th>Q&amp;A</th>
</tr>
</thead>
</table>

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The Largest Global Event for L&D Professionals

- 65+ years’ history
- 9,000 total attendees, 25% overseas
- 87 countries represented
- 60+ international delegations
- 300 educational sessions from industry-leading experts
- 300+ Speakers from 22 countries
- World-class EXPO with 350+ exhibitors
## Top Attending Countries Outside the U.S. in 2013

<table>
<thead>
<tr>
<th>Country</th>
<th># of Participants</th>
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<tbody>
<tr>
<td>Korea</td>
<td>387</td>
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<td>Canada</td>
<td>235</td>
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<tr>
<td>China</td>
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<td>Japan</td>
<td>128</td>
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<tr>
<td>Brazil</td>
<td>124</td>
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<tr>
<td>Saudi Arabia</td>
<td>94</td>
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<tr>
<td>Kuwait</td>
<td>87</td>
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<tr>
<td>Netherlands</td>
<td>84</td>
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<tr>
<td>Mexico</td>
<td>72</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>69</td>
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</tbody>
</table>
Attendee Profile

**LEVEL IN THE ORGANIZATION**
- Executive: 29%
- Directors & Managers: 38%
- Supervisors & Team Leaders: 49%
- Practitioners & Contributors: 11%
- Consultants: 8%

**PURCHASING AUTHORITY**
- Have purchasing authority: 18%
- Recommend purchases: 9%
- Specify purchases: 4%
- Have no influence: 34%

**ORGANIZATION SIZE**
- Over 5,000: 34%
- 1,000–4,999: 23%
- 100–999: 27%
- Less than 100: 16%

**TOP TITLES**
- Chairman & CEO
- Chief Learning Officer
- Chief Talent Strategist
- Computer Training Chief
- Corporate Training Director
- Senior Director of Training
- Deputy Chief of Training & Development
- Director of Distance Learning
- Director of Human Resources
- Director of Sales Training
- Education & Training Officer
- SVP of Learning & Development
- e-Learning Director
- Head of Training and Business Development
- Director of Organizational Knowledge
- Director of Corporate University
- Regional L&D Officer
- Senior Director of Human Resources
- VP of Learning
The Location
Washington, D.C.  May 4-7, 2014

- One of the world’s most talked-about destinations
- A wide assortment of fantastic, free attractions
- Magnificent memorials and monuments on the National Mall
The Location
Washington, D.C.

Washington Convention Center
801 Mt. Vernon Place NW, Washington, DC 20001
Top Reasons to Attend
ASTD 2014

- The largest conference in the field providing the most choices for your professional development
- World-renowned experts
- 300 top-rated educational sessions
- Benchmarking against today’s leading companies
- World-class EXPO
- Networking with like-minded peers from around the world
As businesses becomes more global and competitive, a key differentiator for success will be talent. You need to know the latest trends and best practices, and the best place to learn is at ASTD 2014.

No other learning event brings together the global perspective, expert content, and community of practitioners that ASTD’s conference does.
Conference Tracks

Nine Content Tracks
- Career Development
- Training Design & Delivery
- Global Human Resource Development
- Human Capital
- Leadership Development
- Learning Technologies
- Learning Measurement & Analytics
- Workforce Development for Non-Training Professionals
- The Science of Learning

Three Industry Tracks
- Government
- Higher Education
- Sales Enablement
# Schedule at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday-Saturday May 1-3</th>
<th>Saturday May 3</th>
<th>Sunday May 4</th>
<th>Monday May 5</th>
<th>Tuesday May 6</th>
<th>Wednesday May 7</th>
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<td>12:00 p.m.</td>
<td>Certificate Programs: 8:30 a.m. - 4:30 p.m.</td>
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<td>12:30 p.m.</td>
<td>Full-Day Preconference Workshops: 9:00 a.m. - 5:00 p.m.</td>
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<td>6:30 p.m.</td>
<td>Meet to Eat: 6:30 p.m.</td>
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**ASTD 2014 International Conference & Exposition**

**EXPO OPEN**

**General Session**
- Ariana Huffington: 8:00 - 9:30 a.m.
- Stanley McChrystal: 8:00 - 9:30 a.m.

**EXPO Lunch**
- 11:30 a.m. - 12:15 p.m.

**EXPO Snack Break**
- 9:45 - 10:00 a.m.

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Keynote Speakers at ASTD 2014

Arianna Huffington
President, The Huffington Post Media Group

Stan McChrystal
Former Four-star General
Author of the best selling leadership book: "My Share of the Task: A Memoir"

Kevin Carroll
Founder, Kevin Carroll Katalyst LLC
Author of highly success books: Rules of the Red Rubber Ball, etc.
Simultaneous Interpretation

Simultaneous interpretation is offered for several sessions in three languages: Korean, Japanese, and Chinese (Mandarin)

* The interpretation services were available for a fee.
Preconference Workshops & Certificate Programs

Preconference Workshops
(1 day program)
- Interactive workshops with hands-on approach
- Ideal way to develop new skills or gain new perspectives while focusing in-depth on a topic

Certificate Programs
(2-3 day program)
- Practical content presented by expert practitioners
- Enhance your competitive advantage and advance your professional development
- Participants receive an ASTD certificate
Industry’s Largest EXPO

Attendees walks the EXPO between concurrent sessions, networking with their peers. Over 360 exhibitors showcase their cutting edge resources, tools, and solutions—available to help take leaning and development in new directions.
Networking Night
Details to be announced soon!

More than 2,000 conference attendees enjoyed ASTD Networking Night at ASTD 2013 in Dallas. Attendees had the unique opportunity to practice their line dancing skills, listen to live music, taste southern food, ride the mechanical bull, and so much more...
Global Village

Network with your colleagues from around the world

- Relax and enjoy complimentary refreshments
- Plan your conference meetings and activities
- Post messages to connect with other attendees
- Meet ASTD International Relations staff
Special Events
International Orientation
Sunday, May 4 at 10:00 - 11:00 AM

- Informative session on what to expect and how to get the most from the conference
- Great networking opportunity for international attendees
Special Events

International Reception

Monday, May 5 at 5:30 – 6:30 PM

- Organized for attendees from outside of the United States
- Attended by more than 700 participants in ASTD 2013
- International delegations were recognized by ASTD President & CEO, Tony Bingham
Agenda

ASTD 2014 Highlights

- How to form a delegation!
- Additional activities
- Q&A
Why Do People Join International Delegation?

• Convenient conference registration
• Convenient travel arrangement
• Group activities (debriefing, welcome dinner, benchmarking)
• Networking
• Recognition
• Reduced registration rates
Delegation Benefits

- Reduced registration rates
- One **free** registration for every 10 paid
- Registration support
- Special recognition during the conference in the program guide & elsewhere
- Marketing support from ASTD
- Networking room, early badge pickup, & access to other delegation-only services

* Requires 5 or more registrations to organize
## Delegation Benefits

<table>
<thead>
<tr>
<th># of Paid Attendees</th>
<th>Delegation Rate</th>
<th>Free Registration*</th>
<th>Marketing Materials</th>
<th>Delegation Leader Events</th>
<th>Networking Room Sharing</th>
<th>Early Badge Pick Up</th>
<th>Additional Financial Incentive **</th>
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<tbody>
<tr>
<td>&gt; 5</td>
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*For every 10 paid registered attendees, the 11th attendee is free

** Additional agreement is needed
## Registration

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<th>Rates (USD/person)</th>
<th>ASTD Member</th>
<th>with Membership**</th>
<th>Non-Member</th>
<th>Effective Period</th>
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<tr>
<td>Early Bird Rate</td>
<td>$1,200</td>
<td>$1,369</td>
<td>$1,500</td>
<td>Now - 01/31/2014</td>
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<tr>
<td>Advanced Rate</td>
<td>$1,500</td>
<td>$1,669</td>
<td>$1,800</td>
<td>02/01 - 03/31/2014</td>
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<tr>
<td>Regular &amp; On-Site Rate</td>
<td>$1,800</td>
<td>$1,969</td>
<td>$2,100</td>
<td>04/01 - 05/04/2014</td>
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<td>*Early Bird Delegation Rate (5 or more)</td>
<td>$1,100</td>
<td>$1,269</td>
<td>$1,400</td>
<td>Now - 01/31/2014</td>
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<tr>
<td>Delegation Rate (5 or more)</td>
<td>$1,200</td>
<td>$1,369</td>
<td>$1,500</td>
<td>02/01 - 04/30/2014</td>
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</tbody>
</table>

* Payment must be received by 01/31/2014 for “Early Bird Delegation Rate”

** Based on ASTD e-membership. Membership price will increase beginning 01/01/2014. For more information about new ASTD membership, visit [http://www.astd.org/Engage](http://www.astd.org/Engage)
How Can We Support You

- Marketing materials
- Delegation leader tool kit
- Delegation leader emails
- Delegation registration form
- Special conference promotion workshops, videos
Delegation Registration Process

STEP 1  Submit Delegation Application

STEP 2  Receive Delegation Confirmation

STEP 3  Register Delegation Attendees

STEP 4  Arrange Payment
Step 1: Submit Delegation Application

- Fill out the “International Delegation Application Form” by contacting international@astd.org

- Complete and submit the application form
Step 2: Receive Delegation Confirmation

- Once the application is processed, you will receive a confirmation letter from ASTD
- Returned qualified delegations will receive a delegation code with the confirmation letter
- New delegations will be assigned delegation codes when the minimum of five paid attendees is reached

Sample Delegation Banner with Code
Step 3: Register Delegation Attendees

- We will provide a standard International Delegation Registration Spreadsheet
- Delegation leaders will use the spreadsheet to collect attendees information, and send it to ASTD. The reduced rates and complimentary registration will be applied immediately.

*Note: You may promote your delegation code to individuals and have them directly register with ASTD. However, if the delegation code is not correctly entered when the individual registers, the delegation will not receive any benefits.
Ways to Register

1. Online: [ASTD Store](#)

2. E-mail to [International@astd.org](mailto:International@astd.org):
   
   - Download and fill out the Registration Form from [www.astdconference.com](http://www.astdconference.com)
   
   - Using the Delegation Registration Spreadsheet
Delegation Registration Spreadsheet

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<td>ASTD 2014 International Delegation Information</td>
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<tr>
<td>3</td>
<td>Delegation Name:</td>
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<td>5</td>
<td>Country:</td>
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<td>Partner Code (ASTD Staff Use Only):</td>
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<td>Delegation Leader Name:</td>
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<td>Delegation Leader Email:</td>
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<td>22</td>
<td>Telephone (with country code):</td>
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On this page, provide the total number of participants in your delegation for each registration category.

Then provide the details in the registration form tab.
Delegation Registration Spreadsheet

1. Provide complete information for each participant in each column.
2. Highlight in yellow or red to indicate name changes.
# Delegation Registration Spreadsheet

<table>
<thead>
<tr>
<th>Country</th>
<th>ID</th>
<th>Join Now (Yes or No)</th>
<th>Conference</th>
<th>Networking Night (Yes or No)</th>
<th>One Day Pass</th>
<th>Expo only</th>
<th>Pre-Conference</th>
<th>Certificate</th>
<th>Interpretation Headset</th>
<th>TOTAL DUE</th>
<th>PAYMENT ME</th>
<th>Wire Trans</th>
<th>Credit Card</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

Put Y (Yes) to each appropriate cell.
Payment

• Delegations need to provide the Delegation Registration Spreadsheet with payment before the deadline
• Additional/cancellation registrations may be adjusted on the same spreadsheet
• Additional registrations may be processed onsite
• Payment is required before registration is considered complete
• ASTD accepts credit cards, purchase orders, and wire transfers
Hotels

Why Use Official ASTD Housing

- Official hotels are ASTD-endorsed and inspected
- Housing Representatives are available at the conference for on-site assistance with official hotels
- Friendly booking terms: No Change Fees; No FULL Pre-Payment
- Guaranteed Rates
- Complimentary shuttle service from most official hotels
- It is EASY to make changes
- Greater networking opportunities exist in hotels within the block

Individual and Groups Online Registration:
http://www.wynjade.com/astd14/
Visa

• We provide invitation letters for conference attendees for visa purposes.
• Request the Invitation Letter Form to ASTD at international@astd.org.
• Please allow 3 business days to process your request.
• Contact ASTD early to leave enough time for your visa application.
• * Complete visa information which can be found at the U.S. Department of State website.
Agenda

ASTD 2014 Highlights

- how to form a delegation
- Additional activities!
- Q&A
Additional Activities

In addition to the standard conference program, you may also consider:

• An orientation session before your group departures
• Networking events during the conference
• Group debriefings after sessions
• Customized learning materials (guide, CDs)
• Benchmarking visit
• Post-conference sharing events
Questions?
Thank you, and see You in Washington DC!

Email: international@astd.org
Phone: +1-703-683-8161