

# ASTD International Conference & Exposition

## Conference Audience Characteristics

### TARGET AUDIENCE

A majority of the conference participants are full-time training and performance practitioners, training directors, organizational development staff, government trainers, consultants, performance consultants, learning technologists, HRD managers, chief learning officers, and professors from around the world. The conference audience ranges from novice part-time practitioners to highly experienced full-time professionals. The expected attendance for the 2007 International Conference is more than 8000 participants from 70 countries. Please ensure that your content is suitable for a diverse audience and include examples and research from beyond the United States.

A target audience is designated for each session which have been tied to the Areas of Expertise in the ASTD Competency Model. Please see the Model for more information: [/astd/Research/competency\\_study/competency\\_study.htm](/astd/Research/competency_study/competency_study.htm)

A list of Target Audiences follows.

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Areas of Expertise	Target Audience Roles
Designing Learning	<ul style="list-style-type: none"> <li>• Instructional Designer</li> <li>• Designer</li> <li>• E-Learning Developer</li> </ul>
Improving Human Performance	<ul style="list-style-type: none"> <li>• Performance Technologist</li> </ul>
Delivering Training	<ul style="list-style-type: none"> <li>• Trainer/Learning Facilitator</li> </ul>
Measuring and Evaluating	<ul style="list-style-type: none"> <li>• Evaluator</li> </ul>
Facilitating Organizational Change	<ul style="list-style-type: none"> <li>• Organizational Change Manager/Facilitator</li> </ul>
Managing the Learning Function	<ul style="list-style-type: none"> <li>• Learning Executive</li> <li>• Director/Manager</li> <li>• Project Manager</li> </ul>
Coaching	<ul style="list-style-type: none"> <li>• Executive/Business/Life Coach</li> </ul>
Managing Organizational Knowledge	<ul style="list-style-type: none"> <li>• Knowledge Manager</li> </ul>
Career Planning and Talent Management	<ul style="list-style-type: none"> <li>• Career Planner</li> <li>• HR Manager/Specialist</li> </ul>
<b>Additional Roles/Focus Areas</b>	
<ul style="list-style-type: none"> <li>• Business Analyst</li> <li>• External Consultant</li> <li>• Internal Consultant</li> <li>• Novice Practitioner (under 2 yrs)</li> <li>• Senior Practitioner (10+ yrs/non-manager)</li> <li>• University instructor/professor</li> </ul>	