

ASTD TechKnowledge® Conference & Exposition

AUDIENCE INFORMATION

WHAT IS ASTD?

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in 134 U.S. chapters, 26 Global Networks, and 12 Global Partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1943. In recent years, ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

AUDIENCE SIZE

There will be approximately 1,000 participants at the conference and 10 concurrent sessions going on at any one time. An educational session can typically draw anywhere from 50 to 200 or more participants. **We have no way of predicting in advance how many participants might attend your session.** If you have spoken at an ASTD conference before, we will use your attendance history as a guide to make every attempt to place you in an appropriately-sized meeting room.

AUDIENCE PROFILE

The "typical" TechKnowledge conference participant:

- works for a company with 1,000 employees.
- has a bachelor's and likely a master's degree.
- has an average of 9 years of work experience.
- manages a budget of under \$100,000.
- has the management responsibility (63%)
- works in "for profit" companies (55%)

The "typical" learner expects from you (based on past feedback):

- useful resource materials
- polished delivery skills
- skilled use of current delivery technology
- learner-focused content; no "sales-pitches"
- ability to adapt adult learning principles to a large group
- session content that matches the web and program guide session descriptions
- applicable content to take home and use on the job