

For Immediate Release

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In this Challenging Economy, Companies Turn to E-Learning to Deliver Training to the Workforce

Learn from Technology Experts at ASTD TechKnowledge®, Jan. 28-30 in Las Vegas

(Alexandria, VA) January 9, 2009 – Research by the American Society for Training & Development (ASTD) shows that companies are using technology more than ever before to deliver training to their workforce. Although companies are belt-tightening budgets in this economy, business leaders realize that they must increase the skills and capabilities of their workforce to grow and achieve a competitive advantage. Companies can use e-learning to deliver training efficiently and effectively to employees.

To help managers and learning professionals hone their expertise in e-learning, the American Society for Training & Development (ASTD) will host its TechKnowledge® Conference & Exposition, January 28-30 at the Rio Hotel & Casino in Las Vegas, Nevada.

David Pogue, the personal technology columnist for the *New York Times*, will open the conference on January 28 with a general session on “E-Learning and the Future of Personal Technology.” Pogue is an Emmy Award Winning Tech Correspondent for CBS News and one of the world’s best-selling how-to authors in technology. Each week in the *New York Times*, he contributes a print column, an online column, an online video and a popular daily blog, “Pogue’s Posts.” In February 2008, Pogue wowed attendees of ASTD TechKnowledge with a humorous look at life and [technology](#).

ASTD TechKnowledge features more than 80 concurrent sessions, designed to provide conference attendees with an overview of e-learning topics, trends, best practices, emerging technologies, and hands on experience with the most popular e-learning software. Participants can schedule private “face time” sessions with e-learning experts, go hands-on in tech labs to try out new software, and visit with suppliers in the EXPO to learn about e-learning trends and solutions.

Tony Karrer, author of the [eLearningTech blog](#), named the top eLearning blog for 2007, will share his insights during a general session on Jan. 29. Karrer has 20 years of experience leading development of software designed to improve human performance, and 11 years of experience as an associate professor of Computer Science. He has a broad technical background and has been the chief technologist for several start-up companies, including eHarmony.

On-site registration at the Rio Hotel will begin on January 25. More information may be found at: <http://tk09.astd.org>. Media requests for press passes should be sent to press@astd.org.

About 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 133 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.

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