

JOB AID GUIDELINES

ASTD is a leader in the field of Workplace Learning and Performance therefore participants expect conference speakers to possess a level of skill that includes well-prepared materials. Despite exceptional content, seasoned speakers can receive negative evaluations due to poorly designed or unreadable handouts. In an effort to be “green” and reduce paper copies of handouts, ASTD will now offer a one-two page Job aid as the sole printed handout. Please **read the Job Aid Guidelines carefully** and refer to them to ensure your Job Aid meets all preparation and submission criteria.

ASTD will reproduce the necessary copies for your session as long as your Job Aid meets the criteria and is received by the stated deadline.

For additional resources for job aids, please review the following companion documents which are posted as PDFs:

Designing a Job Aid
Job Aid Layout and Printing Instructions
Cover Page Templates
Job Aid Checklist

What is a Job Aid?

You may be thinking that anything that helps a person do his or her job is a job aid. That’s not quite true. Although it is difficult to find a universally accepted definition, there are three primary components of a job aid:

1. A job aid stores information or instruction external to the user.
2. A job aid guides the user to perform the task correctly.
3. A job aid is used during the actual performance of the task when the user needs to know the information or procedure.

We can’t always be expected to remember the specific steps necessary to complete a task when the task is not performed frequently or is very complex; we need a reminder. A job aid is something that may be consulted quickly, when needed. It provides specific, concise information to the user.

Advantages of Job Aids

Timeliness

Job aids are designed to be used when the need to know arises.

Transferability

Job aids help employees transfer new skills and knowledge from a training class to their job.

Reduction in Recall

Job aids reduce the need for individuals to remember so much information. Job aids are an efficient method to reduce problems associated with relying strictly on recall to perform in certain situations.

Need help designing a job aid? Some resources are:

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- [Job Aid Basics](#) by Joe Willmore
- ASTD's Infoline [Create Effective Job Aids](#) by Susan Russell
- [ASTD Bookstore](#)

YOUR JOB AID

Your job aid should

- Support the edited learning objectives identified for your session. Please review the online description for the **edited** objectives
- Highlight the key themes, steps, or tasks that can be applied back on the job
- Be a worksheet, list, table, chart, or graphic (as long as it conforms to job aid requirements).

ADDITIONAL INFORMATION

- **Job Aids are due:**
 - **Sunday (SU prefix) and Monday (M prefix) sessions: March 17, 2009**
 - **Tuesday (TU prefix) and Wednesday (W prefix) sessions: March 24, 2009**

The electronic copy must be received by the above listed deadline. ASTD cannot guarantee printing of your job aid if it does not meet ASTD criteria or is not received by the deadline. If you will not be able to meet these requirements, please contact the Education Coordinator right away to discuss other options. To ensure quality materials, ASTD must approve all Job Aids and other materials prior to the conference.

- **Job aids are required for all sessions except panel discussions.**
Panelists may provide a job aid but are not required to do so. If provided, coordinate all panelists' input into one document.
- **Your job aid must match your session content.**

- **Review your edited session description and learning objectives *before* creating your job aid.**
We will edit session descriptions and learning objectives for clarity, style consistency, and proper grammar for the Conference website and print materials. We will ask you to review the edits to ensure accuracy. Be sure to use the **edited objectives** in your job aid.
- **Page limit for Job Aids.**
Job aids that exceed the limit will be returned to you for editing. The first page will be a one sided cover page sheet, the second sheet will be a blank page (to ensure the back page of the cover sheet is blank), the third or fourth sheet will contain text that will be copied to a double-sided one sheet (totaling two sheets (front and back) for the job aid, including the cover page. Please submit in black and white (no color). Job aids will be copied two sided and stapled.
- **The first page (cover page) of the Job Aid must follow the template and contain the required information.**
The required format and information will allow us to easily identify your job aid.
The edited learning objectives will clearly show your attendees how they will be able to apply your session content to their job. Please include a second blank page after the cover page.
- **Use simple fonts, such as Arial, that are easy to read.**
Do not use elaborate or shadowed fonts. Decorative fonts are very difficult to read when projected on a screen, in reproduced copies, and in the subdued lighting of the session rooms.
- **Number pages in the lower right corner, including the cover page.**
This is especially important for copying purposes.
- **Your Job aid must be contained within one electronic file.**
If your session has multiple speakers, coordinate with your co-speakers to submit one Job Aid. ASTD will not be able to combine multiple electronic files.
- **Test print and reproduce your Job Aid to ensure that your printed and copied documents are legible.**
Your Job Aid **MUST** be legible. **Print out** a hard copy of your job aid, and then **make a copy** to ensure that it is legible—you can't always tell from your computer screen. ***If you can't read it, your session participants can't either.*** Job aids will be copied in black and white, so avoid colors and shading—they do not copy well. And remember, the session rooms do not have the best lighting for reading small print. **Our biggest complaints from conference attendees are on poorly created or illegible materials.**
- **Save electronic copy as a PDF file.**
No other formats will be accepted. A PDF file is less likely to become corrupted, and only Job Aids in a PDF format can be posted on the website. We are unable to convert Job Aid files to PDF files for you. ***Job aids in any other format will be returned to you for converting to a PDF file.***
If you do not have the Adobe Acrobat software (necessary to create PDF files), your local FedEx Office can convert your file (Word, PowerPoint, or any other file format) to PDF. Go to: [FedEx Office](#) to find a location near you.

If you take your file to FedEx Office, please take these instructions with you.

- **Save the electronic copy (job aid) as a PDF file**
Name your job aid file with the following file name format:
 - **“your session # - ICE09 Job Aid**
 - **Example:** SU555 – ICE09 Job Aid

- **Email an electronic copy of your Job aid file.**

- Your e-mail message subject line should read:

- Please email to: speakers@astd.org.

- **PROMOTIONAL MATERIAL, PRICE, AND PRODUCT LISTINGS ARE NOT ACCEPTABLE.**

Unless specifically designated, ASTD programs are noncommercial forums. Under no circumstances should the Society podium be used as a place for direct promotion of a speaker's product, service, or monetary self-interest. This does not apply to Expo-related sessions.

Examples of **acceptable** behavior that is not considered promotional are listed below follow. If you have any doubts, please ask us.

- Identify your company when you introduce yourself.
- Include your company logo on session slides or Job aid.
- Alert your audience to any of your books available at the ASTD Book Store. If you are signing books in the ASTD Book Store, encourage your audience to attend the signing.
- Put brochures or business cards on the table in the back of the session room for attendees to take. You may not distribute company materials to your audience.

- **If your Job Aid does not meet the guidelines, it will be returned to you for revisions.**

The majority of complaints from conference attendees are about poorly created or illegible materials. ASTD is the leader in workplace learning and performance, and we want the conference education program to reflect that leadership—in the quality of the speakers, their sessions, **and their materials.** If we return your Job aid to you for revisions, please make the changes and **return it in the time allotted**; otherwise, ASTD may not be able to provide copies of your for your session. Lack of materials will result in negative evaluations.

- **NOTE:** For uploading your PowerPoint PDF file to the ASTD website, you will be uploading Job Aid and your PowerPoint slides (combined into one document) available to conference attendees on the **International Conference and Exposition website.** Please combine your PowerPoint slides with your Job Aid into one PDF document using the Job aid cover page as your first page. Please format your slides using the two per page option. [Uploading your PowerPoint PDF file instructions](#)

All session materials (except preconference workshops) will be posted two weeks prior to and remain six months after the conference. They will be available as PDF files to all website visitors. The deadline for uploading your combined PDF document is: **May 11, 2009.**