

**ASTD TechKnowledge® Conference & Exposition
Workbook Guide**

Workbook Template: Cover Page

**ASTD TechKnowledge® 2010 Conference & Exposition
January 27-29, 2010
Las Vegas, Nevada**

Speaker Orientation

Session Number 123

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Workbook Template: Insert Blank Page

The blank page makes it easy for the printer to keep the cover page as a single-sided page while copying the remaining pages double-sided.

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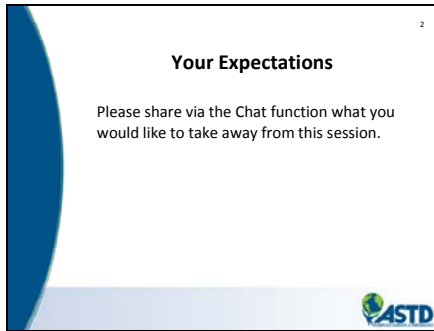
Workbook Template: Slides with Notes

Sample:

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Speaker Orientation Resources

- Speaker Video—interviews with seasoned speakers and attendees
- Learning Transfer video—Call to Action
- Resource links and downloadable documents



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Four Key Areas

- Applicable Content Knowledge
- Interactive Learning
- Enthusiastic Delivery
- Build on the Learner's Knowledge




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Resource Links and Documents

- Resource links and documents are organized according to the Four Key Areas.
- New materials will be developed from time to time.
- Please give us your input on materials and other resources you'd like to see or could share.



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Learning Transfer

ASTD is committed to the concept of Learning Transfer and asks all speakers to make it a priority in developing and delivering their conference sessions.



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ASTD Attendees Expect....

To be able to apply session content back on the job in a tangible way.

Tip:
Write your Learning Objectives to clearly show how the learner will be able to use your session content to make a difference in their organizations.

Resource:
Application-Focused Objectives PDF



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The ASTD audience is.....

From the field and expects a learning experience, not a "talking head."

Tip:
Design your session with the learner in mind. What will engage them and help them learn?

Resource:
Ideas for Interactive Sessions document



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Learners respond to.....

Speakers who are passionate about their subject and clearly knowledgeable.

Tip:
Choose session content that matches the program overview and that fits your expertise and interests.

Resource:
Facilitation Skills document



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The first rule of adult learning is....

Adults bring a wealth of previous knowledge to the table.

Tip:
Build upon what they already know. Make sure your content is going to add to their knowledge base.

Resource:
Adult Learning Models document



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Learning Transfer Discussion

- Why is Learning Transfer important?
- How can we achieve it in a conference session?
- What tips and tricks do you have to share?



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Workbook Template: Worksheet 1 (or use this page for related content)

Sample:

WHAT I PLAN TO LEARN/BE ABLE TO DO	HOW I'LL DO IT <i>(What is the best way for you to achieve this goal?)</i>	CHALLENGES TO SUCCESS <i>(What do you need to overcome to succeed?)</i>	BY WHEN <i>(What is a realistic date you can truly commit to?)</i>
Example: <i>I want to ensure Learning Transfer occurs for my session participants.</i>			

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Workbook Template: Worksheet 2 (or use this page for related content)

In lieu of the worksheet you may use this page for content specific to your session; perhaps a glossary of terms, or a list of books or website resources. Keep it simple and easy to use for best results.

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Workbook Template: Worksheet 3 (or use this page for related content)

In lieu of the worksheet you may use this page for content specific to your session; perhaps a glossary of terms, or a list of books or website resources. Keep it simple and easy to use for best results.

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Workbook Template: Worksheet 4 (or use this page for related content)

In lieu of the worksheet you may use this page for content specific to your session; perhaps a glossary of terms, or a list of books or website resources. Keep it simple and easy to use for best results.

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Workbook Template: Session Content page one

Sample Text: (from Speaker Orientation Website)

On the ASTD Speaker Orientation website you will find resources targeted to approved ASTD TechKnowledge and International conference speakers. Anyone who is planning to submit a proposal is also welcome to use these resources.

ASTD's primary goal is to serve the learner--the ASTD conference participant--by ensuring that conference sessions are learning experiences. The ASTD audience has high expectations for session content and delivery. This site will help you meet, and exceed, those expectations.

Whether you are a seasoned ASTD speaker or learning facilitator or new to delivering conference education, you will find useful content on this site. Your feedback and additional resources are always welcome!

Quick Links:

[Resources](#) links, worksheets, and videos

[Archive](#) of January 13, 2009 Speaker Orientation Webinar

[Webinar Slides](#) (PDF)

Videos are required viewing for all speakers:

Speaker [Video](#) This new video was filmed at the 2009 TechKnowledge and International Conferences.

Learning Transfer [Video](#)

[Resource Links and Documents:](#)

Applicable Content Knowledge

Links:

[Review RFP-ICE](#)

[Session Materials Guidelines-ICE](#) ([see Speaker Kit](#))

[Job Aid Samples-ICE](#)

[Job Aid Guidelines-ICE](#)

[Review RFP-TK](#)

[Job Aid/Workbook Guidelines-TK](#)

[Job Aid Samples-TK](#)

Tips:

[Application-Focused Objectives--ICE](#)

[Application-Focused Objectives-TK](#)

Worksheets:

[Conference Session Design Document](#)

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Workbook Template: Session Content page two

Use this page for relevant session content.

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Workbook Template: Session Content page three

Use this page for relevant session content.

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Workbook Template: Session Content page four

Use this page for relevant session content.

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Workbook Template: Job Aid 1

(The Job Aid should capture the highlights of your session which could be steps in a process, a model, a checklist, etc.)

Sample:

To plan your conference session, follow these basic steps to meet ASTD requirements and, most important, provide a good learning experience for participants with solid application (learning transfer) back on the job.

Five Key Steps	Ask...	Requirements
Plan Your Session to ensure application back on the job.	How will the learners be able to apply this content back on the job? How will it make a difference in their work? In their organization?	Learning Objectives should clearly show what the learner will gain from the session. This helps them determine what to attend.
Design Appropriate Interactive Elements to engage the learner and focus their learning.	Within the parameters of a conference session, how can I engage the learners so they take away tangible learning?	Try to limit you talking to 25% with 50% interaction and 25% reflection/application.
Ensure that your content matches the description and is something you can Deliver with Enthusiasm .	What do I need to do to energize my session and my delivery?	When the facilitator is energized and enthusiastic, and the content is solid, learners are engaged and better able to apply the content in a meaningful way to their own circumstances.
Use Learners' Knowledge as a springboard to expand their knowledge and expertise through your content.	What do the session participants already know and how can I build upon that knowledge base?	Respecting the learner's knowledge is a key part of adult learning.
Incorporate Learning Transfer into your session design and activities.	What can I do to ensure that 1) learning takes place; and 2) that it is transferred back to the job/real life?	The session may be short but there is still room to design learning transfer into the session from the beginning. Also, set up ways for learners to ground and apply their learning after the session.

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Workbook Template: Job Aid 2

Use this page as a second page for Job Aid 1 or as a separate Job Aid. If your Job Aid is only one page, you may use the previous page for session content or reduce the workbook by one page. Your Job Aid(s) should be the last page(s) of the workbook.