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For Immediate Release:

*ASTD's 2006 International Conference & EXPO Encouraged Attendees to 'Think Bigger'
8,000 professionals from all over the world attend the industry's largest event in Dallas*

(Alexandria, VA) June 14, 2006 – The American Society for Training & Development (ASTD) welcomed more than 8,000 workplace learning and performance (WLP) professionals from 72 countries to its 2006 International Conference & Exposition, the leading industry event that took place May 7-10th at the Dallas Convention Center in Dallas, Texas.

ASTD's International Conference & Exposition showcased new insights in workplace learning and performance with four keynote speakers – Marcus Buckingham, internationally renowned leadership and management expert and best-selling author; Stephen Dubner and Steven Levitt, authors of the bestselling book, *Freakanomics*; and, Retired Brigadier General Clara Adams-Ender, leadership expert and author. Each shared unique perspectives, research, and professional experience on building strengths, looking at data in new ways to understand behavior, and positive steps people can take to become great leaders.

The expanded Exposition floor showcased 388 training suppliers with the latest products and services in workplace learning and performance, including leadership training resources and new technologies used in training such as podcasting. The 225 educational sessions at the conference in nine tracks featured experts on industry trends such as leadership, management, diversity, facilitating organizational change, and measurement, evaluation and Return-on-Investment (ROI).

During the Conference & Exposition, the ASTD Research department showcased its forthcoming Workplace Learning and Performance (WLP) Scorecard, the first-ever online, real-time benchmarking and decision-support tool. The WLP Scorecard allows organizations to submit their workplace learning data and then analyze comparisons across a variety of indicators and metrics.

New at the Conference and Exposition this year was a Public Policy Conference-Within-a-Conference to help attendees understand how to engage in public policy issues that affect the profession and opportunities to connect with the public workforce system, which provides funding

for training. Also new this year was the ASTD Career Fair featuring presentations about career development and personal coaching sessions, as well as the newly-enhanced ASTD Job Bank.

During the several days leading up to the Conference & Exposition, ASTD certificate programs were offered in Designing Learning, E-Learning Instructional Design, Facilitating Organizational Change, Human Performance Improvement, Managing the Learning Function, Measuring and Evaluating Learning, Rapid Interactive Design for E-Learning, Return-on-Investment (ROI), Test Design and Delivery, and Training.

More information about ASTD 2006 International Conference & Exposition may be found at www.astd2006.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 140 U.S. chapters and 24 Global Networks. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1944 when the organization held its first annual conference. 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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