

ASTD TechKnowledge® Conference & Exposition

SPEAKING TO AN ADULT AUDIENCE

Learners expect your session to reflect the description on the conference Website and in the program guide. Failure to do so is the number one negative comment about sessions. **Review and clarify the session objectives at the beginning of your session.**

- Adults learn best when theory is applied to practical situations. ASTD audiences expect information on how to apply session ideas to their work and organizations.
- Adults need variety in the session format to hold their interest. Be creative and keep in mind the large group setting.
- To the adult learner, the delivery method is as important as the content. This is especially true for ASTD learners, many of whom facilitate learning themselves and therefore have high expectations of you.
- Demonstrate early in your session how the information being delivered will benefit the learner.
- Provide opportunities for questions and answers throughout the session.