

ASTD International Conference & Exposition

Workbooks are due: March 24, 2009

Before you begin....

- **Review** your edited session description and learning objectives to ensure your content and materials match. (See page 3 of this document)
- **Review** the *Workbook Guidelines* and *Sample Handouts* (from prior years), *Cover Page Templates and Samples*, and the *Job Aid Guidelines* sections of the *Speaker Kit*.
- **Create** an engaging and interactive session using resources on the Speaker Orientation page (See page 3 of this document)
- **Ensure** that your content is free of commercial promotion for your services or products.
- **Plan time** for revisions; any workbooks not meeting the requirements will be returned for corrections.

Page limits for Workbooks:

Innogizer Sessions:	up to 50 single-sided pages
Workshops:	up to 50 single-sided pages

Requirements

The workbook must:

- Capture the major content and activities of your session for use in the session and as a resource afterwards
- Adhere to page limits for your type of session
- Include a cover page that follows the template
- Combine limited PowerPoint slides and content from all speakers into one electronic file
- Contain a one-page Job Aid as the last page of your workbook which captures the key themes, steps, and applications for use by the learner back on the job.

Layout:

1. **Cover page** of the workbook must follow the template and include: (See page 3 of this document for more detailed instructions.)
 - Session title AND number (e.g. SU201, TU112, etc.)
 - Speaker name(s) AND contact info
 - 1-3 application-focused learning objectives for your session
 - Please include a second blank page/sheet after your cover page
2. Use **simple fonts**, such as Arial, that are easy to read. Avoid elaborate or shadowed fonts which do not reproduce well. Be sure to test-print and copy first!
3. **Number pages** in the lower right corner, including the cover page.
4. Workbooks should contain necessary content information for the use of the learner as well worksheets, descriptions of models, activities, and key themes for later use as a **resource**.

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5. Create a **one-page job aid** as the last page of your workbook.
6. Limit use of PowerPoint slides in your delivery. Copies may be included at the end of the Workbook as an addendum. Please use only **two slides per page**.

Master File for Printing and Uploading:

1. Workbook must be contained within **one electronic file**.
2. If PowerPoint slides are included as an addendum, please allow a maximum of two per page.
3. **Test print and copy** your workbook to ensure that both printed and reproduced versions are legible.
4. Save electronic copy as a **PDF file** which will be used as both the print master and for posting on the conference website. PowerPoint files must be combined with Word files and converted to PDF. Please save file in the following format: Ex: **Workshop 45 – ICE09 Workbook**
2. **Email electronic copy** of workbook to speakers@astd.org.
3. To ensure quality materials, **speakers are required to submit their workbook** to ASTD for review, reproduction, and distribution onsite. **No other materials will be permitted without prior approval of ASTD.**

ADDITIONAL INSTRUCTIONS

Requirements

Edited Session Descriptions and Objectives:

Review your edited session description and learning objectives *before* creating your workbook. ASTD will edit session descriptions and learning objectives for clarity, style consistency, and proper grammar for the Conference website and print materials. To ensure accuracy, we will contact you when your edited session description and objectives are available for online review. Be sure to use the **edited objectives** in your workbook.

View Session and Learning Objectives Online:

1. Go to: [Speaker Log In](#)
2. Enter your e-code (password). Each speaker was assigned a personalized e-code via email upon submission of the initial proposal. Please keep your e-code on file for this conference and future submissions. You may retrieve your e-code by using the Forgotten E-Code function at the above link.
3. After logging in, click on your session title to view the text.
4. You may also print this information.

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Speaker Orientation

This webpage is a resource for you as speakers to use when developing your session content, delivery, and materials. It is located on the [Speaker Information](#) page. Please click on Speaker Orientation from that page.

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.

Here are examples of **acceptable** behavior that is not considered promotional. If you have any doubts, please ask us.

- Identify your company when you introduce yourself.
- Include your company logo on session slides.
- Alert your audience to any of your books that are available at the ASTD Book Store. If you are signing books in the ASTD Book Store, encourage your audience to attend your book signing, per ASTD's request.
- Put brochures or your 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.

One-Page Job Aid:

Create a one-page job aid as the last page of your workbook.

Your job aid should capture key points and address your **edited** application-focused objectives. The learner should be able to use the job aid as a resource back on the job.

Need help designing a job aid? Some resources are:

- [Job Aid Basics](#) by Joe Willmore
- ASTD's Infoline [Create Effective Job Aids](#) by Susan Russell
- [ASTD Bookstore](#)
- The Job Aid Guidelines section of the Speaker Kit.

Layout and Printing:

Workbook Cover Page:

- includes the session title, number; speaker name, contact info; and 1-3 application-focused learning objectives
- includes page number in the lower right corner
- please include a second blank page after your cover page/sheet
- is combined with all workbook content from all speakers into one electronic file

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Master File for Printing and Uploading:

Combining PowerPoint Slides with Word Documents:

You may include copies of relevant PowerPoint slides in your workbook, but your workbook should be more than a copy of your slides. We are asking you to create materials that will serve both as a workbook for the session and as a resource for the learner to use after the session. Therefore, limit your use of PowerPoint as a delivery mechanism, and go beyond *making a presentation* to **facilitating learning**. PowerPoint is fine as a support tool, but please use methods to engage and interact with your learners and have them engage with each other so that your session becomes a true learning experience for the participant.

To include PowerPoint slides in a Word document, simply go to the “slide sorter” view of your PowerPoint document, copy a slide, paste it in your Word document, and resize the slide. Or follow the directions below on how to save your PowerPoint file as a PDF with two slides per page.

Test Print and Reproduce Workbook:

Your workbook MUST be legible. Print a hard copy of your workbook, and then make a copy to ensure that the copy is legible—you can’t always tell from your computer screen if the hard copy or reproduction will be legible. *If you can’t read it, your session attendees can’t either.* Workbooks will be copied in black and white from your hard copy, so avoid colors and shading which do not copy well. Session room lighting may not be the best for reading small print. *Illegible workbooks will be returned to you for revision.*

Save Electronic Copy as a PDF File:

Email electronic copy to: speakers@astd.org

No other formats will be accepted. A PDF file is less likely to become corrupted, and workbooks must be in a PDF format to send to the Print Vendor and for posting on our Website. ***Workbook files in any other format will be returned to you for converting to a PDF file.***

If you do not have Adobe Acrobat software (which is necessary to create PDF files), your local FedEx Office can convert your file (Word, PowerPoint, or any other file format) to PDF for approximately .35 per page. Go to: [FedEx Office](#) to find a location near you.

Save Powerpoint File as A PDF With Two Slides Per Page:

If you take your file to FedEx Office, tell them you need two slides per page, and confirm that they know how to do that (take these instructions with you).

- In your PowerPoint file, from the “File” drop down menu at the top of the screen, select Print. This will bring up the Printer Dialog box.
- In the “Printer” box, select Adobe Distiller or Acrobat PDF Writer.
- In “Print What” box, select Handout.
- In “Slides per Page” box, select 2.
- In “Color” box, select whatever selection will provide a legible document when printed on a black and white printer. You will want to test the various selections to determine the most legible choice.
- Click “OK.”

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Email Electronic Copy of Workbook:

- Name your file with your session number (e.g., TU102):
 - Example: **Workshop 45 – ICE09 Workbook**
- E-mail message subject line: “*your session #*” - ICE09 Workbook
- Email to: speakers@astd.org
- Test print your electronic file to ensure that it is legible when printed.

NOTE: The electronic file will be used to post your workbook on the ASTD International Conference and Exposition website. All workbooks (except for pre-conference workshops) will be posted two weeks prior to the conference and for six months after the conference. Workbooks will be available as a secured PDF file (allows for printing only) to all Website visitors. If your workbook contains proprietary information that you don't want on the web, please edit your workbook so it can be posted.

If your workbook does not meet these workbook guidelines, it will be returned to you for revisions. The majority of complaints from conference attendees are about poorly created or illegible workbooks. 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 workbooks**. If we return your workbook to you for revisions, please make the changes and **return your workbook in the time allotted**; otherwise, ASTD will not be able to provide workbooks for your session. Lack of workbooks will result in negative evaluations.