

# **ASTD TechKnowledge® Conference & Exposition Conference Audience Characteristics**

## **TARGET AUDIENCE**

The majority of the conference participants are either part- or full-time training and e-learning practitioners who may have recently been given e-learning responsibilities or who may have been e-learning designers, developers, and managers for several years—and everyone in between. The expected attendance for the ASTD TechKnowledge® Conference is more than 1,400 participants.

For your proposal, please specify one target audience from this list of options:

- Instructional Designer
- E-Learning Developer
- Trainer/Learning Facilitator
- Evaluator
- Learning Executive
- Director/Manager
- Project Manager
- Knowledge Manager
- Novice Practitioner (less than 2 yrs in e-learning)
- Senior Practitioner (10+ years in e-learning)