

The logo features a stylized globe icon to the left of the text "ASTD NEWS RELEASE". Below "ASTD" is the tagline "LEARNING, COLLABORATION & PERFORMANCE" in a smaller font. The text "NEWS RELEASE" is in a larger, bold, green font. The entire logo is set against a white background with a blue horizontal bar above and below it.

ASTD NEWS RELEASE

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ASTD Announces 2010 TechKnowledge® Conference & Exposition

(Alexandria, VA) January 6, 2010 – The American Society for Training & Development ([ASTD](#)) will hold its [2010 TechKnowledge® Conference & Exposition](#) January 27-29 at the RIO Hotel in Las Vegas, Nevada. The event attracts more than 1,200 training professionals keenly interested in technology applications for learning and development.

The ASTD 2010 TechKnowledge Conference & Exposition will feature general sessions focused on the intersection of technology and learning. The conference will open on Wednesday, January 27 with a general session featuring [Tony Bingham](#), ASTD President and CEO, and [Marcia Conner](#), Lead Enterprise Analyst for Pistachio Consulting, who will preview their forthcoming book, *The New Social Learning: A Guide to Transforming Organizations Through Social Media*. Bingham and Conner will examine the use of social media for learning, provide examples from companies using social media effectively, and discuss how organizations can create a contemporary learning strategy that is both timely and compelling.

On Thursday morning, January 28, [Richard Hilleman](#), Chief Creative Director for Electronic Arts (EA), and best known for creating the original Madden Football game, will present “People Lie (but they don’t mean to): Lessons from Game Design Education.” He will apply the lessons learned from playing video games to workplace learning and leadership. Hilleman, who runs the internal university at Electronic Arts, believes video gaming provides an interesting laboratory to understand the difference between how people perceive their performance and behavior and what they actually do.

ASTD TechKnowledge will also feature more than 100 educational sessions and workshops in six tracks led by experts in learning technology. A [world-class EXPO](#) will include leading technology suppliers ready to help attendees tackle their biggest e-learning challenges.

In addition to the live event, ASTD will provide a TechKnowledge [virtual conference](#) featuring access to the opening general session, 20 sessions with conference presenters, facilitated networking discussions, and access to recorded sessions for future review. More information about ASTD TechKnowledge may be found at www.tk2010.astd.org.

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About ASTD

ASTD (American Society for Training & Development) is the world's largest professional association dedicated to the training and development field. In more than 100 countries, ASTD's members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in 132 U.S. chapters and with 30 international partners. ASTD started in 1943 and in recent years has widened the profession's focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

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