



# news release

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## Telling Ain't Training Conference Comes to Chicago July 15-16

**(Alexandria, VA) June 19, 2009** – The American Society for Training & Development announces that its popular conference “Telling Ain't Training” will be held July 15-16 in Chicago, Illinois at the Crowne Plaza Chicago Metro.

Based on the best-selling book of the same name, this conference offers an experiential approach to transforming “telling” into activities that result in long-term retention and behavior change. Despite the irreverent title, this conference tackles universal and persistent questions: How do learners learn? Why do learners learn? How do you make sure that learning sticks?

The Telling Ain't Training Conference teaches interactive, practical techniques that can be implemented immediately to improve training programs. Attendees will come away with solid answers, backed by research and real-world experience.

Conference participants will enjoy interacting with the two facilitators, Harold Stolovitch (co-author of *Telling Ain't Training* and other ASTD titles) and Marc Rosenberg:

Harold Stolovitch has been a teacher, researcher, and consultant in the areas of learning and performance for over 40 years. In addition to being an experienced workshop leader and a keynote speaker at major conferences and organizations throughout the world, he is a prolific writer with over 200 publications.

Marc Rosenberg is an independent management consultant, speaker, educator and leading figure in the world of training, organizational learning, e-learning, knowledge management, and performance improvement. His career includes 18 years in learning management positions at AT&T, and four years as the e-learning and knowledge management field leader for DiamondCluster International.

To register online for Telling Ain't Training, go to [www.astd.org](http://www.astd.org) and click on the “Conferences” link. Or call 1.800.628.2783 or 1.703.683.8100 for more information.

### 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 more than 130 U.S. chapters and with more than 30 international partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

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ASTD started in 1943. In recent years, 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](http://www.astd.org).

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