

Conference Round-up

ART LEVY

General Chairman

18th Annual ASTD Conference

Do you know anyone who is *not* coming to the 18th Annual Conference this May? Well, there may be a few who are still undecided. Or perhaps it is the boss who still needs a little more convincing that it will really be worthwhile for you to attend. Let's take a look at what is in store for those who do attend.

From the very beginning, our general planning committee tried to devise a format for this Conference that would appeal in some manner to all who would attend. This was quite a challenge! However, we believe we have a formula for a successful conference that will appeal to you, and to your boss and other registrants who are not members of our Society.

For example, as professional men and women, we need a certain amount of INSPIRATION from time to time that will fire our imagination and that will challenge us to achieve greater effectiveness in the future. Our Keynoter and general session speakers (check insert in this issue of the *Journal* for full particulars of program) were selected with this thought in mind.

"The theory is fine, but what I want to know is exactly *how* to go about it in a practical way" is the sentiment expressed by many. Our concurrent sessions have been designed to answer the questions of "how to." The answers you have been looking for to help you get that new program off the ground or to find that new approach to an old pro-

blem can be found in your choice of 4 (of 10) concurrent sessions to be held.

Perhaps the greatest value of attending this conference is the opportunity to *swap ideas* on specific subjects with others in the same field. The TRADING POSTS were included for just this purpose. The handout materials and bibliography of the subjects will be sources of reference that will serve you for a good long time. Let's not forget the SPECIAL INTEREST GROUPS, where solutions to mutual problems of your industry will be discussed.

This is to say nothing of the opportunity to see and learn about the latest aids, textbooks, magazines, innovations, approaches, etc., in the field of training. You will find the exhibitors anxious to discuss your particular problems and show you how they can assist you in overcoming them.

Bring the wife along? Most assuredly; they, too, will find an interesting program designed especially for them.

What are you looking for in a National Conference? Inspiration? Learning "how to"? An opportunity to swap ideas? Seeing the latest in exhibits? It's all wrapped up in one package that is loaded with TNT—"Training 'N Techniques."

Still know someone who is not coming to Dazzlin' Dallas for the 18th Annual Conference? Tell them they can't afford to miss it. We will be seeing you, and them, sometime between May 14th and 18th at the Statler-Hilton.