

ASTD 20th Annual Conference

"Training - Bridge Between Costs and Profits"

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San Francisco, California

The theme of the Conference is "Training - Bridge Between Costs and Profits." In arranging the program we will tie in our speakers and leaders of the meetings with this theme. We will stress subjects dealing with cost reduction.

One way to reduce costs and increase profits is to train more efficiently and in shorter time. It is planned to cover new developments in training with emphasis on programmed learning, recent training films, etc.

Training has become a major function in most organizations, therefore, trainers must keep up to date on the latest developments in the field. We cannot afford any longer to have people learning their jobs on a hit or miss basis. Companies are recognizing we must have the most efficient kind of training if we are to have the most efficient operation.

It is recognized that companies can no longer afford to depend upon the hope that managers will emerge from the group of employees and rise to the top as cream in a bottle of milk. Management development is an important phase of training and will be well covered at the Conference.

Many new findings are coming out of research being done in the field of behavioral sciences. These findings and how they apply to our jobs as trainers

will be well covered in the program.

There will be sessions on sensitivity training for those who know little about this subject and also advanced workshops for persons who have been using this training technique.

Training covers a broad spectrum of organizations and trainers from such groups as colleges and universities, government agencies, hospitals, labor groups, etc., will find sessions that will be valuable to them in their work.



John W. Detlor
Director, 20th Annual ASTD Conference