

Chicago Invites You . . .

# To The 1963 ASTD Conference

May 6-10

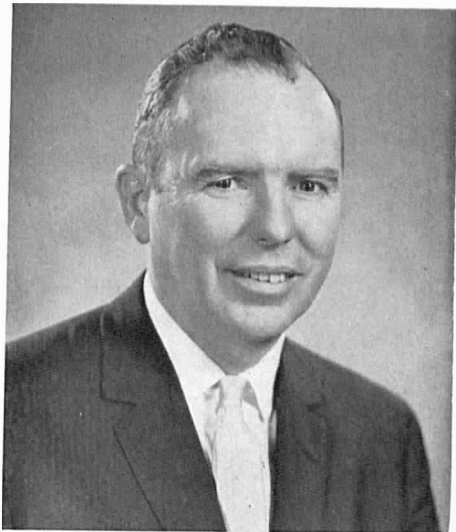
To An Important Learning Experience

Rome wasn't built in a day and neither is the knowledge and skill needed by the professional training specialist. What is necessary is that this knowledge and skill be strengthened and expanded through stimulating, challenging learning and discussion.

It is the purpose of the annual ASTD Conference to aid in the continual self-development — the "stretching" — of our members. This May, in Chicago, we are convinced the Conference program will do just this — "stretch" the range of ideas, skills and techniques of those who participate.

On the following pages you will find the Conference program. We feel it offers you a fine opportunity for further self-development. The choice of the Conference theme — "Helping Managers Manage" — indicates the objective of this development: to help the training director most effectively carry out his responsibilities of assisting and supporting the line managers in his organization.

Note that our speakers form a balanced group of consultants, leading educators and experienced training men. Note also the emphasis placed on *participation* through the use of many concurrent sessions, numerous special interest meetings, trading posts, "cracker barrels," "training in action" visits and



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other *active* sessions. You'll see that the program provides a FULL week of valuable learning and social experiences. Monday and Friday of the Conference week are just as loaded with possibilities for self-improvement as are the main program days. The arrangements for just plain enjoyment and relaxation are full and complete.

We certainly hope that you will plan to be with us.

See you this May in Chicago,

M. D. "PAT" DOYLE  
General Chairman, 1963 Conference