

FOR ONE WEEK

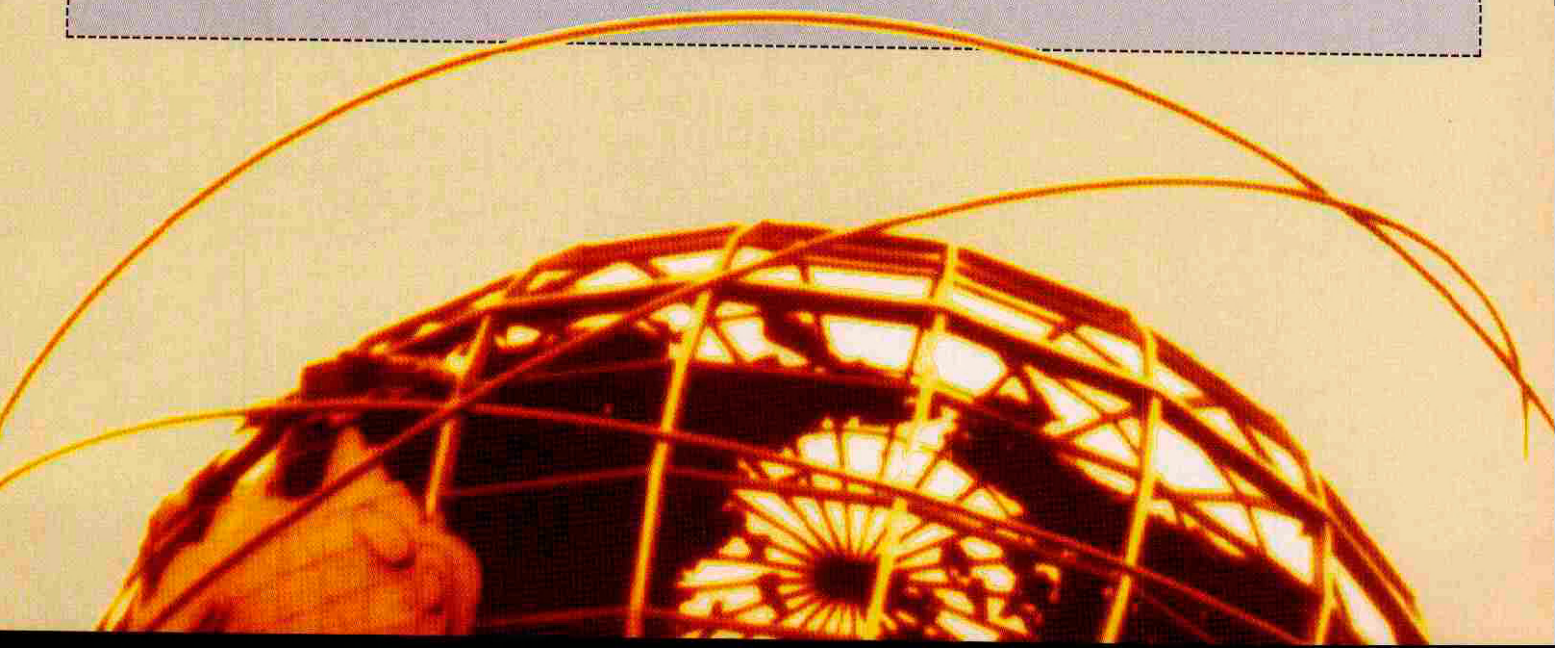
# A CHANGING WORLD



ASTD'S INTERNATIONAL  
CONFERENCE & EXPOSITION

# STANDS STILL

*The momentum is building for ASTD's 1996 International Conference and Exposition in Orlando, Florida, June 2-6. The industry's most innovative and inspiring voices are warming up for a week dedicated to workforce learning and performance. Will yours be among them?*



The finishing touches are being put on the 1996 ASTD International Conference and Exposition. While thousands in the workplace learning and performance field are packing their bags and planning their curriculum, speakers from around the world are polishing their presentations, and exhibitors are preparing their products for the multitude of EXPO visitors. The conference program features a line-up of top names and hot topics pulled from the real-life experiences of industry professionals: over 200 sessions in all.

#### **REAL STORIES FROM REAL COMPANIES**

This year's program includes case studies and presentations from internal practitioners at some of the world's best known companies. Representatives of the World Bank of Canada will discuss the challenges and strengths of a diverse workforce in "Making the Differences Work: Royal Bank's Systems Change Approach to Diversity." Officials from the City of Aurora, Colorado, will present effective strategies for outsourcing in "Successful Outsourcing: External and Internal HRD Professionals Examine Mutual Issues." Selling in the global marketplace will be addressed in "Evaluating Results of Global Sales Training: The American Express Story;" and representatives of Saturn Corporation will explain how that company is "Building a Curriculum on Best Practices." Dollars-and-cents issues will be covered by a training representative of Dr. Pepper/Cadbury North America in "Writing Training Objectives to the Bottom Line."

#### **NEW TOOLS, FUN STRATEGIES FOR LEARNING**

Every year, industry professionals come to the conference looking for something new: a new way to look at classic training, new tools to energize employees and combat workplace ennui. Some of the more offbeat sessions include Gary Muszynski's "Synergy Through Samba '96: Ensemble-Playing as Simulation of Performance Improvement," and "Make 'em Laugh and Learn! Creative

Corporate Classroom Comedy" by consultant Nancy Noble and professional comedian Vicky Shaw. There are also sessions on using the MBTI (Myers-Briggs type indicator) in group facilitation, and a look at the trainer as negotiator.

Classic learning and management systems are also examined, including Donald Kirkpatrick's "Evaluating Training Programs: The Four Levels," Robert Pike's "Instructor-Led, Participant-Centered Learning: Strategies for Teaching Generation X," and Ken Blanchard's "Empowerment Takes More than a Minute." For help in planning a curriculum, attendees are encouraged to attend one of the conference orientation sessions: Saturday, June 1, 5:00-6:00 PM, or Sunday, June 2, 8:30-9:30 AM.

#### **PREVIEW UPDATE**

Since the Conference Preview was released to the public in February, the following sessions have been added.

#### **On Sunday:**

**S30** (3:30-5:00 PM) *Building a Partnership with Public Employment and Training Organizations from a Business and Labor Perspective*  
John Dryer, Co-Director, Gary Jackson, Co-Director, IAM/Boeing Quality Through Training Program, Tukwila, WA

**S31** (1:30-3:00 PM) *Providing "Wow"-Level International Customer Service for Global Success*  
Leslie Aguilar, President, International Training and Development, Orlando, FL

#### **On Monday:**

**M33** (10:00-11:30 AM) *The Saturn Difference*  
Joe Rypkowski, Vice President, UAW Local 1853; Nick Bozich, Manufacturing Leader, Saturn Corporation, Spring Hill, TN

**On Monday** (12:30-3:30 PM)

**and Tuesday** (9:45 AM-12:15 PM)

*International Symposium*

Facilitator: Michael Hansen, Director, Management Education and Training, MITRE Corporation, McLean, VA

**On Tuesday:**

**T29** (2:00-3:30 PM) *The Next Generation of Competency Systems*

Pat McLagan, Co-Director, Democracy and Work Institute, Rivonia, South Africa

**On Wednesday:**

**W27** (10:00-11:30 AM) *How to Form a Joint Training Program: Overview of an Intensive Seminar*

Ellen Scully, Consultant, North Arlington, NJ; Dan Marschall, Special Assistant, AFL-CIO Human Resources Development Institute, Washington, DC

**W35** (1:30-2:30 PM) *Practical Prescriptions for Boosting Personal Productivity*

John Zenger, Chairman, Times-Mirror Training Group, San Jose, CA

For final program schedule, conference attendees should consult the on-site Conference Program Book. Last-minute changes will also be noted in each issue of Conference Daily, the official newsletter of the conference.

**EVEN MORE HIGHLIGHTS**

Other events no conference attendee should miss include:

**The EXPO**—open Tuesday through Thursday, this giant marketplace encompasses all the latest in training products, services,

publications, and technology. A terrific place to catch up on the industry's newest innovations.

**The 5K Race**—on Sunday morning, join in the fun of a run along Republic Drive where the streets will be closed off exclusively for this event. Proceeds will be donated to Orlando's own "Footsteps to Success" program. This mentoring initiative helps at-risk teen girls through career planning and the setting of educational goals.

**The Conference Social**—join your colleagues for a rollicking night in the movies at the Disney-MGM Studios. You'll enjoy a light meal, a spectacular show, dancing on Sunset Boulevard, and rides on such attractions as "Star Tours" and "The Twilight Zone Tower of Terror." Tickets are \$45 per person.

There's still time to register. If you're interested in attending the conference, register using the form on the following page. For more information, call ASTD Customer Service 703/683-8100; TDD 703/683-4323. Conference attendees receive discounted hotel rates and air fares. ASTD National members receive discounted registration fees; non-members receive a year's membership in ASTD with one full-conference registration fee.

**PLENARY SESSIONS**

In addition to the Tuesday plenary session on technology, the conference will be opened and closed with inspiring presentations on life and work. All conference attendees are invited to share the experiences of these extraordinary individuals.



**BONNIE  
ST. JOHN  
DEANE**

► Sunday, June 2, 1996:

► Bonnie St. John Deane

Struggling with impossible goals? Bonnie Deane will teach you to banish the word "impossible" from your vocabulary. Having lost her right leg at the age of five, no one would have predicted that Ms. Deane would grow up to be an Olympic medalist in Alpine skiing. But

she did. She also became a Rhodes scholar, a White House advisor, and author. She'll show you how to overcome any obstacle life has to offer.



**PETER  
YARROW**

► Thursday, June 6, 1996

► Peter Yarrow

Think that ideals, creativity, and imagination have no place in the current business climate? The founder, writer, and lead singer of the legendary group Peter, Paul & Mary will help you identify what's truly meaningful—personally and professional-

ly—in life and support it with what he calls "the audacity of the believer." Mr. Yarrow will rekindle your belief in dreams, as well as bridge the gap between where we've been and where we're going.

Please print or type.  
**PRIORITY CODE IH04**

Please complete this entire form, indicate  
payment method, and return to ASTD.

**REGISTRANT INFORMATION**

Check here if this is a new address.

ASTD Member I.D. Number \_\_\_\_\_

Mr.  Ms.  Mrs.  Miss

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Province \_\_\_\_\_

Country/Zip/Postal Code \_\_\_\_\_

Business Phone \_\_\_\_\_

Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Preferred Name for Badge \_\_\_\_\_

- Please check here if you have a disability that requires auxiliary aids during the Conference. Attach a description of your needs.
- Please check here if you do not want to receive product information from exhibitors by mail.

**PAYMENT**

Please check method of payment for total registration fees:

- Check enclosed.  
(Check must be attached, not faxed.)
- Purchase order. (Must be attached or faxed.)
- VISA  MasterCard  American Express

Card number \_\_\_\_\_

Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

Today's date \_\_\_\_\_

I plan to attend the 1996 ASTD International Conference & Exposition.

Signature \_\_\_\_\_

**REGISTER BY PHONE**  
703/683-8100  
TDD: 703/683-4323

**REGISTER BY FAX**  
**(24-HOUR FAX LINE)**  
703/683-1523

**REGISTRATION OPTIONS**

Please circle **one** (1) of the following rates:

ASTD National Member\*    Non-Member\*\*

**REGULAR**

Received by May 9, 1996    \$660    \$810\*\*

**DAILY**

Received by May 9, 1996    \$250    \$350  
On site    \$300    \$400

Please indicate which day(s):

Sun  Mon  Tues  Wed  Thurs

**STUDENT**

(Same in advance and on site)    \$175    \$250  
Must be a full-time student and send a copy of school I.D.

**ON SITE**

(Full Conference)    \$725    \$875\*\*

Please circle any of the following options:

**GUEST OF REGISTRANT**

\$100

Name of guest \_\_\_\_\_

**CONFERENCE SOCIAL**

\$45 (per person)

Number of people \_\_\_\_\_

**TOTAL REGISTRATION FEES**

\$ \_\_\_\_\_

(Add all circled fees together. If you circled the Conference Social, remember to multiply the \$45 fee by the number of people attending.)

Do not use this form after May 9, 1996. After that date please register in Orlando and pay the on-site fees.

\*Member rates apply to ASTD national members only.

\*\*Full Conference registration fees for non-members include one year of membership in ASTD. For publication delivery outside the U.S., please add \$70 to the non-member registration fee (\$25 for Canada and Mexico).

**CANCELLATION POLICY**

If cancellation should be necessary, written notification to ASTD is required by May 10. A \$50 cancellation fee will be applied. No refunds will be issued after May 10, 1996.

**REGISTER BY MAIL**  
ASTD International  
Conference & Exposition  
P. O. Box 1567  
Merrifield, VA 22116-1567