

**ATD 2025 Core4 Conference
Call for Proposals
Knowledge Levels & Target Audiences**

Knowledge Levels:

- *Beginner:* Little to no prior knowledge of the topic.
- *Intermediate:* Some prior knowledge or experience with this topic.
- *Advanced:* Very knowledgeable on this topic and looking for a refresher or new perspective in this topic area.

Target Audiences:

- *Instructional Designer:* Professionals who create and deliver learning materials for a variety of audiences and industries.
- *Facilitator/Trainer:* Someone who guides groups through collaborative learning and decision-making and imparts knowledge and skills through instruction and activities.
- *L&D Director/Manager:* Someone who analyzes existing training programs to determine whether they provide employees with the skills needed to perform their jobs. Or develops and executes learning strategies, designs and delivers training programs, assesses development needs, and tracks learning effectiveness.
- *Career Transitioner:* Someone in the process of finding and moving into a new job or career.
- *New Practitioner:* Individuals newly appointed to a learning and development role or existing learning.
- *Internal Practitioner:* Someone who identifies learning/training needs, designs/sources training and learning solutions, delivers and evaluates training, and works with stakeholders/business area managers within an organization.
- *Independent Consultant:* A professional who works on a contract basis for a client for a set period, providing expert advice and specialized knowledge in their field.