

# ATD 2026 International Conference & EXPO

## *Knowledge Levels & Target Audiences*

### **Knowledge Level:**

- **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:**

- **Career Transitioner** - a professional in the process of finding and moving into a new job or career in the TD or L&D industry.
- **Career Development Professional** - a professional who is responsible for helping people advance their careers through design and delivery of programs focused on professional development, career progression, and succession planning.
- **Coach** - A professional who helps people or teams reach their potential by setting goals, using their strengths, and pursuing development.
- **Executive Leaders** - Senior leaders responsible for making informed decisions focused on talent development and/or learning, aligning L&D initiatives and TD initiatives with business strategies, fostering a culture of innovation and learning, and driving organizational change through learning or TD initiatives.
- **E-Learning Professional** - A professional who works in a variety of roles focused on the development of structured courses or learning experiences that are delivered electronically.
- **Facilitator/Trainer** - A professional who guides groups through collaborative learning and decision-making and imparts knowledge and skills through instruction and activities in-person or virtually.
- **HR/OD Professional** - A professional who focuses on the operational side of managing people, including the employment process, compliance, and risk mitigation. Or someone who focuses on the strategic side of improving an organization's capabilities.
- **Independent Consultant** - A professional who works on a contract basis for a client for a set period, providing expert advice and specialized knowledge, while completing projects to fulfill their client's TD and L&D needs.
- **Instructional Designer** - Professionals who create and deliver learning materials for a variety of audiences and industries.
- **Leadership Development Professional** - A professional whose role is focused on growing and advancing leadership through intentionally designed professional development programs, courses, and initiatives.

- **Learning Strategy Professional** - A professional whose role includes developing and executing comprehensive learning and development strategies that align with organizational goals.
- **Learning Technology Professional** - A professional whose work focuses on integrating and supporting the technology e-learning platforms and other digital tools related to talent development and learning functions.
- **New Practitioner** - Professionals newly appointed to a talent development or learning and development role.
- **Talent Development Director/Manager** - A professional 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.