atd 25 Summary

ATD Global

ATD International Conference & Expo

From the very first conference held in Chicago in 1945, the Association for Talent Development (ATD) has hosted conferences for almost 80 years. The ATD International Conference & EXPO is the world's largest professional conference for learning and talent development professionals. More than 8,000 professionals from 83 countries rely on ATD's annual conference to learn about trends and best practices and discover new tools and solutions.

Collective Insights. Lifelong Learning.

Attendance by Numbers

ATD25 drew TD professionals from all over the world. The top ten international countries with the highest attendance were Canada, Republic of Korea, Japan, Brazil, the United Kingdom, Greater China, Singapore, Saudi Arabia, India, and the Netherlands.

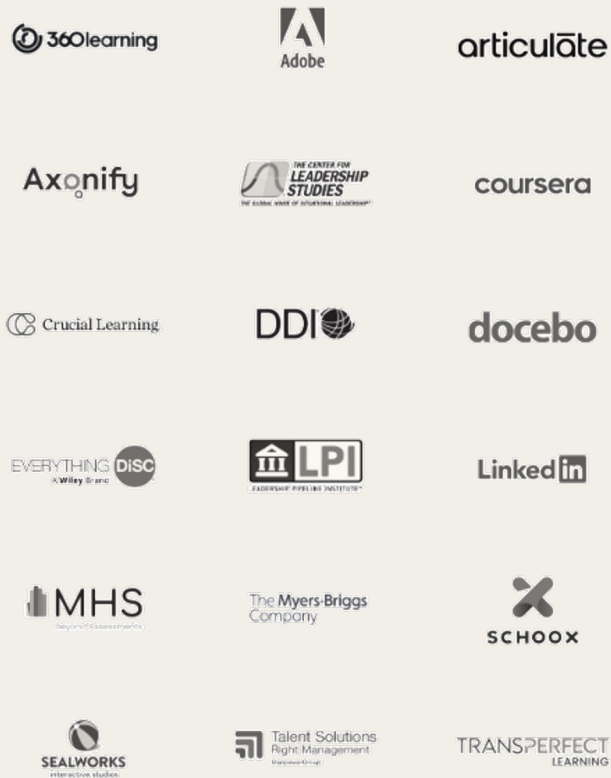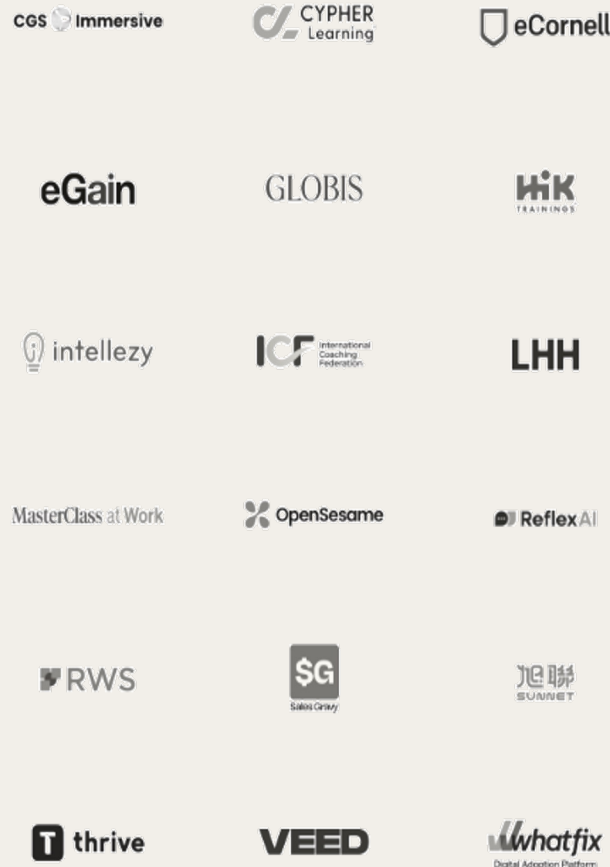|		
83 Countries	**8,400+** Attendees	**1,300+** International Attendees
300+ Sessions	**220+** Education Sessions	**330+** Exhibitors
60+ International Speakers	**11** Content Tracks	**2** Special Industry Tracks
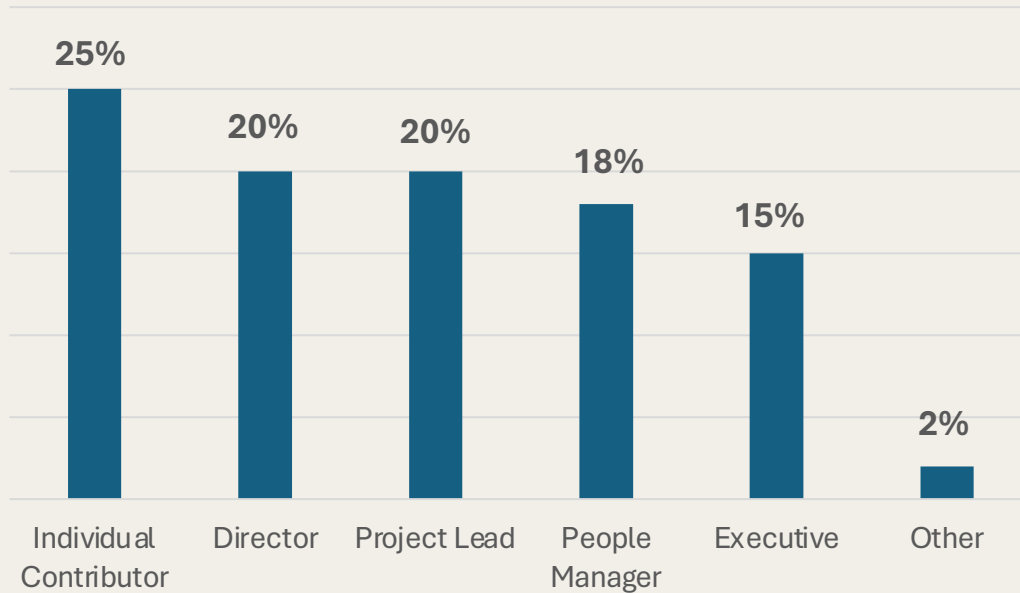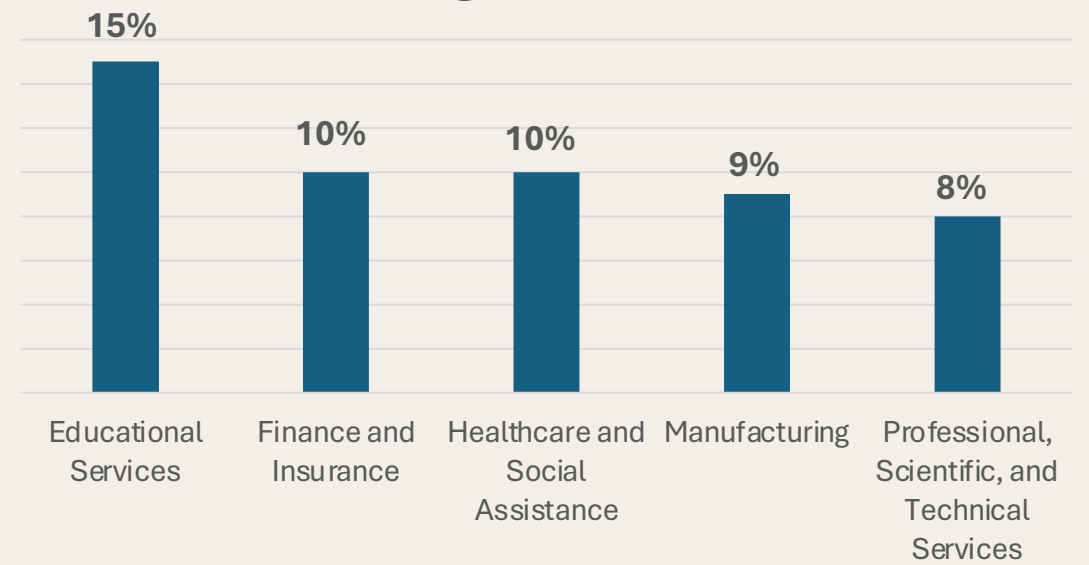
Attending Companies

Representatives from numerous organizations came together as speakers, attendees, sponsors, and exhibitors.

ATD25 Platinum Sponsors

360learning, Adobe, articulate, Axonify, The Center for Leadership Studies, coursera, Crucial Learning, DDI, docebo, Everything DiSC A Wiley Brand, LPI Leadership Pipeline Institute, LinkedIn, MHS, The Myers-Briggs Company, SCHOOX, SEALWORKS Interactive Studios, Talent Solutions Right Management, TRANSPERFECT LEARNING, UMU

ATD25 Gold Sponsors

CGS Immersive, CYPHER Learning, eCornell, eGain, GLOBIS, HIK TRAININGS, intellezy, ICF International Coaching Federation, LHH, MasterClass at Work, OpenSesame, ReflexAI, RWS, SG Sales Gravy, SUNNET, thrive, VEED, whatfix Digital Adoption Platform

Featured Exhibitors

Adobe, AIIR Consulting, Assessments 24x7, Assessments International Inc, Axonify, Bridge, The Center for Leadership Studies, CGS Immersive, Coursera, DDI, eCornell (Cornell University), eGain, Everything DiSC, a Wiley Brand, Globis, GP Strategies, HIK Trainings, ICAgile, Intellezy, International Coaching Federation, James Madison University MBA Program, Leadership Pipeline Institute, Learning Pool, LHH, LinkedIn, MasterClass at Work, MATC Group, MindSpring, Multi-Health Systems (MHS), Open LMS, OpenSesame, Rustici Software, RWS, Sales Gravy, Schoox, Sealworks Interactive Studios, Smartcat, SUNNET, Talent Solutions Right Management, The Nova Collective, Thrive, TransPerfect, Vyond, Whatfix, and more.

Schedule at a Glance

Global Connections

Thousands of training professionals from around the globe expanded their knowledge with a wealth of unmatched resources

Industry Networking

Fostered new connections with industry peers

Thought Leadership

Changed mindsets with industry thought leaders and illustrious keynotes

Practical Solutions

The ATD25 program helped talent development professionals gain the insights and solutions they need and connect with other attendees with similar challenges and goals

Time	Thursday–Friday May 15–16	Saturday May 17	Sunday May 18	Monday May 19	Tuesday May 20	Wednesday May 21
7 a.m.						
7:30 a.m.						
8 a.m.			Community Meetups 8–9 a.m.	General Session 8–9:30 a.m.	General Session 8–9 a.m.	Concurrent Sessions 8–9 a.m.
8:30 a.m.	Certificate Programs* 8:30 a.m.–4:30 p.m.	Certificate Programs* 8:30 a.m.–4:30 p.m.				
9 a.m.					EXPO Open 9 a.m.–4 p.m.	
9:30 a.m.			Concurrent Sessions 9:30–10:30 a.m.			Concurrent Sessions 9:30–10:30 a.m.
10 a.m.				EXPO Open 9:30 a.m.–3 p.m.	Concurrent Sessions 10–11 a.m.	
10:30 a.m.						
11 a.m.			Concurrent Sessions 11 a.m.–12 p.m.			General Session 11 a.m.–12 p.m.
11:30 a.m.		Chapter Leaders Conference* 8:30 a.m.–4:30 p.m.		Lunch Served 11:30 a.m.–1 p.m.	Concurrent Sessions 11:30 a.m.–12:30 p.m.	
12 p.m.			EXPO Open 12–4:30 p.m.			
12:30 p.m.					Lunch Served 12:30–2 p.m.	
1 p.m.			Lunch Served 12–1:30 p.m.	Concurrent Sessions 1–2 p.m.		
1:30 p.m.			Annual Meeting 1:30-2:15 p.m.			
2 p.m.				Dessert & Coffee Break	Concurrent Sessions 2–3 p.m.	
2:30 p.m.			Concurrent Sessions 2:30–3:30 p.m.			
3 p.m.				Concurrent Sessions 3–4 p.m.	Dessert & Coffee Break Treasure Hunt Drawing	
3:30 p.m.			Dessert & Coffee Break			
4 p.m.					Concurrent Sessions 4–5 p.m.	
4:30 p.m.		ATD Store Opening Reception & Book Sale 4:30–6 p.m.	Concurrent Sessions 4:30–5:30 p.m.	Concurrent Sessions 4:30–5:30 p.m.		
5 p.m.						
5:30 p.m.						
6 p.m.						
6:30 p.m.						
7 p.m.				Awards Night 7–10 p.m.**	ATD Networking Night* 7–10 p.m.	

Voices From General Session Speakers

Day 1

Simone Biles
Athlete and Advocate

Attainable Expectations

Importance of Goal Setting and Impact of a Good Coach

Passion and Success
Simone's mom encouraged her children to write down their short- and long-term goals. "It was good to have that visualization so that if I ever felt not motivated anymore, felt like I wanted to quit, I would look at my goals, and be like, 'These are the reasons I'm doing it. This is why I fell in love with this sport, and this is what I'm trying to accomplish.'" –Simone Biles

Coaches Who Care
A major solution for Simone was finding coaches who worked with her, rather than trying to change her into something she wasn't. Communication, she noted, is paramount in coaching and culture has a huge effect on environment.

Voices From General Session Speakers

Day 2

Amy C. Edmondson
Organizational Behavior Expert, Author, Harvard Business School Novartis Professor

Think Like a Scientist

Criteria for Intelligent Failure and a Recipe for Excellence

We Are Going to Fail All Day
"It's unrealistic to think an organization is going to attain perfection. How do we change our thinking and reframe failure? A company should work to prevent basic failures, anticipate and mitigate complex failures, and promote and celebrate intelligent failures." –Amy C. Edmondson

Rethinking Excellence
Context matters, and when moving from consistent to novel environments, uncertainty increases, as does failure. It is in psychologically safe environments that employees are willing to experiment. Amy shared a recipe for attaining success in an uncertain world: aim high; team up; fail well; learn fast; repeat.

Voices From General Session Speakers

Day 3

Seth Godin
Teacher, Author, Entrepreneur

Make Change and Get Real

Making Change Happen

People Have The Power to Change

"We have to undo the factory mindset. We need to decide if we want to make this choice—to build this institution that isn't simply a factory. To begin making change, get real." –Seth Godin

Do Not Race to The Bottom

If you make a really good decision based on the data you have in front of you and it doesn't work out, you still made a good decision. Becoming attached to the outcome demands the waterfall. If we're attached to the outcome, if we're going to be judged only by the outcome, then of course we want someone else to do it. That structure creates a race to the bottom in which no one wins.

Key Conversations From Super Sessions

Session Summary

1. **Future Readiness Through Inclusive and Human-Centered Strategies**: Empowering diverse talent across age, gender, and roles for a future-ready workforce

2. **Elevating Talent Development With AI and Data-Driven Approaches**: Using AI not just for efficiency, but to personalize learning, increase accessibility, and bridge equity gaps

3. **Shifting Learning From Information to Impact**: Designing learning that drives real performance through active engagement and measurable results
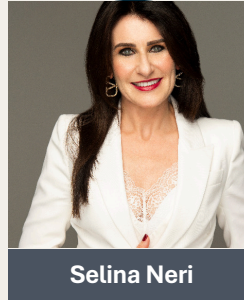
Selina Neri
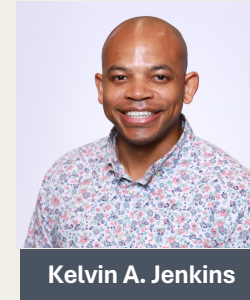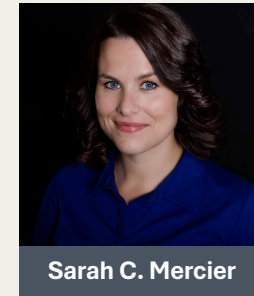
Kelvin A. Jenkins

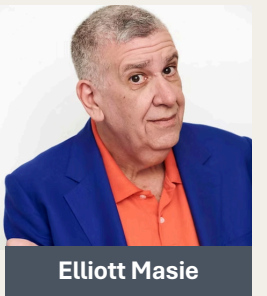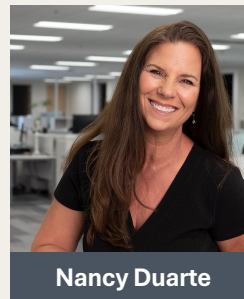Nidhi Sachdeva

Esther L. Jackson
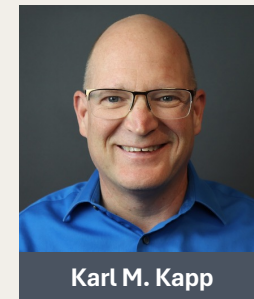
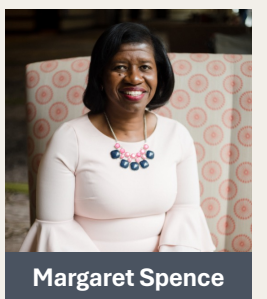Hitendra Wadhwa

Dan Pontefract

Sarah C. Mercier

Elliott Masie

Nancy Duarte

Jessica B. Nygaard

Karl M. Kapp

Margaret Spence

13 Learning Tracks & 220+ Education Sessions

Learning Track	Session #	% of Total
Leadership & Management Development	42	19%
Future Readiness	23	10%
Instructional Design	22	10%
Talent Strategy & Management	21	9%
Training Delivery & Facilitation	21	9%
Career Development	18	8%
Learning Technologies	19	8%
Managing the Learning Function	14	6%
Measurement & Evaluation	13	6%
Government	11	5%
Sales Enablement	8	4%
Learning Science	7	3%
Healthcare	7	3%
	226	100%

Some sessions were canceled before or during the conference.

Most Attended Sessions
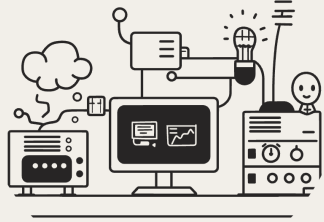
Develop AI Literacy in the Age of Generative AI

10 Brainboosters in Online Training

Leadership Lessons From a Secret Service Agent: From Competence to Connection
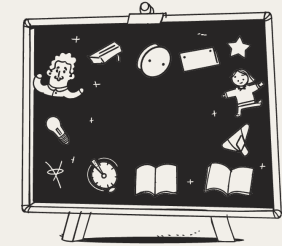
Deliberate Fun: A Purposeful Approach to Gamifying Learning Experiences

Custom Learning, Reimagined: From One-and-Done to Learning That Lasts

Beyond Engagement: 5 Techniques for Effective Learning

Future plan

92% of Leaders Aren't Future-Ready: How to Fix This Problem

This Year's Trending Keywords

1. Using AI in Talent Development

There were 27 AI-related education sessions, across six different tracks, and more than 60 sessions when including the exhibitor sessions. Compared to last year, the conversations clearly shifted from curiosity to capability-building. Many sessions shared practical cases of applying AI in talent development. Some also addressed how to leverage technology while preserving the human touch, to maintain a healthy balance moving forward.

2. Developing Leadership in a Changing World

Sessions were divided into categories: *By* Leaders, *For* Leaders, and *Future* Leaders.

- By Leaders: Sessions covered topics such as psychological safety, emotional intelligence, and team collaboration fostered by leaders.
- For Leaders: Sessions covered the areas of leadership development programs and pipeline.
- Future Leaders: Session covered how to develop future leaders and key competencies that future leaders need to possess.

3. Managing Talent in a Human-Centric Approach

Methods to improve engagement, retention, and well-being were discussed to help employees perform at their best. There was strong interest in strategies for attracting and supporting talent with diverse backgrounds. The sessions also highlighted the growing focus on integrating these approaches into a unified talent management strategy across organizations.

4. Creating Attractive Learning Experience

The L&D function plays a key role in developing employees, and there were ongoing conversations about how to make learning more effective, efficient, and engaging. Sessions addressed ways to enhance the learning experience through technology, personalized content, and ensuring accessibility. Key factors to consider from design to delivery were also addressed.

Learning Points From Top 5 Learning Tracks

Leadership & Management Development	Career Development	Future Readiness	Talent Strategy & Management	Instructional Design
• The evolving roles of leaders within teams and organizations to adapt to change • Capabilities that leaders need to develop for future • Enhanced leadership development program with technologies and strategies	• Individual efforts for career growth such as personal branding, self-evaluation, skill development, and relationship-building • Career path for TD consultants, L&D practitioners, business partners, and/or entrepreneurs • Career roadmap and supporting systems for career management	• Innovative culture and mindset for thriving in a changing environment • Growth through continuous and self-directed learning • Directions for AI era	• Talent strategy and comprehensive TD & HR framework for talent & AI • Programs to enhance employee engagement, retention, and well-being • Inclusive, positive, and productive organizational culture	• Designing learner-centered personalized programs • Creating attractive learning content using various technologies and strategies • Ensuring accessibility in learning and considering factors in the whole process from learning design to delivery

Hot Topics in L&D

1. **How AI impacts L&D careers:** With more people understanding what AI technology is, L&D professionals are starting to grapple with two bigger questions the tech raises: how will AI fundamentally change the work they do and L&D roles overall.

2. **How to find the human connection:** From storytelling to communicating with the business to networking with peers, the rise of AI is also driving home that the future for L&D professionals in in the human connections we make and nurture.

3. **How to design and deliver learning experiences that raise the bar:** Attendees explored a wide range of sessions on techniques and approaches that can change behavior and make training more engaging, interactive, and useful to learners.

Hot Topics in Learning Tech

1. **AI focus shift**: AI remained a defining theme in the Learning Technologies and Future Readiness tracks. But unlike the past couple of years, there was noticeably less, "What is AI?" There was more focus on how AI is being used to enable strategy, scale personalization, and shape workforce capability.

2. **Key questions explored**: *How can AI automate and personalize learning experiences? What's the role of agents in L&D workflows? What makes AI implementation ethical, inclusive, and effective?* All were explored through education and solution sessions.

Related Sessions

- Blending Creativity With AI-Advanced Story Design for Learning, Garima Gupta

- AI-Powered Learning Journeys: Transforming HRD for the Future, Soohyun Chin & Chan Lee

- Responsible AI for L&D, Myra Roldan

- Support Accessibility and Inclusion With AI, Sarah C. Mercier

- From Prompts to Agents: Building Automations With Generative AI, Josh Cavalier

- Architects of Imagination: Building Scenarios With AI, Yolanda Larner

- Building Future-Proof Teams: Cultivate Strategic Thinking in an AI-Driven World, Mary Rapaport

- Navigating the Frontier: Learning & Unlearning in the AI Era, Marga Biller & Karie Willyerd

- Develop AI Literacy in the Age of Generative AI, William Rintz

- Revolutionizing Learning: 3 Ways AI Personalizes Learning Pathways, Tony Jones

- The AI Revolution: Navigating Change for Competitive Advantage, Ed Cohen & Josh Craver

Hot Topics in Immersive Tech

Virtual Reality

Augmented Reality

Mixed Reality

Immersive Tech: A Steady Presence

While not new, immersive technologies like VR, AR, and mixed reality maintained their presence—though often with a more measured and applied lens. Four sessions in the learning technologies track focused on where immersive tech adds value, how to scope and scale pilots, and how to align experiences with business outcomes.

Related Sessions

- Augmented, Mixed, and Virtual Reality: You Could, but Should You?, Kevin M. Lange
- Driving Innovation: Lessons From VR Training Pilot, Thomas Kauer
- Introduction to XR Training: From Concept to (Virtual) Reality, Anders Gronstedt
- Crack the Code: Gamified Learning With Augmented and Mixed Reality, Destery Hildenbrand

Hot Topics From Senior Leaders & Executives

High-Performing Organizations
There is an opportunity to create high-performing organizations and focus on how talent development can enable such performance.

Healthy Culture Building
Leaders are building cultures that foster innovation as well as safety and belonging.

AI for Talent Development
Leaders are moving from AI 101 to developing an AI-for-talent-development strategy.

Expanding TD Responsibilities
Responsibilities of the TD leader are expanding.

Practitioners are seeking expanded development to be future-ready.

Adaptive Leadership
Leadership development must shift to enable adaptive capabilities, future-focus, tech literacy, empathy, and a concern for well-being and psychological safety.

VUCA to BANI Transition
There is a lot of buzz around moving from a VUCA to a BANI world, and how TD leaders can support their people within this new context.

TD Leader Session

Dr. Neri, CEO, dean, and co-founder of the Institute for Future Readiness, shared her insights in an interview-style conversation with John Cone with an invite-only audience of talent development leaders.

Start enabling. While many programs looked shiny on the outside, employees were not becoming better versions of themselves by the end. Stop training. Start enabling. Start by strategically building the enablement of performance and naturally making the connection to business goals.

Competencies, Experiences, Drivers, and Preferences. These four components factor into future readiness and can be built and adopted. It is our task to understand the people we are responsible for and to see them as real humans, not just skills. The journey to understand these components is a lifelong one for even ourselves, and they are always changing.

Tips for distributing responsibility among your team while driving the vision for future readiness: create learning circles, move on from KPIs, and utilize case studies.

Global Sessions

Session Summary

1. Leading Change by Balancing Technology and Human-Centered Approaches
2. Building Future-Ready Workforce in Public Sectors
3. Measuring Impact through Data and Technology
4. Growing L&D Careers With Strategic Capabilities

Related Sessions

- Change Agents: Leading Talent Development in a Transforming World (Bhushan Kulkarni, Pamela Wu, Monette Saade, Tatiany Melecchi, Thilo Eckardt)
- Future-Ready Government: Transforming Learning to Build Agile Public Sector Capabilities (Katsura Ito, Abdullah Hafiz, Klaas Toes)
- Elevate Your L&D Career: Building Professional Capabilities & the Right Skill Set (Aya Medhat, Marouchka Boustani)
- Beyond Training: Measuring the True ROI of Leadership Development at BIPA (Nader Bechini, Najem Salmeen)

EXPO: Innovation in Action

ATD25 Exhibitors

Top 5 Exhibitor Categories

1. AI (130)
2. Leadership (71)
3. Enterprise Learning Solutions (47)
4. LMS (46)
5. Assessment Tool (28) & Certification (28)

Other Activities

- Learning Stages
- ATD Central
- ATD Enterprise Solutions
- TD for Good

Global Village: Across Borders, One Vision

ATD's global presence continues to grow. As a result, the association is helping facilitate growth experiences throughout the year. The Global Village is open to everyone interested in global exchange. Meet fellow professionals from other countries and start building connections beyond your country.

What Global Village Means to Attendees

"The Global Village is a perfect spot to recharge between sessions, network with fellow international attendees, and share experiences. The international activities are always enriching, offering diverse perspectives on common challenges in the L&D field. It's an excellent opportunity to learn from different cultures, exchange best practices, and build relationships that extend beyond the event itself."

"We have a delegation meeting every day at the Global Village. I never go to the speaker's room or ice cream break, but I absolutely need the Global Village."

"It offers more than just a resting area during the conference; it provides a unique opportunity to engage with attendees from around the world and exchange ideas across cultures."

Global Events: International Luncheon

More than 600 international attendees enjoyed networking with others from the same home country and region as well as other talent development colleagues from around the world.

Tony Bingham, president and CEO of the Association for Talent Development, began ATD25's International Luncheon by honoring TICkA Performance Psychologist Jef Brouwers, who works with elite athletes, including Olympians.

Other Global Events

International Orientation

Welcoming international attendees and providing orientation to the conference

Global Recognition Ceremony

Celebrating achievements of global partners and individual TD professionals from around the world

Delegation Leader Breakfast Meeting

Sharing ATD25 experiences and discussing ways to support the global talent development community

Middle East VIP Reception

Special reception for VIP attendees from the Middle East region

ATD Awards Ceremony

Both companies and individuals received awards for their commitment to workplace talent development practices.

Best of the BEST
11-time winner: Florida Blue – GuideWell, Jacksonville, Florida
12-time winner: Infosys Limited, Bengaluru, India
13-time winner: ICICI Lombard General Insurance Company, Mumbai, India
15-time winner: University Health, San Antonio, Texas
16-time winner: Tata Consultancy Services, Mumbai, India
19-time winner: Wipro Limited, Bengaluru, India
20-time winner: TELUS, Vancouver, Canada

Top 10 BEST Winners
Panda Restaurant Group, Rosemead, California
Apple Federal Credit Union, Fairfax, Virginia
Nationwide Mutual Insurance Company, Columbus, Ohio
Chailease Holding Company Limited, Chinese Taipei
Kuveyt TÜrk Katilim Bankasi A.Ş., Istanbul, Turkey
Indian Oil Corporation Limited, New Delhi, India
Suzlon Energy Limited, Pune, India
Busey, Champaign, Illinois
Fisher Investments, Plano, Texas
Amazon India Operations, Bengaluru, India

ATD Store

A one-stop shop for the best training and talent development content under one roof.

A selection of the latest ATD publications: Attendees could browse books, magazines, research reports, *TD at Work* guides, and ATD merchandise.

Author meet-and-greet: Attendees had a chance to chat with book authors at their table and attended author chat session.

Top 5 Best Selling Books

1. *Leading with Wisdom* (Jann Freed, 2013, ATD Press)
2. *Right Kind of Wrong* (Amy Edmonson, 2023, Simon Element)
3. *Simone Biles: A Little Golden Book Biography* (JaNay Brown-Wood, 2023, Random House Children's Books)
4. *Courage to Soar* (Simone Biles & Michelle Burford, 2016, Zondervan)
5. *Think Like a Marketer, Train Like an L&D Pro* (Bianca Baumann & Mike Taylor, 2025, ATD Press)

Other Activities

CTDO Programs

ATD Annual Meeting

ATD Forum Events

Certification Networking

Career Center

Membership Lounge

Bark Break: Puppy Time!

TD Leader Events

Lunch-n-Learn

VIP Session & Lounge

Chapter Leaders Events

Community Meet Up

Networking Night

National Building Museum

This year, Networking Night was held at the iconic National Building Museum, where history meets entertainment. ATD Staff connected with fellow attendees in an evening filled with music, special exhibits, and unexpected delights. Attendees danced to the beats of a live band, savored delicious bites, and challenged themselves with thrilling games and activities. With surprises around every corner, this was the chance to unwind, make new connections, and create memories in one of DC's most stunning venues.
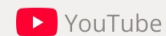
Videos Highlights

YouTube
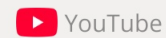
What Happened at ATD25?

ATD25: Collective Insights. Lifelong Learning. Our annual conference just wrapped up and it was incredible! It was a week of shared knowledge, networking,...

▶ 02:24

https://www.youtube.com/watch?v=qZGbi2xtQTY

YouTube

A Message from ATD's CEO at ATD25

ATD President and CEO Tony Bingham delivers an inspiring wrap-up to ATD 2025, reflecting on the energy, insights, and lasting impact of this year's unforgettable...

▶ 01:03

https://www.youtube.com/watch?v=03yvjpYZdUM

Testimonials

94% of attendees are satisfied with ATD International Conference and Expo

"The ATD Conference is like the Olympics of L&D for me. I get to meet the best and brightest in our industry from around the world."

"It's an invaluable opportunity to connect with global partners, stay ahead of the latest trends, and discover new tools to enhance organizational performance. The ATD conference is a benchmark event for anyone in the L&D field."

"Participating in this event enables me to stay connected with global trends and best practices in TD. It ensures that the solutions and advice I provide to my clients are not only relevant to their needs but also align with international standards."

"I will write several articles about global L&D trends based on what I see at the conference, and I will host several events summarizing global L&D trends and best practices for L&D folks."

What's Next? ATD26

SAVE THE DATE! ATD26 IS HEADED TO LOS ANGELES!

Get ready for what's next! ATD26 is bringing even more exceptional content and experiences your way. Stay tuned for details—we can't wait to see you next year! **Register early and save at atdconference.td.org.**

atd 26

LOS ANGELES
MAY 17–20

Register Now!

We are pleased to announce the ATD26 preview rate for international delegations, available until **October 31, 2025**:

$1,495 for ATD members
$1,895 for nonmembers

$500 savings off the regular individual rate.

Upcoming ATD Global Events

Don't miss these upcoming ATD 2025 global events:

Middle East
ATD Middle East Conference - June 17–18, 2025 @Abu Dhabi, UAE
ATD Kuwait Summit - October 20–21, 2025 @Kuwait
ATD Saudi Arabia Conference & Exhibition - November 17–18, 2025 @Riyadh, KSA
ME Excellence in Talent Development Awards - February 2026
ATD Oman Conference - April 12–13, 2026 @Muscat, Sultanate of Oman

Asia
ATD Southeast Asia Summit - July 23–24, 2025 @Kuala Lumpur, Malaysia
ATD Asia Pacific Conference & Expo - October 28–30, 2025 @Taiwan
ATD Leadership Forum - November 2025 @Singapore
ATD Asia Leadership Summit - April 20–23, 2026 @Macau, China

If you are interested in attending, speaking, sponsoring, or exhibiting, call Celina Peguit at +971 503949607 or email cpeguit@td.org.

Thank you!

ATD Global
Website: td.org/global
Email: atdglobal@td.org

@ATD
#atd25

ATD National
facebook.com/ATD

@ATDNational
#atd2025 #atd25

ATD
linkedin.com/company/association-for-talent-development/