



## TO JOURNAL READERS

The Design Committee of the 30th Annual ASTD National Conference has designed a conference which offers significant information to all levels of trainers. This means those of you who plan to take advantage of the opportunity to attend the conference will have to decide carefully which sessions are more relevant to your interests. Quite frankly, we believe attendance by more than one person from the same organization will yield maximum results.

Your conference has been designed on a tri-dimensional matrix with a base of 30 concurrent sessions. First, we established 10 sessions each, for beginning, intermediate and advanced level trainers. The second dimension was assigned to the major areas: General Interest, Sales Training, Organization Development, and Community Development Divisions. The third dimension was used to integrate the minority and women's caucuses. Each major area and level was given a caucus emphasis in each area, at each level.

To fill out the design we have included special interest groups, spouses programs, keynote speakers, entertainment and member-officer dialogues. Rounding off the educational sessions will be the Exposition. Here you will have an opportunity to see the latest equipment, hardware, programs, and sources of help that commercial sources can offer. You can also talk with experts in media, methods, and management.

All speakers have been instructed to present their material in a "How To" format. When material is colored in this manner, it can be adapted and used by participants in their own work situations with a minimum of modification.

We invite you to attend and to have a professional experience in exciting San Francisco.

Sincerely,

A handwritten signature in cursive script that reads "R. O. Beil".

R. O. Beil  
Chairman Conference Design Committee  
30th Annual ASTD National Conference

# San Francisco/74