

# Purdue Training Conference

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*Setting a professional standard for other sections of the country, The 10th Annual Conference at Purdue University reported here exemplifies the well-planned and fruitful regional training conference.*

The 10th Annual Conference on Training in Business and Industry was held at Purdue University, September 24th, 25th, and 26th. This conference, jointly sponsored by Purdue University, The American Society of Training Directors, and affiliated chapters in Illinois, Indiana, Iowa, Kentucky, Michigan, Missouri, Ohio, and Wisconsin, has been designed as an official regional meeting of the national Society.

## Program Development

Unlike the conferences of recent years, this one consisted of a series of workshops and general sessions. The decision to operate in this manner was made after consultation with the Steering Committee, which consists of representatives of the ASTD, the affiliated chapters mentioned above, and with persons prominent in the field of training throughout the country. A number of the Steering Committee members polled the membership of their chapters for suggestions as to the method of operating the conference, as well as for subject matter recommendations.

## Workshops

Four subjects were most frequently suggested as problems of concern to training personnel. Accordingly, workshops dealing with the following topics were scheduled:

1. Problems and Methods of Communication.
2. Executive Development.
3. Organization and Preparation of Instructional Manuals.
4. How to construct Practical and Effective Visual Aids.

All of the workshops were well attended and the general opinion expressed by participants was that a great deal of benefit was obtained from them.

The theme of the Conference, "Working at Training," apparently stimulated those who attended the conference since intensive and serious attention was given by each conferee to the topic at hand.

## General Sessions

Two general sessions were scheduled for this conference. One of these which had as its subject, "Modern Safety Training—Methods and Materials," was particularly interesting since it represented one of the few instances in which this topic was presented and discussed at a meeting of training people. The interest manifested in this topic by the audience emphasized the fact that more attention should be paid to it by training directors and others with similar responsibilities.

The second general session dealt with the topic, "Evaluation of Current Eco-

conomic Education Programs." Since economic education is of vital concern to all of us, this subject was also attentively followed by the audience.

One of the very interesting and timely sections of the conference was the presentation of the training program, "What Does Your Vote Count?", which is designed to acquaint people with the importance of voting. It pointed up the fact that people in training positions do have the responsibility of utilizing their techniques and knowledge in community activities and that they have much to offer in the improvement of the general welfare.

Inspiring talks, which were given at the annual banquet session, at which Cloyd Steinmetz, ASTD Vice President, presided and at the closing luncheons, added much to the general success of the conference. Our ASTD President, W. C. Christensen, was present and gave a progress report on ASTD.

### Participants

This year's Conference was attended by representatives of 94 different companies and institutions. While the major portion of the group came from the mid-

west states, whose state chapters are represented on the Steering Committee, there were also persons in attendance from such states as New York, New Jersey, Maryland and Pennsylvania as well as from the District of Columbia. Texas, Nebraska and Kansas were well represented, and in addition, registrants from Canada and Venezuela gave an international flavor to the Conference.

### Evaluation

Each year the opinions of those in attendance are solicited as a basis for planning the next year's meeting. The suggestions presented are now being studied by the Steering Committee so it is not possible, as yet, to forecast accurately the direction that will be taken. It is safe to say, however, that more opportunity will be provided for active participation in the sessions by the registrants. Plans are also being made for including several additional features which will meet the developing needs of training people. Every effort will be made to improve the conference so that it will be a fruitful source of information and inspiration to all who attend.

*You are cordially invited to become a Member or an Associate Member of the American Society of Training Directors, an organization devoted to the advancement of training and education, especially as it applies to the American business and industrial system. The avowed purpose of the Society is the development of the profession of training. It functions as a coordinator of activity, a publisher of important and timely training information, a sponsor of Research; its JOURNAL provides a medium of exchange of ideas and publishes the results of special studies, training programs, and analysis of training and related activities.*