

# ATD 2016 国际会议会展:内容、社区、全球视野

## 大会介绍中国专场

2016年2月25日

**I'm attending**

**atd2016**

INTERNATIONAL CONFERENCE & EXPOSITION  
CONTENT • COMMUNITY • GLOBAL PERSPECTIVES

人才发展行业世界级盛会

2016年5月22日-25日 | 美国科罗拉多州丹佛市

# atd2016

INTERNATIONAL CONFERENCE & EXPOSITION

MAY 22-25, 2016 | DENVER, CO

# 欢迎!

CONTENT

COMMUNITY

GLOBAL  
PERSPECTIVES

환영

Willkommen

Bienvenue

Welkom

Velkommen

Vitame

欢迎

欢迎

مرحبا

Bienvenidos

Bem Vindo

Добро

пожаловать

Benvenuto

Witamy

Υποδοχή

“全世界人才发展专业人士汇  
聚一堂”



# 日程

- 介绍ATD2016年大会亮点
- 如何规划行程及报名
- 参会经验分享
- 问答



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问题:

你目前有计划参加ATD2016年美国大会吗?

- A: 是的
- B: 在考虑中
- C: 今年不能参加, 但是以后有可能
- D: 近期不会参加, 但有兴趣了解情况
- E: 我是来打酱油的



**ATD是全球最大的人才发展协会，  
拥有来自120多个国家的3万多名会员。**

- 为人才发展专业人士提供专业资源
- 为专业人士搭建沟通桥梁
- 为实践家（培训课程，CPLP）提供专业发展机会
- 拥有专业权威，建立衡量标准



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## 全球最大的人才发展国际会议会展

70 多年历史

9,600 多名参会代表, 25% 来自海外

80 个代表国家

60 多个国际代表团

300 多个分会场

400 多个参展商

300 位演讲嘉宾, 来自 22 个国家



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Total Attendance: 9,600  
International Attendance: 2,300  
Countries Represented: 92  
Thank You!

INTERNATIONAL  
CONFERENCE & EXPOSITION  
**atd2015**  
Content, Community, Global Perspectives

#ATD2015

## ATD 2015

### International Conference

	Country	#Of Participants
1.	KOREA	291
2.	CANADA	211
3.	JAPAN	172
4.	CHINA	163
5.	BRAZIL	146
6.	KUWAIT	108
7.	SAUDI ARABIA	88
8.	THE NETHERLANDS	75
9.	UNITED KINGDOM	74
10.	MEXICO	65

## 2015年除美国外 参会人数最多的国家排行



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## 大会主题

### 内容 社区 全球视野



- 定义行业的发展走向
- 彰显企业最佳实践
- 涵盖人才发展各个领域



The logo for atd2016, featuring the text 'atd2016' in a bold, white, sans-serif font. The background of the top banner shows a crowd of people at a conference, with three overlapping colored shapes (yellow, red, and dark red) containing the words 'CONTENT', 'COMMUNITY', and 'GLOBAL PERSPECTIVES' respectively.

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**问题： 2016年你最关心的话题是什么？**

# CONTENT TRACKS

## 十大内容议程



- 职业发展
- 全球人力资源开发
- 人力资本
- 课程设计
- 领导力发展
- 学习技术
- 学习衡量与分析
- 管理
- 培训交付
- 学习科学

## 四大行业议程



- 政府
- 医疗保健
- 高等教育
- 销售支持



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[Search Exhibitors](#) [Featured Exhibitors](#) [Session Search](#) [Floor Plan](#) [My Schedule Planner](#) [Register](#)

[Home](#) / [Conferences](#) / [Search Results](#) [Login](#) | [Print](#) | [Help](#) | [Share](#)

Choose the search type from the drop-down menu to see all sessions by date, track, speaker, learning approach, topic or to search by keyword. You may also use the [Advanced Search](#) to search using multiple filters. [Login to save your schedule.](#)

Conference Keyword



Recent Searches: "leadership", "Career Development"

[Show Advanced Conference Search](#)

▼ Conferences matching keyword "leadership" (72)

Sessions (72)

Date	Session Details	Type	Add to Schedule Planner
Sun, May 22	11:45 am - 1:00 pm <a href="#">SU01 - Leading With Impact and Influence: The Power of Strategic Thinking</a> Speaker: Amy Franko	Education Session	
Sun, May 22	11:45 am - 1:00 pm <a href="#">SU105 - Pumping Up a Talent Development Strategy: A Case Study</a> Speakers: Olimpia Salas Guzman, Qusai Al-Amer	Education Session	
Sun, May 22	11:45 am - 1:00 pm <a href="#">SU107 - The Best Training Is No Training</a> Speaker: Marc Rosenberg	Education Session	
Sun, May 22	11:45 am - 1:00 pm <a href="#">SU108 - Showing the Impact and ROI of Leadership Development</a> Speakers: Jack Phillips, Rebecca Ray, Amy Happ, Lisa Parker	Panel	
Sun, May 22	11:45 am - 1:00 pm <a href="#">SU109 - What 15,000 Assessments Spanning 300 Organizations Say About Leader Readiness</a> Speakers: Richard Wellins, Evan Sinar	Education Session	
Sun, May 22	11:45 am - 1:00 pm <a href="#">SU111 - Neuromanagement Myth-Conceptions and Realities in Creating High Trust Teams</a> Speakers: Kenneth Nowack, Paul Zak	Education Session	
Sun, May 22	1:30 - 2:30 pm <a href="#">SU205 - Flip and Drip Approach to Leadership Development: Accelerating Learning Transfer</a> Speaker: Michael Leimbach	Education Session	
Sun, May 22	1:30 - 2:30 pm <a href="#">SU207 - Motivation Science: Building a Compelling Case for Rethinking Leadership Development</a> Speaker: Susan Fowler	Education Session	
Sun, May 22	1:30 - 2:30 pm <a href="#">SU209 - Practical, Collaborative Skills to Advance Women Leaders</a>	Education Session	

协作始于你自己:  
Collaboration Begins with You  
Ken Blanchard

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# 新

Date	Session Details	Type	Add to Schedule Planner ?
Sat, May 21	9:00 am - 5:00 pm WK06 - Know the Mind, Know the Learner: Applying Brain Science to Improve Training Speaker: Art Kohn	Full-Day Preconference Workshop	☆
Sun, May 22	11:45 am - 1:00 pm SU111 - Neuromanagement Myth-Conceptions and Realities in Creating High Trust Teams Speakers: Kenneth Nowack, Paul Zak	Education Session	☆
Sun, May 22	1:30 - 2:30 pm SU206 - E-Learning and the Science of Instruction: 2016 Update Speaker: Ruth Clark	Education Session	☆
Sun, May 22	1:30 - 2:30 pm SU211 - Brain Hacking: Explore How Emotions and Neuroplasticity Can Improve Your Learning Programs Speakers: Nancy Ansheles, Princy Quadros Mennella	Education Session	☆
Sun, May 22	3:00 - 4:00 pm SU300 - What Research Says Matters Most Before, During, and After Training Speaker: Patti Shank	Education Session	☆
Sun, May 22	4:30 - 5:30 pm SU406 - Using Technology to Produce Learning Transfer and Sustainable Corporate Change Speaker: Art Kohn	Education Session	☆
Mon, May 23	1:00 - 2:15 pm MI01 - Changing How People Think to Optimize Team Performance Speakers: Grace Chang, Ellen Hartman	Education Session	☆

The 6 Leadership Levers That Drive Extraordinary Results

Advancing the Role of L&D: Becoming a Critical Channel in Executing Strategy

Motivation Science: Building a Compelling Case for Rethinking Leadership Development

Emotional Intelligence 2.0: Taking Your Game to the Next Level

E-learning and Science of Instruction: 2016 Update

Building a Magnetic Culture for and With Millennials: Engaging Our Younger Workforce



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## 学习最佳实践



# 比

- 领先企业的实践分享
- ATD 论坛成员分享
- ATD卓越实践奖颁奖及分享环节

**TU415 - How to Succeed When Making the Move to Social Learning,**  
Bailey, Ann, Senior Learning Partner at Siemens Learning Campus US

**TU103 - Is an ROI of 907 Percent Really Possible in Sales Learning?**  
Jenkins, Dave, Global Program Owner at IBM



演讲嘉宾在专业领域有着杰出的贡献。他们不断为行业带来新的想法和工具。  
您将学习新的策略和解决方案，应对最大挑战。



**Britt Andreatta**

lynda.com

变革的神经科学



**Sebastian  
Bailey**

Mind Gym

学习科学



**Elaine Biech**

Ebb Associates

培训交付



**Sardek Love**

Infinity Consulting  
and Training  
Solutions

课程设计



**Bob Pike, CPLP  
Fellow**

CTT Newsletters

培训交付



**Sivasailam  
Thiagarajan**

The Thiagi Group

学习技术



# KEYNOTE



**Simon Sinek** 畅销书作者，有远见的思考者  
Simon教授组织领导者和组织如何激励员工

**Brené Brown** 休斯顿大学社会工作研究所研究员  
“脆弱的力量”是世界收视率最高的五大TED谈话  
节目之一，收视观众达2500万



**Jeremy Gutsche** Trend Hunter创始人  
一个极具影响力的网站，集合全球最具影响力  
的前卫想法





# 会展

400 家参展商

参会者在会议间隙参观会展，搭建人脉网络。

供应商展示前沿的资源、工具和解决方案，帮助把握人才发展方向。



# ATD书店：400多种专业书籍

- 优惠的价格
- 与作者面对面交流
- 新书首发





# PRECONFERENCE LEARNING

## Organizational Development

- Action Learning Certificate
- Change Management Certificate
- Coaching Certificate
- Consulting Skills Certificate
- Integrated Talent Management Certificate
- Knowledge Management Certificate

## Designing Learning

- ATD Master Instructional Designer™
- Blended Learning Certificate
- Designing Learning Certificate
- Learning Transfer Certificate
- Needs Assessment Certificate
- NEW! Writing for Instructional Design and Training Certificate

## Learning Technologies/E-Learning

- Adobe Captivate Certificate
- Advanced E-Learning Instructional Design Certificate
- Articulate Storyline Certificate
- E-Learning Instructional Design Certificate
- Media for Learning Certificate
- Mobile Learning Certificate
- Rapid Video Development for Learning Certificate

## Project Management

- Project Management for Learning Professionals

## Managing Learning

- Managing Learning Programs Certificate

## Presentation and Facilitation Skills

- Visual Storytelling Certificate

## Measuring and Evaluating Learning

- Evaluating Learning Impact Certificate
- Measuring Return on Investment Certificate
- Test Design and Delivery Certificate

## Delivering Training

- Accelerated Learning Certificate
- ATD Master Trainer™
- Training Certificate

## Human Performance Improvement

- ATD Master Performance Consultant™
- Improving Human Performance Certificate
- Performance Support Certificate







## 地球村 (Global Village)

搭建全球人脉

地球村是国际参会者的交流中心，将在整个会议期间开放。与会者在这里休息、开会、计划行程。

## 国际参会者参会辅导

星期日，5月22日

介绍2016年大会亮点以及如何在大会上获得最多成果。

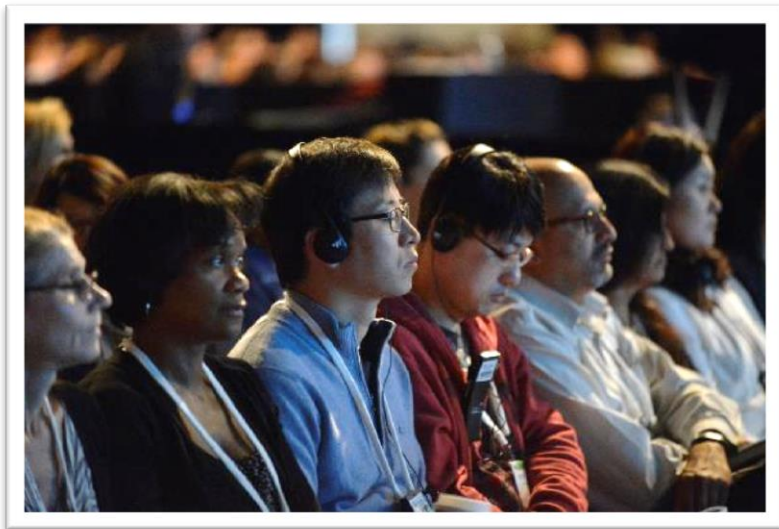
## 国际参会者接待会

星期一，5月23日

是您与各国参会者进行社交的绝佳机会。各国参会者穿着名族服装或者代表自己喜欢的体育队伍的T恤。接待活动中将提供茶点。







## 同声传译



全部的主题演讲以及超过40场演讲提供同声传译服务：

韩语，日语和中文（普通话）

\*同声传译服务是收费项目。

# atd2016

## 时间地点

2016年5月22日-25日  
美国 科罗拉多州 丹佛市



**丹佛市**是美国最美丽和活跃的城市之一，拥有八大专业的运动队、众多博物馆和户外探险。另外，丹佛还是受教育程度最高的城市之一。

- “吃货”城
- 冠军球队
- 夜生活
- 风景：神之花园
- 艺术
- 购物
- 音乐
- 历史



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## ATD 2016 庆祝活动

@ Denver Museum of Art

不容错过的美式大Party! 将于丹佛艺术博物馆举办。我们把博物馆变成派对的天堂，现场乐队演奏，各种表演和互动活动，享受各国美食，与同仁建立人脉网络...

与会议同时报名，享受75美元/位!





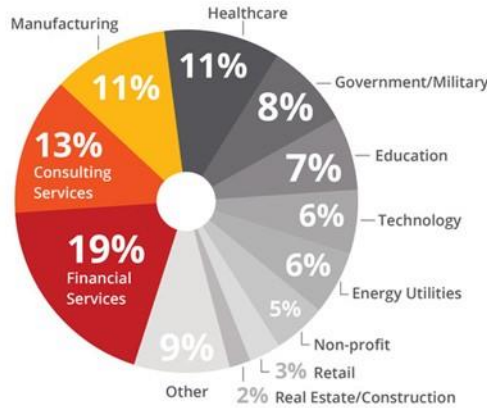
# 参会者简介

**96%** of attendees have, recommends, or specifies purchasing decisions for their organization

## LEVEL WITHIN ORGANIZATION



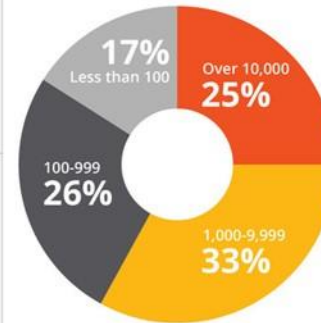
## INDUSTRY REPRESENTATION



**57%** of attendees are from an organization with 1,000+ employees

**45%** of attendees have been in the training industry 11+ years

## ORGANIZATION SIZE



## TOP TITLES

AVP, Talent Management  
Chief Development Officer  
Chief Engagement Officer  
Chief HR Officer  
Chief Learning Officer  
Chief Talent Development Officer  
Deputy Dir., Learning and Performance  
Director - Change Management

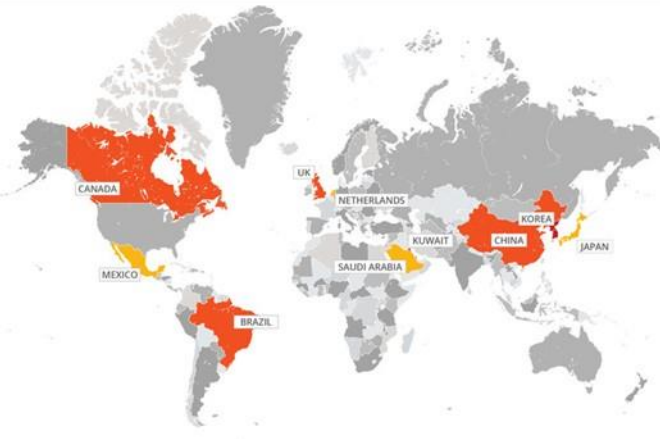
Senior Training Officer  
SVP - Chief Talent Officer  
Training & Development Supervisor  
Senior Director, Global L&D  
Director - Talent Development  
Director Corporate University  
Director Human Resources  
Director of eLearning

Director of Sales Training  
Director, Leadership Development  
Director, Training  
Executive Director of Talent  
Global Director of Sales Enablement  
VP Technology  
VP, Global Learning

**91%** of attendees are satisfied with ATD International Conference and Expo

Conference provides attendees with:

- Networking opportunities
- Vendor analysis
- Benchmarking data
- Professional Development
- Best Practices



**24%** of attendees come from outside the United States

# 龙之夜活动

5月22日，

周日晚上 6:30-9:30

- 专门面向华人组织的活动
- 包括欢迎晚宴以及交流活动
- 每人50美元







Full Conference Registration	ATD会员	非会员
------------------------------	-------	-----

报名价格 截止至 2016年4月1日	\$1,575	\$1,900
标准和现场报名价格 2016年4月1日后	\$1,875	\$2,200
国际代表团价格 (至少5名)	\$1,250	\$1,575
政府	\$1,250	\$1,575
学生	\$500	\$800

Other Fees		
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龙之夜		\$75
同声传译		\$345







三人同行，必有我师  
参加国际代表团！



# HOTEL & TRAVEL

## ATD官方酒店

- 入住酒店皆经过ATD的认可和检验。
- 酒店代表可在会议期间提供关于官方酒店的现场协助。
- 预订条款友好，没有变更费用，无需全款预付。
- 酒店价格有保障。
- 大多数官方酒店提供免费接送服务。
- 变更住宿安排更方便。
- 在会议街区内的酒店内可以获得更多的交流机会。

\* 订房截止日期：2016年4月28日 周四  
房间数量有限。[了解预订信息，请访问！](#)





# HOTEL & TRAVEL

## 赴美旅游签？



- 我们将向参会者发出邀请函，方便其获得签证
- 请联系[international@td.org](mailto:international@td.org) 索取邀请函
- 对于您的请求，我们需要3个工作日进行处理
- 今早联系ATD，为您的签证申请留出足够时间
- 完整签证信息可参考美国国务院网站：[U.S. Department of State website](http://U.S. Department of State website)





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- E: 我是来打酱油的



## 联系ATD中国办公室

蔡金晶(Gene), 总监  
钱慧娟 (Coral), 助理

电话: 021310603490  
China@td.org





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See you in Denver!