



INTERNATIONAL
CONFERENCE & EXPOSITION

atd 2015

Content, Community, Global Perspectives

May 17-20, 2015 | Orlando, Florida

ATD 2015 International Conference & Exposition

Leading an International Delegation

By ATD International

Welcome!



Wei Wang Ph.D., CPLP
Director, International

환영

Willkommen

Bienvenue

Welkom

Velkommen

Vitame

歡迎

欢迎

وسهلا

Bienvenidos

Bem Vindo

Добро

пожаловать

Benvenuto

Witamy

Υποδοχή

Introducing the ATD International Team



Wei Wang

Director

Frank Cen

Director,
ATD China

Inigo

Sanchez-Cabezudo
Sr. Regional Manager,
Europe &
Latin America

Youngkuk Lim

Sr. Regional
Manager,
Asia Pacific

Vivek Nair

Regional Manager,
Middle East,
Africa & India

Nan Kim

Sr. International
Coordinator

Ginny Rosell

International
Coordinator

Agenda

ATD 2015 Highlights!

How to
form a
delegation

Additional
activities

Q&A

Industry-Defining Event for Talent Development



❖ **70 years' history**

❖ **More than 10,500 attendees, 25% overseas**

❖ **90+ countries represented**

❖ **60+ international delegations**

❖ **250+ educational sessions from industry-leading experts**

❖ **300+ Speakers from 20+ countries**

❖ **World-class EXPO with 350+ exhibitors**

Top Attending Countries Outside the U.S. in 2014



Attendee Profile



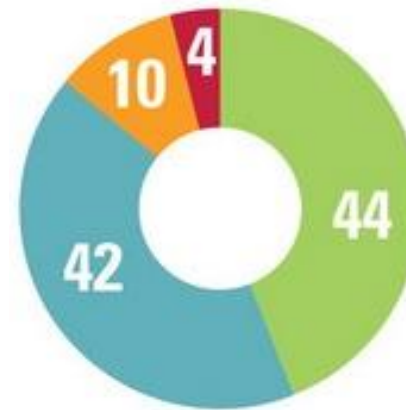
LEVEL IN THE ORGANIZATION

Executive
Directors/Managers/Supervisors
Individual/Consultant
Other



ORGANIZATION SIZE

Over 10,000
1,000-9,999
100-999
Less than 100



PURCHASING AUTHORITY

Have purchasing authority
Recommends purchases
Specifies purchases
Have no influence



20+ years
11-20 years
6-10 years
3-5 years
Less than 2 years

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



The Location

Orlando, FL May 17-20, 2015



- ❖ One of the leading tourism destinations in the world
- ❖ Nicknamed “The City Beautiful”
- ❖ Also known as “The Theme Park Capital of the World” (home to Walt Disney World Resort and SeaWorld Orlando)

Top Reasons to Attend ATD 2015

- ❖ The **largest** conference in the field providing the most choices for your professional development (10,500+ attendees)
- ❖ World-renowned **experts**
- ❖ **300** top-rated educational sessions and **10** content tracks
- ❖ **Benchmarking** against today's leading companies
- ❖ World-class **EXPO**
- ❖ **Networking** with like-minded peers from around the world

Conference Theme

Content, Community, Global Perspectives



Tony Bingham

CEO & President of ATD

As businesses become more global and competitive, a key differentiator for success will be talent. You need to know the latest trends and best practices, and the best place to learn is at ATD 2015.

No other learning event brings together the global perspective, expert content, and community of practitioners that ATD's conference does.

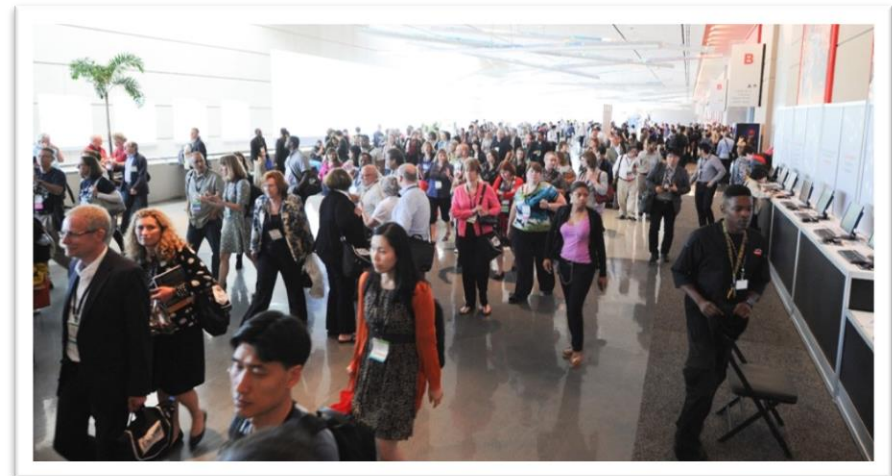
Conference Tracks

10 Content Tracks

- ❖ Career Development
- ❖ Training Delivery
- ❖ Global Human Resource Development
- ❖ Instructional Design
- ❖ Management
- ❖ Human Capital
- ❖ Leadership Development
- ❖ Learning Technologies
- ❖ Learning Measurement & Analytics
- ❖ The Science of Learning

Four Industry Tracks

- ❖ Government
- ❖ Higher Education
- ❖ Sales Enablement
- ❖ Healthcare (*New!*)



Keynote Speakers



Andrea Jung

President and CEO, Grameen America

Consistently ranked among the top leaders in the world on lists including, Fortune magazine's Most Powerful Women in Business.



Sugata Mitra

Professor of Educational Technology at Newcastle University, United Kingdom

At the forefront of a new approach to education that challenges how we teach today's children in a technological age.



Erik Wahl

Internationally recognized graffiti artist, author, and entrepreneur.

He has grown as a sought-after corporate speaker with an impressive list of clients including AT&T, Disney, Microsoft, and FedEx.

Simultaneous Interpretation

Simultaneous interpretation is offered for several sessions in three languages:

Korean, Japanese, and Chinese (Mandarin)

*The interpretation services are available for a fee.



한국어

日本語

中文

Preconference Workshops & Certificate Programs



Preconference Workshops

(1 day program)

- ❖ Interactive workshops with hands-on approach
- ❖ Ideal way to develop new skills or gain new perspectives while focusing in-depth on a topic

Certificate Programs

(2-3 day program)

- ❖ Practical content presented by expert practitioners
- ❖ Enhance your competitive advantage and advance your professional development
- ❖ Participants receive an ATD certificate



Industry's Largest EXPO



Attendees walk the EXPO between concurrent sessions and networking with their peers.

Over **360** exhibitors showcase their cutting edge resources, tools, and solutions—available to help take learning and development in new directions.

Networking Night

Details to be announced soon!



Attendees have the unique opportunity to dance to live music, network with peers, enjoy delicious food, and so much more...

Global Village

Network with your colleagues from around the world



- ❖ Relax and enjoy complimentary refreshments
- ❖ Plan your conference meetings and activities
- ❖ Post messages to the message board to connect with other attendees
- ❖ Meet the ATD International team

Special Events for International Attendees



International Orientation



International Reception



International Recognition Ceremony



Strategic Partner & Network Meeting

Organized events for attendees from outside of the United States.

Agenda

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Why Do People Join an International Delegation?

- ❖ Convenient conference registration
- ❖ Convenient travel arrangement
- ❖ Group activities (debriefing, welcome dinner, benchmarking)
- ❖ Networking
- ❖ Recognition
- ❖ Reduced registration rates



Delegation Benefits

- ❖ Reduced registration rates
- ❖ For every 10 paid, the 11th is free
- ❖ Registration support
- ❖ Special recognition during the conference in the program guide & elsewhere
- ❖ Marketing support from ATD
- ❖ Networking room, early badge pickup, & access to other delegation-only services

* Requires 5 or more paid attendees to organize

Agenda

# of Paid Attendees	Delegation Rate	Free Registration*	Marketing Materials	Delegation Leader Events	Networking Room Sharing	Early Badge Pick Up	Additional Financial Incentive **
> 5	X		X	X			
>10	X	X	X	X			
>20	X	X	X	X	X	X	
>50	X	X	X	X	X	X	X

*For every 10 paid registered attendees, the **11th** attendee is free

**Additional agreement is needed

Registration

Rates (USD/Person)	ATD Member	with Membership**	Non-Member	Effective Period
Early Bird Rate	\$1,275	\$1,474**	\$1,575	Now - 01/28/2015
Advanced Rate	\$1,500	\$1,699**	\$1,800	01/29 - 04/01/2015
Regular & On-Site Rate	\$1,800	\$1,999**	\$2,100	04/02 - 05/17/2015
*Early Bird Delegation Rate (5 or more)	\$1,100	\$1,299**	\$1,400	Now - 01/28/2015
Delegation Rate (5 or more)	\$1,200	\$1,399**	\$1,500	01/29 - 05/17/2015

*Payments must be received by 01/28/2014 for “Early Bird Delegation Rate”

**Prices including ATD Professional Membership

How We Can Support You

- ❖ Marketing materials
- ❖ Delegation Leader [Tool Kit](#)
- ❖ Delegation leader emails
- ❖ Delegation registration form
- ❖ Special conference promotion workshops, videos

The screenshot shows the ATD website interface. At the top, there is a navigation bar with the ATD logo and the text "Association for Talent Development". Below the navigation bar, there is a search bar and a list of menu items: Members, Publications, Conferences & Events, Education, CPLP Certification, and Communities of Practice. The main content area is titled "Delegation Leader Tool Kit" and contains a paragraph of text: "ATD International has prepared some items that you will find useful in leading and promoting your International Delegation." Below this text, there are two sections: "2015 Materials" and "Important Documents". The "2015 Materials" section includes links for "How to Gain Approval to Attend ATD 2015", "ATD 2015 Justification Document", and "International Delegation Application Form". The "Important Documents" section includes a link for "International Delegation Registration Spreadsheet". A red button with the text "atd 2015 DELEGATION TOOL KIT" is positioned to the right of the main content area.

The banner features a background image of a man in a suit looking at a bulletin board covered in papers. The text on the banner reads: "INTERNATIONAL CONFERENCE & EXPOSITION atd 2015 Content, Community, Global Perspectives". Below the banner, there is a red bar with the text "SAMPLE DELEGATION BANNER" and "Remember to use delegation code xxxxxxxxxx when you register!"

Delegation Registration Process

STEP 1 **Submit Delegation Application**

STEP 2 **Receive Delegation Confirmation**

STEP 3 **Register Delegation Attendees**

STEP 4 **Arrange Payment**

Step 1: Submit Delegation Application

- Contact international@td.org for the “International Delegation Application Form”
- Complete and submit the application form



International Delegation Application Form

ATD welcomes organizations and individuals to organize delegation to attend ATD 2015 International Conference & Exposition! A minimum of 5 paid participants are required to form a delegation. Please complete this form in English and return to the international department by email: international@td.org. Once your application is approved, the confirmation letter with delegation code and registration form will be providing to you. Thank you for your interest. We look forward to working with you.

Delegation Name

How would you like your delegation to be addressed? Please provide full name and abbreviation if applicable.

Contact Information

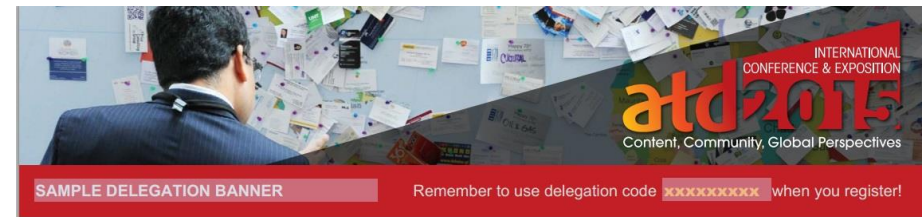
Delegation Leader Name:			
Delegation Leader Email:			
Coordinator Name: (if different from Leader)			
Coordinator Email:			
Telephone:			
Address:			
State/Province:		Country:	

Delegation Information

Have You Organized a Delegation to ATD in the Past?		If Yes, Which Year[s]:	
Estimated Number of Participants for 2015:			
Payment	<input type="checkbox"/>	Wire transfer	<input type="checkbox"/>
	<input type="checkbox"/>	Credit Card	<input type="checkbox"/>

Step 2: Receive Delegation Confirmation

- Once the application is processed, you will receive a confirmation letter from ATD
- Returned qualified delegations will receive a delegation code with the confirmation letter
- New delegations will be assigned delegation codes when the minimum of five paid attendees is reached



Sample Delegation Banner with Code

Step 3: Register Delegation Attendees

- We will provide a standard International Delegation Registration Spreadsheet
- Delegation leaders will use the spreadsheet to collect attendees information, and send it to ATD. The reduced rates and complimentary registration will be applied immediately

** **Note:** You may promote your delegation code to individuals and have them directly register with ATD. However, if the delegation code is not correctly entered when the individual registers, the delegation will not receive any benefits.*

Ways to Register

1. Online: [ATD Store](#)
2. E-mail international@td.org
 - Download and fill out the Registration Form from www.atdconference.com
 - Use the Delegation Registration Spreadsheet

Payment

- Delegations need to provide the Delegation Registration Spreadsheet with payment before the deadline
- Additional/cancelation registrations may be adjusted on the same spreadsheet
- Additional registrations may be processed onsite
- Payment is required before registration is considered complete
- ATD accepts credit cards, purchase orders, and wire transfers

Hotels

Official ATD Housing

- ❖ Official hotels are ATD-endorsed and inspected
- ❖ Housing representatives are available at the conference for on-site assistance with official hotels
- ❖ Friendly booking terms: no change fees; no FULL pre-payment
- ❖ Guaranteed hotel rates
- ❖ Complimentary shuttle service provided from most official hotels
- ❖ It is EASY to make changes
- ❖ Greater networking opportunities exist in hotels within the conference block
- ❖ Individual and Groups Online Registration:
<http://www.wynjade.com/atd15/>

Visa

- ❖ We provide invitation letters for conference attendees for visa purposes.
- ❖ Request the Invitation Letter Form by contacting international@td.org.
- ❖ Please allow 3 business days to process your request.
- ❖ Contact ATD early to leave enough time for your visa application.
- ❖ *Complete visa information which can be found at the [U.S. Department of State website](#).



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Additional Activities

In addition to the standard conference program, you may also consider:

- ❖ An orientation session before your group departures
- ❖ Networking events during the conference
- ❖ Group debriefings after sessions
- ❖ Customized learning materials (guide, CDs)
- ❖ Benchmarking visit
- ❖ Post-conference sharing events

Questions?

**Thank you and see you in
Orlando, FL!**

