



# **ATD 2016 International Conference & Exposition**

## **Leading an International Delegation**

**By ATD International**



**atd 2016**

INTERNATIONAL CONFERENCE & EXPOSITION  
MAY 22-25, 2016 | DENVER, CO

CONTENT

COMMUNITY

GLOBAL  
PERSPECTIVES

# Welcome!

환영

Willkommen

Bienvenue

Welkom

Velkommen

Vitame

歡迎

欢迎

مرحبا

Bienvenidos

Bem Vindo

Добро

пожаловать

Benvenuto

Witamy

Υποδοχή



# Introducing the ATD International Team



**Wei Wang**  
Director

**Gene Cai**  
Director,  
ATD China

**Iñigo 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**  
International  
Specialist

**Grace Jing**  
International,  
Project Manager

**Fatine Mamouni**  
International  
Coordinator



# Agenda

## ATD 2016 Highlights!

How to  
form a  
delegation

Additional  
activities

Q&A

# Industry-Defining Global Event for Talent Development Professionals

- 70+ year history
- More than 9,600 attendees, 25% overseas
- 86 countries represented
- 60+ international delegations
- 300+ educational sessions
- 400 exhibitors
- 300 speakers from 22 countries





# Top Attending Countries Outside the U.S. in 2015

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

**atd2015**  
 INTERNATIONAL CONFERENCE & EXPOSITION  
 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



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# Attendee Profile

Level in the Organization



- Executive
- Directors/Managers/Supervisor
- 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

Years in the Field



- 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

*Denver, Colorado,  
May 22-25, 2016*



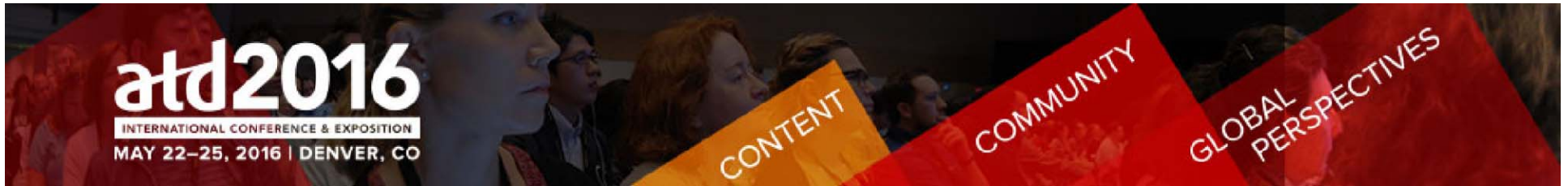
- ❖ Denver is one of the United States' most beautiful and active cities, boasting eight professional sports teams, numerous museums, and tons of outdoor adventure.
- ❖ The city of Denver is full of opportunity. Take advantage of all it has to offer.
- ❖ Visit this website to learn more about Denver!  
❖ <http://www.denver.org/visitdenver>





## Top Reasons to Attend ATD 2016

- ❖ The **largest** conference in the field providing the most choices for your professional development (10,000+ 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 becomes 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 2016.

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

### Four Industry Tracks

- ❖ Government
- ❖ Sales Enablement
- ❖ Healthcare
- ❖ Higher Education



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## 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

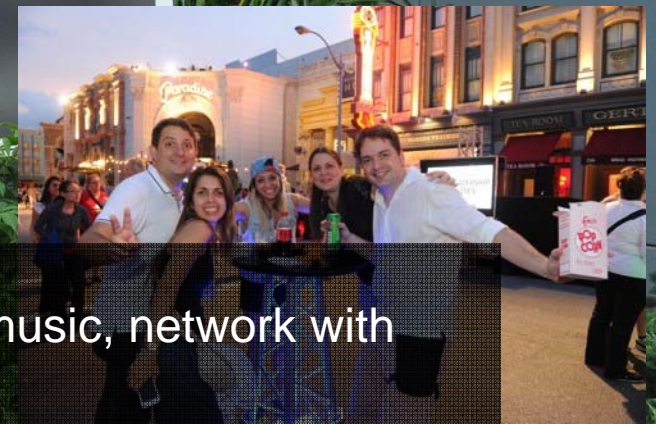
**400** Exhibitors

Attendees walk the EXPO between concurrent sessions and networking with their peers. Top suppliers showcased their cutting-edge resources, tools, and solutions—available to help take talent development in new directions

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# Networking Night



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

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## 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

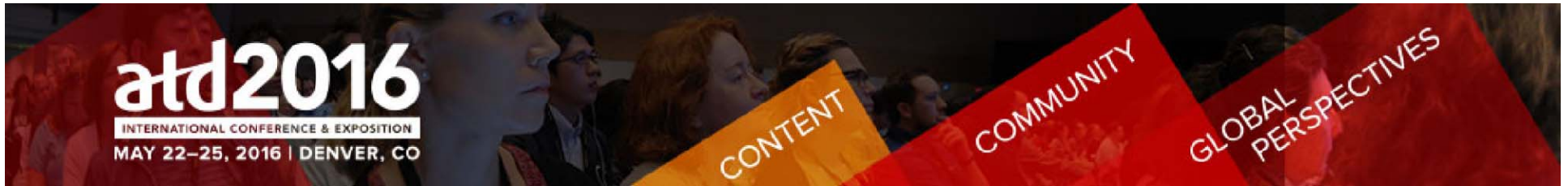


International Recognition Ceremony



Strategic Partner & Network Meeting

Organized events for attendees from outside of the United States



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Nigeria

Brazil

Venezuela

Kuwait

Turkey

Mexico

Canada

UAE

Argentina

Italy

Belgium

# 60+ international delegations

Taiwan

Australia

Japan



## 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
- ❖ With more than 10 paid delegates, the leader will receive 1 complimentary registration **(New)**
- ❖ 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
- ❖ Rebate based on number of paid participants – contact us for details **(New)**

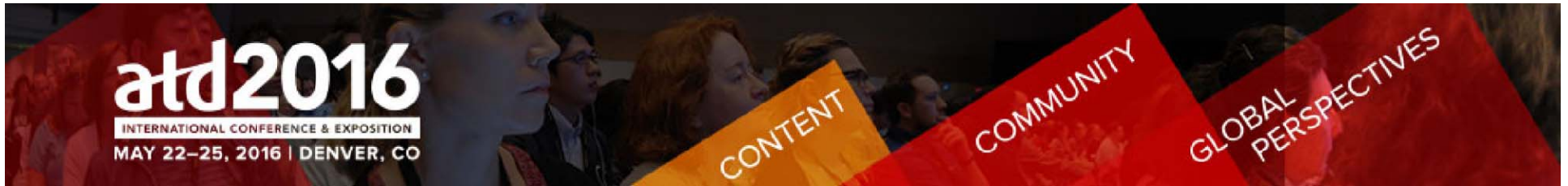
\* Requires **5 or more paid attendees** to organize a delegation



## Delegation Benefits\*

# of Paid Attendees	Delegation Rate	Marketing Materials	Delegation Leader Events	1 Free Registration for delegation leader	Additional Financial Incentive *	Networking Room Sharing	Early Badge Pick Up
> 5	X	X	X				
>10*	X	X	X	X	X		
>20	X	X	X	X	X	X	X
>50	X	X	X	X	X	X	X

\* Rebate based on number of participants



## Registration

Rates (USD/Person)	ATD Member	with Membership**	Non-Member	Effective Period
Early Bird Rate	\$1,325	<b>\$1,524*</b>	\$1,650	Now - 01/28/2016
Advanced Rate	\$1,575	<b>\$1,774*</b>	\$1,900	01/29 - 04/01/2016
Regular & On-Site Rate	\$1,875	<b>\$2,074*</b>	\$2,200	04/02 - 05/22/2016
Delegation Rate (5 or more)	\$1,250	<b>\$1,449*</b>	\$1,575	01/29 - 05/22/2016

\*Prices including ATD Professional Membership at discount rate (~~\$229~~ at \$199 usd)



# 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 2016 Delegation Leader Tool Kit webpage. At the top is the ATD logo and the text "Association for Talent Development". Below the logo is a navigation menu with links for "Members", "Publications", "Conferences & Events", "Education", "CPLI Certification", and "Communities of Practice". The main heading is "ATD 2016 DELEGATION TOOL KIT". Below this is a text box stating: "ATD International has prepared some items that you will find useful in leading and promoting your International Delegation to ATD 2016. This Tool Kit is updated periodically with new materials. Please check back for more updates." Below this is a section titled "ATD 2016 Materials" with a sub-section "Important Documents" containing a link for "International Delegation Application Form" and a sub-section "Registration" containing a link for "International Delegation Registration Spreadsheet".







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## 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](mailto: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 2016 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](mailto:international@td.org). Once your application is approved, the confirmation letter with delegation code and registration form will be provided 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)	<input type="text"/>		
Coordinator Email:	<input type="text"/>		
Telephone:			
Address:			
State/Province:	<input type="text"/>	Country:	<input type="text"/>

**Delegation Information**

Have You Organized a Delegation to ATD in the Past?	<input type="checkbox"/>	If Yes, Which Year(s):	<input type="text"/>
Estimated Number of Participants for 2016:	<input type="text"/>		
Payment	<input type="checkbox"/> Wire transfer	<input type="checkbox"/> Credit Card	

International Delegation Application Form



## 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.*



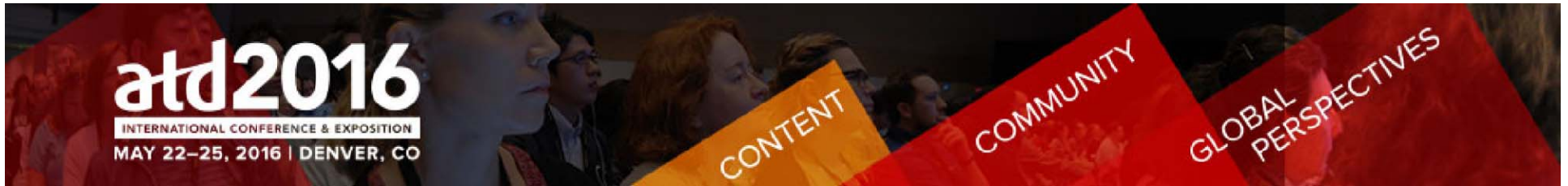
## Ways to Register

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

- ❖ Deadline: Thursday, **April 28, 2016**
- ❖ 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/atd16>



## Visa

- ❖ We provide invitation letters for registered conference attendees for visa purposes.
- ❖ Request the Invitation Letter Form by contacting [international@td.org](mailto: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](#).







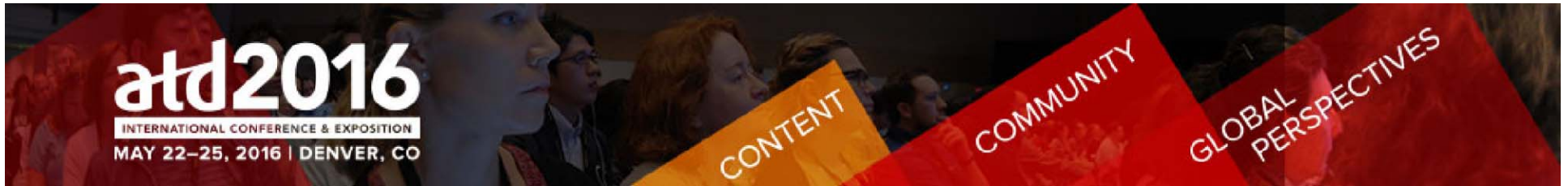
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## Additional Activities

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

ATD 2016 • Denver, Colorado  
May 22 - 25, 2016

See You Next Year!

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

# See you in Denver !