

Get Updated in one week through visiting the Masie Learning 2014 conference, 2 famous Corporate Universities and meeting with several of today's learning thought-leaders.

Featuring Elliott Masie, Bob Mosher and Donald H Taylor
Organized by Alfred Remmits

Learning Journey 2014

Elliott Masie's
LEARNING 2014
October 26 - 29, 2014 | Orlando, FL



I am honored to invite you and your colleagues to participate in the Learning Journey 2014, focused on participating in Elliott Masie's Learning 2014 conference, a Performance Support workshop with Bob Mosher, a session with Donald Taylor on the developments in the

UK L&D Industry, visits to 2 famous US Learning Organizations, Sears Learning and McDonald's HamburgerU, combined with some great fun.

I hope you will join me in this exciting journey.

Alfred Remmits



My Learning 2014 event will this year focus on the changing, evolving and sometimes disruptive shifts in the world of workplace and workforce learning.

Learning 2014 will explore key themes including: Learning

Personalization, Video Clips & Content, Engagement, Compliance & Learning, Collaboration & Social, Mobile in the Workplace, Leadership Shifts, Massive & MOOCs, Big Learning Data and more. Our sessions will be high engagement conversations, benchmarking, and colleagues sharing with colleagues.

Elliott Masie

Elliott Masie: Host & Facilitator of the Learning 2014 event



Elliott Masie is the Host and Facilitator of Learning 2014. He is a provocative, engaging and entertaining researcher. Educator, analyst and speaker - focused on the changing world of the workplace, learning and technology.

Elliott heads The MASIE Center, a Saratoga Springs, NY think tank focused on how organizations can support learning and knowledge within the workforce. He leads the Learning CONSORTIUM, a coalition of 230 global organizations cooperating on the evolution of learning strategies, including CNN, Wal-Mart, American Express, Farmers Insurance, Emirates Airline, Starbucks, General Electric and Fidelity Investments.

Elliott's professional focus has been in the fields of corporate learning, organizational performance and emerging technology. He has developed models for accelerating the spread of knowledge, learning and collaboration throughout organizations. Elliott is acknowledged as the first analyst to use the term e-Learning and has advocated for a sane deployment of learning and collaboration technology as a means of supporting the effectiveness and profitability of enterprises.

Elliott serves as an adviser to a wide range of government, education and non-profit groups. He serves on the Board of Trustee of Skidmore College and as a Board member of FIRST Robotics and the CIA University Board of Visitors. He has served as a pro-bono advisor to the Department of Defense and on the White House Advisory Council on Expanding Learning Opportunities.

Elliott is known as a highly approachable speaker and trainer, blending humor, applicable stories of best practice and high levels of audience involvement. Over the past thirty years, he has presented programs, courses and speeches to over 2,100,000 professionals around the world.

Who should attend?

- Learning Managers & Coordinators
- Training and Learning Professionals
- Workforce Development Professionals
- Chief Learning Officers
- Technology and Training Coordinators
- Developers & Designers
- IT and Technology Training Managers
- Instructional and Content Designers
- Suppliers of Learning Products and Services
- HR Managers and Staff
- Line Managers Involved in Workforce Productivity
- IT Coordinators Supporting Learning Products
- Higher Education & Workforce Training Colleagues
- Knowledge Management Staff
- Investment Professionals Involved in the Learning Marketplace

Key-notes include:

Elliott Masie

Sir Ken Robinson

Bobby Flay

Robin Roberts

www.learning2014.com

Learning Journey 2014

WORKSHOPS

Performance Support Workshop

by *Bob Mosher*

Learning departments across the globe are facing challenges and opportunities like never before in the history of L&D. Information is changing at a rate few can keep up with.

Learning is being tasked with justifying its existence in ways it's not seen before. ROI has taken on an entirely new meaning in today's highly competitive landscape where every aspect of the business is being task with showing how it directly impacts the bottom-line. Learning has moved into the workflow with learners wanting more and more "on-demand" and "at the moment of APPLY" learning, not out of date and overburdened classrooms and e-learning. Technology is changing at a record pace, with new platforms such as mobile and social media in the mix.

All of which is impacting the way learning and "blended" learning are defined challenging most learning departments to redefine their role, services, and design methodologies. In this highly interactive workshop, Bob Mosher will examine all of these and more. We will discuss the current and future trends that will impact the viability and effectiveness of your learning department. Some areas to be discussed:

- Mobile and Social Learning
- Performance Support at the moment of APPLY
- AGILE development - the Journey from "ADDIE to AGILE"
- Measurement strategies in the new world of "at the moment of need" learning
- The new role of the instructional design signer (ID) and the instructor

and much more!

Come join us as we take a serious look at the current and future state of "L&D". Be prepared to share, explore, challenge and learn...



Bob Mosher

Bob Mosher is the Global Chief Learning and Strategy and Evangelist for Apply Synergies and co-founder of the Performer Support Community. He has been an active and influential leader in the learning and training industry for over 23 years. Prior to his current position, he was Director of Learning Strategy and Evangelism at Ontuitive and at Microsoft. Before that, Bob was the Executive Director of Education for Element K where he directed and influenced their learning model and products. He is an influential voice in the IT training industry, speaking at conferences and participating within industry associations such as CLO Magazine, CompTIA, ASTD, The E-learning Guild and The Masie Centre.



Donald H Taylor

Donald H Taylor is chairman of the Learning and Performance Institute (LPI) and a 25 year veteran of the learning, skills and human capital industries. With experience at every level from design and delivery to chairman of the board, he is dedicated to improving the standing of the L&D profession. He was the 2007 recipient of the Colin Corder award for services to training, has chaired the Learning Technologies Conference since 2000 and chairs the associated Learning and Skills Group.

The Learning and Performance Institute

The Learning and Performance Institute is a global Institute for Learning & Development professionals. Established in 1995, the Institute has over 3,000 individual members and 400 accredited organisations. Through membership, certification, accreditation, events and bespoke consultancy services, the LPI focuses on enhancing and recognising the skills and professional status of individuals and organisations engaged in learning activities, and assessing the quality of learning services.

21st Century Skills for L&D

by *Donald H. Taylor*

The Learning and Development role has transformed over the past few years. From producing an annual list of scheduled classroom courses, L&D professionals are now expected to be expert in content curation, distance delivery and performance support and plenty more besides. And the rate of change shows no signs of slowing.

And with the expanding breadth of responsibility comes both increased pressure from executives and the requirement to step outside skills and roles that have comfortably been past of L&D in the past. Many L&D roles are now expected to include the non-traditional skills of change management, marketing and negotiation.

What is behind these changes? Are they all reasonable and how can we adjust to them? How do we need to change and what will happen if we don't? Join Donald H Taylor as he examines how to take advantage of this situation and build the best skills set for the future and ensure that your department avoids the Training Ghetto:

- Why is L&D changing now?
- What does the L&D department of the future look like?
- Are any traditional skills becoming redundant?
- Are there any technologies that we should be focused on?
- What non-technological skills are required?

Learning Journey 2014

COMPANY VISITS



Hamburger University

McDonald's is the leading global foodservice retailer with more than 35,000 local restaurants serving nearly 70 million people in more than 100 countries each day. 80% of McDonald's restaurants are franchised. McDonald's brand mission is to be our customers' favorite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which center on an exceptional customer experience – People, Products, Place, Price and

Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.

Since its inception, training at Hamburger University has emphasized consistent restaurant operations procedures, service, quality and cleanliness. It has become the company's global center of excellence for McDonald's operations training and leadership development. In 1961, Fred Turner, McDonald's former senior chairman and Ray Kroc's first grillman, founded Hamburger University in the basement of a McDonald's restaurant in Elk Grove Village, Illinois.

- February 24, 1961, Hamburger University's first class of 15 students graduated
- Today, more than 7,500 students attend Hamburger University each year
- Since 1961, more than 80,000 restaurant managers, mid-managers and owner/operators have graduated from this facility

In 1983, McDonald's invested \$40 million in Hamburger University, a 130,000-square foot facility on an 80-acre campus located at McDonald's Corporate Offices in Oak Brook, IL.



Sears

The Sears Learning Organization is called Integrated Learning & Performance (ILP) and is responsible for learning for all

Kmart and Sears store associates. This population is about 250,000 (~95% of the total employee headcount) and is a decentralized organization, spread across the United States and Canada. Aside from typical learning operations that you would find in any Fortune training organization (instructional design, media functions, etc), the Sears ILP organization builds its own learning and performance platforms. In particular, Sears has been an industry leader in the use of gamification for performance for a couple of years before Frank Nguyen joined as the new Vice President of Learning. Sears ILP is now innovating in the learning gamification space and in particular building out a strategy and platform to support continuous learning and expertise management. This strategy connects learning directly with the company's broader integrated retail transformation and was recently recognized as a finalist for the 2014 Chief Learning Officer Learning in Practice Award.

INTEGRATED

LEARNING & PERFORMANCE

Learn. Perform. Repeat



KnowledgeAdvisors

KnowledgeAdvisors, a Corporate Executive Board Company is the world's leading provider of analytics solutions for talent development professionals. Knowledge Advisors' cloud-based talent analytics platform, Metrics that

Matter, helps businesses significantly improve the business impact of their talent development programs, and their consulting team provides measurement strategies to help optimize investments in human capital.



Business Behind the Magic Tour

Learning 2014 and The Disney Institute have teamed up to bring you an exclusive Business Behind the Magic

Tour. You will have the unforgettable opportunity to go behind-the-scenes and experience time-tested Disney business philosophies at one of the leading business operations in the world first-hand. This 3-hour tour features the five core principles taught by Disney Institute and shows how they come to life each day at the Walt Disney World® Resort for Cast Members and Guests.



Chicago Architectural Cruise

Join us on an exciting journey as we tour the Chicago River and its architectural landmarks.

The Architecture Cruise is an exciting tour of the Chicago River and its architectural landmarks. We will travel down the main branch of the Chicago River, up the north branch to the East Bank Club, and then south past the Willis Tower to the old Post Office Building. We will recount the dramatic story of Chicago's rise from the Great Fire of 1871 to become the home of the skyscraper and the cradle of modern American architecture. Along the 75-minute route, we will see buildings by world-famous architects including Mies van der Rohe, Skidmore Owings and Merrill, and Helmut Jahn.

Learning Journey 2014

PROGRAM

Program

1. Saturday October 25th: Departure from Amsterdam or London with United Airlines to Orlando and transfer to the conference hotel, Disney Coronado Springs hotel
2. Sunday morning: 7.30am – 9.15am Breakfast and workshop “Learning and Support in an Agile World” with Bob Mosher
3. Sunday morning from 9.30am until 1.00 pm, Disney Behind the Magic Tour”
4. Sunday afternoon: free time to relax
5. Sunday evening: 7.29 pm opening session of the Masie event; ending at about 9.30pm
6. Monday: participate in the Masie event; free evening/night for own program
7. Tuesday: participate in the Masie event; evening/night: participate in the Masie celebration party
8. Wednesday morning 7.30am: Breakfast with Conrad Gottfredson, author of the book “Innovative Performance Support” with a review on “what did we learn at this event”, followed by the closing sessions of the Masie event;
9. Wednesday afternoon from 1-3pm: Session “21st Century Skills for L&D” with Donald H Taylor
10. Wednesday evening: Flight to Chicago and transfer to Chicago down-town hotel; free evening/night for own program

11. Thursday morning: Visit to HamburgerU, the Corporate University of McDonalds (about 2 hours)
12. Thursday afternoon: Chicago Architectural Cruise and closing dinner in Chicago, plus optional visit to one of the famous Chicago Blues-club’s.
13. Friday morning October 31st: free time in Chicago and at noon lunch at the Corporate Executive Board with a session about learning evaluation and measurement
14. Friday afternoon: Visit to the Integrated Learning and Performance Department of Sears in Chicago.
15. Friday evening October 31st 6pm: Return flight with United from Chicago to Amsterdam or London



Costs

€3495,- / £2995,-
excluding VAT

The program will include all flights, hotels and participation in all events and will also include participation in the Chicago Architecture Cruise, all breakfasts and lunches at the Masie event, the Masie Celebration event, 2 joint dinners (Saturday night in Orlando and Thursday-night in Chicago), 1 joint lunch (closing lunch Friday in Chicago) and 2 joint breakfasts (Sunday morning before the workshop with Bob Mosher and Thursday morning in Chicago).

Last date to register for participation is October 1st. After registering for this event, cancellation will be possible until October 3rd; after October 3rd, the full fee will be due. Small changes to the program are possible.

contact and registration:

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