

LERN Annual Conference

November 30 – December 3, 2011

(pre-conference day)

The most exciting week of the year in lifelong learning



New Orleans Conference 2011

MOBILES – THE NEW FRONTIER



Mobile Website Optimization



Multimedia Applications



Texting

LERN Annual Conference 2011 Program Schedule At A Glance

Wednesday, November 30

- 8 Pre-Conference Seminars
- Conference Registration
- Get to Know New Orleans - How to Attend This Conference
- All-Conference Reception with New Orleans theme

Thursday, December 1

- Exhibits
- Opening Session and keynote "Creating An Achievement Climate" with Dr. Tom Steiner
- 40 Advanced Concurrent Sessions
- Premiere release of our new book, *The Pedagogy of the 21st Century*, and reception

Friday, December 2

- Another 40 How-to Concurrent Sessions
- General Session keynote "*Mobiles: The New Frontier*" with new media pioneer Bill Thompson
- International Awards Luncheon
- Exhibits, posters, LERN bookstore

Saturday, December 3

- More Practical Concurrent Sessions
- Personal and Professional Sessions
- All new! General Session. *Nine Shift for 2012: The Fight for the 21st Century*
- Afternoon and evening in New Orleans

This Year's SuperStars



New media pioneer
Bill Thompson
Direct from Cambridge, England!



The EnterTRAINER
Dr. Tom Steiner
San Diego

More New Presenters and Experts



Julie Marsello
Providence, RI
Gathering Facebook Fans



Jonathan Sessions
Tech2, Columbia, MO
Digital Media



Marie Chatterton
Vancouver, BC
Just out! Prezi

What you should do now

1. Please spend a few minutes with this brochure. This conference will make your program thousands of dollars in increased registrations, higher income and saved costs.
2. Check out monthly updates and news about the conference at www.lern.org/conference.
3. **Register now.** Registration information is located on pages 25 & 26. And you can register by fax, phone, mail email, online or by mobile phone.
4. **Questions?** We're always glad to talk to you — call us at 800-678-5376 or send an email at info@lern.org.

Why You Should Attend This Year

NEW This Year!

- Age of Mobiles in our field begins
- Keynote and sessions on Mobile Marketing
- Our first conference mobile app
- Premiere release of our new book, *The Pedagogy of the 21st Century*
- New FREE access to online tools for your program
- More than 30 new sessions. And much more.

Awesome Features

- Our first conference mobile app premieres
- Variety of networking opportunities, with roundtable discussions, luncheons, dinner groups, and receptions
- You'll find the most successful practitioners attending
- Sheraton Hotel located on the edge of the fabulous French Quarter
- Third Person FREE! Register two people from your program and the third is free at the basic rate
- Now the largest conference in the world devoted to lifelong learning programming
- Some 900 participants from at least 5 countries around the world

Not available anywhere else:

- Advanced, new how-to info
- Top consultants and best experts
- Top 20 award winners slide show
- Numbers, ratios and benchmarks
- Best display of software

Unique:

- Best Brochure Ideas of the Year
- State of Lifelong Learning
- LERN Forecasts 2012

"I know if I implement a few of the ideas, it will pay for my conference registration and expenses."

Karen Rieger, Columbus, NE

LERN Annual Conference 2011

Mobiles: The New Frontier

November 30 (pre-conference day) –
December 3, 2011, New Orleans

Check These 8 Benefits

- **The Best Experts** — on finances, marketing, staffing and more. You won't find successful practitioners like these anywhere else.
- **NEW!** Over 25 new sessions, more new sessions than ever, on the latest issues and trends
- **The Hall of Learning** — pioneering concept in conferencing, a LERN original
- **Discussion Groups** — join with others in the same institutional setting to discuss successes, challenges and opportunities.
- **Your Professional Network** — through formal and informal sessions, dinner and social groups, renew and expand your network of colleagues.
- **Brochure Exchange** — get hundreds of new ideas from the brochures and catalogs you take back home.
- **Tracks** — choose from the many sessions designed for your kind of programming, from contract training for business to community programming.
- **Energy** — the most exciting week of the year for programmers is also a chance to invigorate your creative energies and get fresh ideas.

Who Will Benefit?

- Leaders will receive the latest information on financial, policy and planning issues to help make informed policy decisions and plan future directions.
- Managers and coordinators will get the most advanced and current tips and techniques on budgeting, programming, management, trends, marketing and brochure design to increase enrollments, boost income and save on costs.
- The content is geared to those in a variety of institutional settings conducting educational programs for the community, for business and industry, and seminars for professional development.
- Colleges, universities, public schools, recreation departments, vocational-technical schools, hospitals, museums, health care organizations, associations and private providers will be represented at this conference. More than 900 participants will come from at least 5 countries.

What's New This Year

- **New cutting-edge info**
Mobile marketing, digital brochures, online courses and more
- **New media**
Online video, YouTube, Social networking, Twitter, Facebook Ads and more
- **Managing Change**
Winning with your boss, changing your staff, social media guidelines for staff and more
- **New presenters**
More young presenters from Gen X and Gen Y
- **New Sessions**
More than 30 new sessions from the top experts
- **Why you come back**
You tell us you come back to get new advanced cutting-edge info from the top experts and foremost authorities.

ROI. Only this conference has *payback*

You will generate ten times more money than the cost of the conference. It's called ROI, or payback.

The LERN conference does not cost you money, it makes you money.

We Make History, Again

- We introduce the field to the new age of mobile marketing
- Our first conference app premieres
- Our blockbuster pioneering new book *The Pedagogy of the 21st Century* premieres

Conference Brochure Guide

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Join the Best Experts

Doug Soo

Vancouver, BC
Runs one of North America's most successful programs



Doug Soo

Rita Martinez-Purson

Albuquerque, NM
Award-winning program executive. Group facilitation expert



Rita Martinez-Purson

Dan Belhassen

Winnipeg, MB
eMarketing expert



Dan Belhassen



Leanne Doyle

Fond du Lac, WI
One of the top practitioners for kids' programs

Leanne Doyle



Heather Dimitt

Columbia, MO
Leading practitioner in programming and marketing to Gen Y

Heather Dimitt



Marquetta Finley

Tulsa, OK
Successful practitioner and LERN Leader

Marquetta Finley

Jimmy Harding

New Orleans, LA
Internet Marketing and Social Media Strategist



Jimmy Harding

Guy Felder

Houston, TX
Innovative eMarketer and lifelong learning program administrator



Guy Felder

Perry Harker

Moorehead, NC
Continuing education leader



Perry Harker



Fred Bayley

Forest City, NC
Top-rated presenter, speaker and trainer in lifelong learning

Fred Bayley



Julie Coates

River Falls, WI
Foremost authority on brochures, trends and learning

Julie Coates



Greg Marsello

Tiverton, RI
Leading consultant in the field

Greg Marsello

Wendy Evers

San Diego, CA
Runs one of the nation's foremost lifelong learning programs



Wendy Evers

Richard T. Walsh

Virginia Beach, VA
Business trainer and sales expert



Rick Walsh

David Reilly

West Palm Beach, FL
ILU pioneer



David Reilly



Paula Hogard

University Park, PA
International educator and leader in lifelong learning

Paula Hogard



Suzanne Kart

Bay City, MI
Gen X and Twitter expert, speaker and writer

Suzanne Kart



Jennifer Selke

Berkeley, CA
Nationally known social media expert

Jennifer Selke

Agenda

Wednesday,
November 30, 2011

Pre-Conference Activities

8:00 - 9:00 am

Pre-Conference Seminar Registration
Conference registration begins at
10:00 am

**"Loved the broadbased
diversity of sessions at the
LERN Conference....
Can't Wait To Go Again!"**

Stephanie Martinez, Pico Rivera, CA

9:00 am - 3:00 pm

****Pre-Conference Seminar: Your One-Year
Marketing Plan** with Paul Franklin
See page 19 for more information.
Advance registration required.
Fee: \$125

Dear First-Time Attendee,

When you attend the LERN conference, you will be met by friendly helpful staff. And the first meeting is a networking session where you will quickly meet new friends and network with colleagues. Even before the conference starts, you can sign up on our web site to be a part of a networking group.

About half of the conference attendees will be first-time attendees. So we know how to make you feel at home and part of the group.

By the end of the conference you won't feel like a first-time attendee. You will feel part of the group with the new friends and colleagues you will meet.

— Julie Coates, Vice President for Information Services

9:00 am - 3:00 pm

****Pre-Conference Seminar: Improving Email
Promotion** with Dan Belhassen
See page 18 for more information.
Advance registration required.
Fee: \$145.

9:00 am - 3:00 pm

****Pre-Conference Seminar: Designing
Brochures for Results** with Nancy
Hulverson
See Pre-Conference seminar
description on page 19 for more infor-
mation. Advance registration required.
Fee: \$125

9:00 am - 3:00 pm

****Pre-Conference Seminar: Negotiating to
Get More and Give More** with Julia King
Tamang
See page 18 for more information.
Advance registration required.
Fee: \$125

9:00 am - 3:00 pm

****Pre-Conference Seminar: C.E. and Credit
Programming** with Paula Hogard and
Julie Coates
See page 18 for more information.
Advance registration required.
Fee: \$145

9:00 am - Noon

****Pre-Conference Seminar: Marketing to
Baby Boomers** with Kassia Dellabough
See page 19 for more information.
Advance registration required. Fee: \$95

New! 9:00 am - Noon

****Pre-Conference Seminar: Implementing
the International Learning Unit (ILU)** with
David Reilly, Doug Soo, Sherry Kuehn
See page 19 for more information.
Advance registration required. Fee: \$95

A Hit! 9:00 am - 3:00 pm

****Pre-Conference Seminar: Youth Program-
ming and Summer Camps** with Leanne
Doyle, Laura Guentner and Mike
Zuziak, moderators.

See page 18 for more information.
Advance registration required. Fee: \$95

PRESENTERS

Reason number 1 to attend this conference

People—it's the difference between a good conference and a great conference. This year we've gone all out to give you the best presenters.

- **SuperStars.** World-class keynoters from the business community, speakers you don't normally have the opportunity to hear. And they're not just great speakers — they are also relevant speakers, with new and stimulating content applicable to your work.
- **Experts.** This year we have more consultants, trainers and experts than ever before — the foremost authorities in the field of lifelong learning programming. You'll get facts, numbers, and the answers to your most critical questions. And you'll take home information you can use on Monday morning.
- **Practitioners.** We choose only a few proposals from the top practitioners who know their stuff.

It's the people at a conference who make the difference. Come experience the superstars, the experts and the best practitioners.

Agenda

8th Annual Augusoft Lumens User Summit

Held in conjunction with the LERN Convention, Lumens users enjoy two days of hands-on training, networking opportunities and previews of what Augusoft will deliver in 2011-2012. Visit http://www.augusoft.net/news_events/lumens_user_summit.html to learn more.

10:00 am - 4:00 pm

Conference Registration

3:00 - 5:00 pm

LERN Leader Meeting

For current LERN leaders and members. Email Tammy at TammyP@lern.org if you wish to attend.

3:30 - 4:30 pm

Getting the Most from the LERN Conference

Attending LERN's practical, how-to conference is a different experience than most other conferences. Especially for first time attendees, we will give you tips on how to make the most of the conference, including benchmarks and terms, generational characteristics and an introduction to terminology for social media and mobiles. Plus take home a FREE copy of our book *The Essentials*.

Heather Dimitt, LERN, Columbia, MO

"Fast-paced and content-rich, I returned with more ideas and motivation than ever."

Nancy Compton, Sacramento, CA

4:00 - 4:30 pm

Everything You Wanted to Know About LERN

Come and find out about all your membership benefits, plus get a tour of

PARTICIPANTS

Reason number 2 to attend this conference

- You'll find the best, most successful practitioners in the business attending this conference.
- This is your best chance to network with professionals who know what they are doing, and want to share their successes with others.
- You'll find people from all over North America, from six Canadian provinces and from almost every state in the U.S. — plus we have people coming from other countries, such as Australia and the United Kingdom.
- This is the only conference where you will find professionals from settings other than your own. Break out of the box. Get fresh new ideas. This is the only conference where you can get the cross fertilization of new techniques and tips.
- Network with others in our roundtables, Hall of Learning discussion area, at the luncheons, and our famous dinner groups.
- We understand how much you can learn from networking, so we've created more ways for you to make it happen.

our web site and LERN Club. Ask any questions you want, from why people join to the future plans for your association.

4:30 - 5:00 pm

Get to Know New Orleans

Let our local hosts give you a verbal tour of New Orleans, including the French Quarter, top attractions, shopping, and the most tantalizing restaurants. New Orleans is a premier exciting city. Make the most of your stay.

5:00 - 6:00 pm

All Conference Reception

Our welcome to you and to the conference, with a New Orleans theme. Cash bar is available. Exhibit Hall

**Thursday,
December 1, 2011**

7:00 am - 4:00 pm

Conference Registration

7:30 am

Exhibits Open

8:00 - 9:50 am

Opening Session

- Welcome, Joe Miera, Chair of the Board of Directors
- The State of Lifelong Learning: William A. Draves, President
- Opening Keynote: "Creating An Achievement Climate" with Dr. Tom Steiner

Creating and maintaining an environment where people feel connected, committed and convinced that the future looks better than the past is critical today. Join nationally known Enter-TRAINER Dr. Tom Steiner of San Diego for energizing and fun techniques to help people co-create a meaningful workplace. Leave energized for 2012!



Dr. Tom Steiner

Agenda

9:50 - 10:20 am

Break — *Hall of Learning*

Refreshments, networking, exhibits and the Hall of Learning

10:20 - 11:10 am

Concurrent Sessions

11:20 am - 12:10 pm

Concurrent Sessions

12:10 - 1:30 pm

**Networking Luncheon*

and CPP Awards Ceremony

Your chance to meet and talk with others from the same institutional setting. A great networking opportunity. Plus honor the graduates of this year's class of Certified Program Planners (CPP).

1:30 - 2:00 pm

Break — *Hall of Learning*

Poster displays, software demonstrations, brochure table, refreshments

2:00 - 2:50 pm

Concurrent Sessions

3:00 - 3:50 pm

Concurrent Sessions

4:30 pm on

*** Pedagogy Book Premiere Reception*

Dear Past Attendee,

There are many reasons why you will want to return to the LERN conference this year. The biggest reason is that you will get more out of it than ever before.

While first-time attendees rate the LERN conference high (that's why attendance is growing), past attendees rate the LERN conference even higher than first-time attendees. That's because the information is so advanced and new.

— Greg Marsello, Vice President for Organizational Development

Join us at this year's special President's Reception celebrating the premiere and release of the pioneering new book *The Pedagogy of the 21st Century* with co-authors Julie Coates and William A. Draves.

Limited seating. Advance registration required. See page 22 for more information.

Friday, December 2, 2011

7:15 - 7:45 am

*** UGotClass Partner Breakfast*

By Invitation

7:30 am - 3:00 pm

Conference Registration,
Hall of Learning and Exhibits Open

8:00 - 8:50 am

Concurrent Sessions

9:00 - 9:50 am

General Session: Mobiles: The New Frontier

Direct from Cambridge, England, Bill Thompson - known worldwide as a new media pioneer - introduces the new age of mobiles to the field of continuing

education and lifelong learning. Get the latest on the world of smart cell phones, including new mobile trends, and where it's all going in the future. Mobile marketing, apps and learning are the new frontier for our field. Be there for the start of the new age.

Bill Thompson is one of the foremost journalists on technology in the world. He is also an author, speaker, web developer, consultant and policy advisor. He teaches online journalism at City University in London, has a widely read weekly column, *Billboard*, and appears regularly on the BBC radio program 'Click', heard around the world.

9:50 - 10:20 am

Break — *Hall of Learning*

More poster displays, great brochures, demos



Bill Thompson

RATIOS FOR SUCCESS

Reason number 3 to attend this conference

With information not available anywhere else, you'll find this conference to be the most practical event of the year.

- This conference is an investment that won't cost money, it will make you money—big money.
- You will take away hard facts and figures to increase income, boost registrations and save on costs. You will acquire information worth ten times the cost of the conference.
- There's too much to choose from — it's our biggest 'complaint,' and our biggest compliment. That's why we encourage you to send teams to the conference to cover all the great sessions.
- In fact, this year you can send the third person from your team for FREE at the basic level.

Agenda

10:20 - 11:10 am

Concurrent Sessions

11:20 am - 12:10 pm

Concurrent Sessions

12:10 - 1:40 pm

**International Awards Luncheon*

Some call it the highlight of the conference. The luncheon will be followed by the top 20 awards of the year for brochures, web sites, marketing, programming and management.

Slides and commentary on how you can profit from adopting these pioneering and effective ideas make the Awards Luncheon something you won't want to miss.

1:40 - 2:00 pm

Break — Hall of Learning

Last chance to visit the exhibits

2:00 - 2:50 pm

Concurrent Sessions

3:00 pm

Silent Auction, Hall of Learning

3:00 pm

Exhibits Close

**Saturday,
December 3, 2011**

8:00 - 8:50 am

LERN free online tools for members

Attend the session. Then get your free access to online tools to make your program more profitable and productive.

8:00 - 8:50 am

Concurrent Sessions

9:00 - 9:50 am

Special Concurrent Sessions on your professional development. See page 20.

10:1 PAYBACK

Reason number 4 to attend this conference

Consider these forces changing our business for the 21st century:

- The environment has changed completely. Increased competition, market segmentation, more demanding learners: your program has to capture its market anew. Only by becoming customer-driven can you gain, and retain, your participants.
- Your organization has to move quickly to redesign itself for the 21st century. Typical organizational structures are outmoded. They are too cumbersome, too expensive, too slow. In order to remain competitive and to serve your participants quickly and effectively, you will need to redesign your organization in terms of staffing, finances, operations and procedures.
- Your organization cannot afford to fall two years behind in getting the latest information. The winners are moving fast to find and dominate their market niches. With the changes in our industry, almost everything we knew about our business five years ago is now out of date.
- Only the LERN conference has the latest, most practical, how-to strategies and techniques for success. Come to New Orleans. You will be glad you did.

10:00 - 11:30 am

General Session: All New! Nine Shift for 2012: The Fight for the 21st Century

In this year's new edition of *Nine Shift*, we explore the fight over the 21st century now that all of the *Nine Shift* predictions are coming true. See what the kids are up to now, and as always, take away totally new information and perspective and predictions.

Discover the parallels to 100 years ago, as 2011 and 2012 look just like 1911 and 1912. Find out what will happen next.

Spend an hour with someone who works the whole year on the cutting edge. Come early to get a good seat.

William A. Draves is co-author with Julie Coates of "*Nine Shift: Work, life and education in the 21st Century.*" They do a dozen *Nine Shift* keynotes a year and a thousand people visit the weblog every month, *Nine Shift* is

now an all-day seminar. Check it out at www.NineShift.com

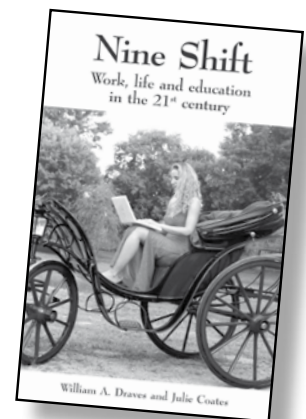
11:30 am - Noon

2011 and 2012 Conf. Committees Meet

1:00 - 5:00 pm
Optional Social Events, Tours

6:00 pm

LERN Leader Recognition Dinner
Last chance for a great restaurant and socializing. Enjoy your last evening in New Orleans.



*Event included in the Full registration fee. Extra fee for those registering at the Basic level.

**Extra fee. Event not included in conference registration.

Concurrent Sessions — Thursday

	Advanced Marketing	Decision Making
10:20 - 11:10	<p>New! Maintaining Your Brand in Digital Media Marketing</p> <p>You may be managing your brand on paper, but are you managing it online? Today your online presence is just as important as it is in traditional media. Learn the strategies, tools and tactics that will help you maintain your brand when marketing online.</p> <p><i>Jonathan Sessions, Tech 2, Columbia, MO</i></p>	<p>New! 30 Best Operations</p> <p>Want to increase your repeat rate, customer satisfaction score, and revenue? Find out the 30 most critical operations best practices your operations team must be focused on. Learn how your operations team can help all staff improve productivity and performance.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
11:10 - 12:10	<p>Writing Effective Email Promotion Copy</p> <p>Learn the best ways to email promotions opened and read by your target audience – including what information to include, what not to include, and how to keep you message out of the spam filter.</p> <p><i>Suzanne Kart, LERN, Bay City, MI</i></p>	<p>New! Product Development Investment</p> <p>The cost of developing new courses and services is increasing. Discover how to track, measure, and apply the costs of product development. Make sure your product development is getting a 10:1 or better return on investment.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
2:00 - 2:50	<p>Always New! The 10 Best Promotion Strategies of the Year</p> <p>A perennial conference favorite, this hard-hitting, fast-paced session has ideas you can use on Monday morning. Special this year: an additional 10 best promotion strategies for tough times. Plus great new advanced, how-to ideas for successful programs and post-recession marketing.</p> <p><i>Paul Franklin, Portland, OR; Suzanne Kart, Bay City, MI; William Draves, River Falls, WI</i></p>	<p>Hot! Creating Winning Initiatives</p> <p>Each year you need to introduce a new initiative. The initiative must generate significant revenue. Discover LERN's proven process for selecting winning initiatives.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
3:00 - 3:50	<p>New! Marketing Youth Programs</p> <p>Marketing youth programs can be a balancing act. You have to rouse the interest of Gen Y and Gen Z. However, you also need to win the approval of their parents. Discover the print, social media, mobile and other methods that can gain attention and generate registrations.</p> <p><i>Heather Dimitt, LERN, Columbia, MO</i></p>	<p>New! Building Your Strategic Plan</p> <p>You wouldn't set sail without a map, would you? In the same way, you must have a two-five year strategic plan. Find out the twelve components of a successful strategic plan. Plan for the future now. Know where you're going, and when you get there!</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>

Concurrent Sessions — Thursday

	Best Programming	Strategic Planning
10:20 - 11:10	<p><i>Always New!</i> New Growth Markets</p> <p>A hard-hitting look at the top new growth markets for 2012. This session was standing room only last year. Take home the top new growth strategies to compete successfully.</p> <p><i>Wendy Evers, San Diego; Doug Soo, Vancouver; Mike Zuziak, Grand Rapids, MI; Marcia Kozel, Sioux Falls, SD</i></p>	<p>Using YouTube on your Web Site</p> <p>Since its creation in 2005 YouTube has revolutionized how people interact with video on the Internet making it a powerful yet approachable tool for creating a video presence for your web site. In this session you will get the information you need on how to begin using all the powerful features of YouTube for your program.</p> <p><i>Guy Felder, Houston, TX</i></p>
11:10 - 12:10	<p><i>Updated!</i> Programming for Twenty Somethings</p> <p>Most of the largest generation in history, Gen Y, are now in their twenties. Continuing education is important to this group but their expectations for programming differ from their parents. Find out the latest trends and techniques to capture and keep the interest of this huge audience.</p> <p><i>Heather Dimitt, LERN, Columbia, MO</i></p>	<p>Recruiting, Developing and Keeping the Best Talent</p> <p>How do you recruit, keep on-board, develop, and manage the best talent? Talent is what keeps you ahead of the game. Come get a plan for managing the best of the best.</p> <p><i>Julia King Tamang, Portland, OR</i></p>
2:00 - 2:50	<p>Generational Communication in the Workplace</p> <p>With four generations now in the workplace, generational misunderstanding is now at an all time high. Discover something new about your own work values, attitudes and behaviors. Then take home the top practical tips for dealing with your colleagues from other generations.</p> <p><i>Kassia Dellabough, Eugene, OR</i></p>	<p><i>Updated!</i> 10 Characteristics of a Well-Designed Website</p> <p>Hear 10 design tactics that aid in successful website design. Ranging from pixel width to the importance of great photography, a well-designed website is a combination of technical practices meeting your communication goals. Learn what to look for (and what you can easily change) for an aesthetically pleasing website.</p> <p><i>Julie Marsello, Providence, RI</i></p>
3:00 - 3:50	<p>Creating Hybrid Courses</p> <p>In just a few years, every in-person course will need to be hybrid. Discover the keys to training your instructors to teach hybrid classes using the web. Then take away our easy Ten-Step Method to train your instructors on building and teaching hybrid and online courses.</p> <p><i>Kassia Dellabough, Eugene, OR</i></p>	<p><i>New! Premiere!</i> The Pedagogy of the 21st Century</p> <p>The premiere session and release of our new book <i>The Pedagogy of the 21st Century</i>. Discover the new mission, curriculum, testing and more, plus the most important pedagogical concepts of this century. Fascinating, pioneering work from two of education's leading futurists. Then be one of the first to get the book.</p> <p><i>Julie Coates and William A. Draves, River Falls, WI</i></p>

Concurrent Sessions — Thursday

	Profitability	Roundtables
10:20 - 11:10	<p><i>New!</i> New Twitter Ideas</p> <p>Twitter is one of the fastest-growing social media tools around. Users can set up a network of people to send information to and receive information from. Learn quick, easy ways to use Twitter to engage your customers and keep them interested in your program.</p> <p><i>Suzanne Kart, LERN, Bay City, MI</i></p>	<p><i>New!</i> Social Media Guidelines for Staff</p> <p>With more staff using social media for both personal and your program's purposes, it's time for your program to have some social media guidelines for your staff. Get the do's and don'ts. Take home the new Social Media Guidelines for Staff written by a special LERN member committee and staff.</p> <p><i>Djuna Forrester, Gainesville, TX, moderator</i></p>
11:10 - 12:10	<p><i>The Latest!</i> Promoting Online Courses</p> <p>Get the latest and most successful promotion techniques in promoting third-party vendor online courses. Find out about print catalog design, web page design, email promotion, integrated marketing, social media, online and direct marketing specific to promoting online courses.</p> <p><i>Jerry Weissberg, VP, Ed2Go & William Draves, UGotClass</i></p>	<p><i>Always popular!</i> Programming for Kids</p> <p>Programming for children and youth continues to be popular. Whether they are summer programs, after school, or weekend programs, come share your ideas. Learn what others are offering, and doing, and take home a bunch of new trends and tips.</p> <p><i>Laura Guentner, Pepper Pike, OH, moderator</i></p>
2:00 - 2:50	<p><i>New!</i> What's next in Digital Media?</p> <p>Remember when Twitter was "never going to catch on?" This session will focus on what is new and on the horizon in the realm of digital media, social networking, and online marketing. Technology is a moving target, come learn what to take aim at next.</p> <p><i>Jonathan Sessions, Tech 2, Columbia, MO</i></p>	<p><i>The Latest!</i> Using LinkedIn to Network With LERN members</p> <p>How to use LinkedIn to network with more than 800 other LERN members.</p> <p><i>Heather Dimitt, LERN, Columbia, MO</i></p>
3:00 - 3:50	<p><i>New!</i> Building New Courses</p> <p>Discover new advanced techniques for creating successful new courses. Find out the 10 right questions to ask, surveying current customers and building upon successful courses. An advanced session.</p> <p><i>Fred Bayley, Forest City, NC</i></p>	<p><i>New!</i> Not Just For Summer</p> <p>For those who hold youth programs at times in addition to summer. Share your ideas specifically for youth programming for holidays, after-school and weekends. Then take away more tips.</p>

Concurrent Sessions — Thursday

	Core	eMarketing
10:20 - 11:10	<p>5 Core Marketing Concepts</p> <p>You can't go home without knowing the key concepts of marketing. Rediscover these underlying fundamentals of segmentation, effective marketing, and more for generating results from your marketing.</p> <p><i>Rick Walsh, Ph.D., Virginia Beach, VA</i></p>	<p><i>Combined!</i> Search Engine Optimization and Tracking Website Traffic</p> <p>Attract new clients to your site with Search Engine Optimization. Then track the value of these clients through website analytics. Learn easy-to-understand techniques for getting your website ranked higher to increase ROI.</p> <p><i>Dan Belhassen, Modern Earth, Winnipeg, MB</i></p>
11:20 - 12:10	<p>Ratios for Success</p> <p>Learn the four key ratios for analyzing your finances and budgeting. Find out the ideal percentages for direct costs, teacher costs, administrative costs and your promotion. Acquire the ratios to make your program financially successful.</p> <p><i>Phillip Whatley, Birmingham, AL</i></p>	<p>Email Marketing Success</p> <p>Email marketing has the best ROI – are you using it? Are you successful? Acquire the key success factors in email marketing. Then take home a guide on how you can create your own email marketing plan for success.</p> <p><i>Dan Belhassen, Modern Earth, Winnipeg, MB</i></p>
2:00 - 2:50	<p>Pricing to Improve Profit Margins</p> <p>Market pricing is the only way to price a course or event. Find out how to list prices and use price breaks. Discover why diversified pricing is better than clustered pricing. Good pricing will generate more registrations and add to your bottom line.</p> <p><i>Phillip Whatley, Birmingham, AL</i></p>	<p><i>Updated!</i> Online Advertising with Google and Facebook Ads</p> <p>It's the fastest-growing advertising medium. Take away the key tips and techniques for implementing your online advertising strategy from lifelong learning's top eMarketing guru.</p> <p><i>Dan Belhassen, Modern Earth, Winnipeg, MB</i></p>
3:00 - 3:50	<p>Needs Assessment</p> <p>Find out the three central issues of needs assessment. Learn how to do needs assessments and how to survey customers for important information. Discover the differences between high-dollar and low-dollar needs assessments and why you must be doing both.</p> <p><i>Rick Walsh, Ph.D., Virginia Beach, VA</i></p>	<p><i>New!</i> Gathering Facebook Fans</p> <p>So you have a Facebook Page. Now what? It's time to get fans! Learn promotional strategies that you can easily implement to gain Facebook fans who "like" your organization. From contest ideas to specific types of content that are more successful, this session will be packed with take-aways ideas to try at home.</p> <p><i>Julie Marsello, Providence, RI</i></p>

Concurrent Sessions — Friday

	Mobiles	Trends
8:00 - 8:50	<p>All New! Creating Mobile Apps Ready for the mobile world? Learn how to create a mobile app for your program, with zero coding. <i>Dan Belhassen, Modern Earth, Winnipeg, MB</i></p>	<p>Always new! Best Web Sites of the Year The best web sites in our field of lifelong learning. Learn what makes them so good and steal these ideas for your web site. <i>Suzanne Kart, LERN, Bay City, MI</i></p>
10:20 - 11:10	<p>New! Mobile Marketing Panel QR codes, mobile marketing codes of conduct, and much more. Our panel of practitioners introduces the new age of mobile marketing to the field. <i>Guy Felder, Houston, TX; Suzanne Kart, Bay City, MI; moderated by Heather Dimmitt, Columbia, MO; Jimmy Harding, New Orleans, LA</i></p>	<p>New! How to Get Integrated Into Your Institution Aim at becoming the most valuable operation in your organization. Learn some effective collaborative strategies in raising your program's credibility profile while positioning yourself to be invited to the decision-making table. <i>Doug Soo, Vancouver, BC</i></p>
11:20 - 12:10	<p>New! Mobile Marketing More mobile marketing from a mobile marketing professional. How to set up a mobile marketing campaign, where to start, what to include, and how others are doing mobile marketing. Get your questions answered, and take away practical strategies to get started. <i>Jimmy Harding, LocalMark Media, New Orleans, LA</i></p>	<p>New! Prezi Discover Prezi, a new slide-show presentation tool and alternative to PowerPoint. Text, images, videos and other presentation objects are placed on an infinite canvas instead of traditional frames. Learn to create non-linear presentations, and zoom in and out of a visual map. <i>Marie Chatterton, Vancouver, BC</i></p>
2:00 - 2:50	<p>New! Digital Brochures Learn how to create and use a digital brochure. Then take free digital brochure software for members home with you. This session will be worth thousands of dollars in income for your program. <i>Julie Coates, River Falls, WI</i></p>	<p>Back by Demand! Stomping the Competition To thrive you must protect your customer base from your competition and take away some of theirs. Learn seven strategies for growing at the expense of your competitors. <i>Paul Franklin, Portland, OR</i></p>
Saturday 8:00 - 8:50	<p>Shooting Video Clips From video testimonials to instructor tapes to course excerpts, video clips posted to your web site are now the big thing for lifelong learning programs. Come get some practical, how-to tips on shooting video clips. <i>Bill Strehl, Silver Springs, MD</i></p>	<p>Always new! Summer Camp Theme Trends for 2012 Summer Camp Programs remain strong and popular. Learn about emerging summer camp themes for 2012. Examples of successful camp themes will be reviewed. You will come away with exciting summer camp theme ideas to implement in your community. <i>Mike Zuziak, Grand Rapids, MI</i></p>

Concurrent Sessions — Friday

	Social Media	Advanced
8:00 - 8:50	<p><i>New!</i> 7 Essential Ingredients of Successful Facebook Business Pages</p> <p>Improve your Facebook Business Page and strategy by learning tips and tricks to increase engagement. You'll learn what makes a successful business page, how to customize the look and feel, and how to carry your Facebook message onto your web page.</p> <p><i>Jennifer Selke, Berkeley, CA</i></p>	<p>Increasing Staff Productivity</p> <p>How to restructure staff for greater productivity is one of the key issues facing lifelong learning programs. Every lifelong learning program must restructure staff to survive and thrive. Find out how one program followed the LERN model and turned itself around.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
10:20 - 11:10	<p>The 8 Best Practices for Listening and Engaging Consumers in Social Media</p> <p>Wondering what the "rules" are in this new world of social media: Facebook, blogs, and Twitter? Learn practical approaches that you can start using immediately.</p> <p><i>Jennifer Selke, Berkeley, CA</i></p>	<p><i>Hot!</i> Why Winners Win</p> <p>Some 25% of all continuing education and lifelong learning programs are true winners. Learn the seven reasons winners win and how your program can join the list. Create your success on proven strategies and become a winner yourself!</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
11:20 - 12:10	<p><i>New!</i> How to Use Online Video to Market Your Programs</p> <p>Today's customer loves online video but how can you make it work for your specific programs and organization? Learn how to identify what types of online videos work for your market goals. See examples and take away video marketing plan.</p> <p><i>Jennifer Selke, Berkeley, CA</i></p>	<p><i>New!</i> Data to Collect, Reports to Run</p> <p>There are eight reports you must be generating. These reports guide your programming, marketing, operations, sales and financial decision. Discover what data to collect and how to generate the reports. Eight perspectives give you the information you need to stay on track.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
2:00 - 2:50	<p><i>New!</i> Using Technology to Be Productive and Get Things Done</p> <p>Want to be more productive with online tools and gadgets? Excited to hear what's next in technology and interactivity? Come to this fast-paced session and discover the latest sites, gadgets, and tricks that can turbo-charge your business and simplify your life.</p> <p><i>Jennifer Selke, Berkeley, CA</i></p>	<p>Finances for the Next Decade</p> <p>Numbers are our friends! Improving financial performance is a must. Find out how to increase your operating margin, budget for success, and get a strong return on investment. Don't like math? No worries! These numbers tell a story you'll want to hear.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
Saturday 8:00 - 8:50	<p>How to Cut Brochure Costs</p> <p>Cut your brochure costs by 20% without losing registrations. Take home the right ways to cut costs and maintain income. Margins, type fonts, spacing, font size, leading and more specifications will maximize your brochure space and preserve readability and your look.</p> <p><i>Nancy Hulverson, Renton, WA</i></p>	<p><i>More New!</i> LERN Software</p> <p>Get the latest on LERN's FREE-to-members invaluable web-based software tools. Discover how you can be using LERN's Promotion Tracking Tool, Program Planner Tool, Market Segmentation Tool, and Virtual Office to improve programming, marketing, and operations.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>

Concurrent Sessions — Friday

	Management	Roundtables
8:00 - 8:50	<p>Enrollment Analysis</p> <p>Increase your program success by applying the four points of control: historical analysis, marketing strategies, cancellation ratios and management operations. The presenter perfected the study of enrollment analysis.</p> <p><i>Phillip Whatley, Birmingham, AL</i></p>	<p>Measuring Learning</p> <p>Find out about the International Learning Unit (ILU), an outcomes-based measurement for learning to replace time standards such as the CEU. Find out how the ILU can be used to measure online learning, why business wants outcomes, and much more.</p> <p><i>Sherry Kuehn, Morgantown, WV; David Reilly, West Palm Beach, FL; Doug Soo, Vancouver, BC</i></p>
10:20 - 11:10	<p><i>Always New!</i></p> <p>Best Brochure Ideas for 2011</p> <p>Take home the best new brochure ideas of the year from LERN's brochure critique expert on brochure design for lifelong learning programs. This session is so much in demand it is a perennial conference favorite, so come early and get a good seat.</p> <p><i>Nancy Hulverson, Renton, WA</i></p>	<p><i>Always New!</i></p> <p>Hot Picks for Community Classes</p> <p>A LERN original and always a favorite. Bring one successful new class idea for community classes and take home 19 other hot titles.</p> <p><i>Marquette Finley, Tulsa, OK, moderator</i></p>
11:20 - 12:10	<p><i>New!</i> Make Your Program Essential</p> <p>It is critical that your institution understands and supports the value of your program. Acquire new original research on how to sell your administration on the value of your program. Take home a special model worksheet on the positive economic impact of your program on your community. And much more.</p> <p><i>Julie Coates, River Falls, WI</i></p>	<p><i>New!</i> Certificate and Certification Standards</p> <p>Learn about the new certificate and certification standards developed by your colleagues, and how to implement these standards for increased credibility, recognition and validity.</p> <p><i>Perry Harker, Moorehead, NC</i></p>
2:00 - 2:50	<p>The Skills of Influence: enlisting others to accomplish key goals</p> <p>Need to persuade people to help you achieve important goals? Learn the 2 fundamental factors of influence and 5 essential behaviors. Combine this with indispensable communication skills and create a strategy to get things done.</p> <p><i>Julia King Tamang, Portland, OR</i></p>	<p><i>New!</i> Workforce Training</p> <p>For programs working with Voc Rehab, WIA, Perkins, etc. funding for workforce training programs. There are lots of tricks to working with these sources. Share tips on how you meet or deal with some of the regulations.</p> <p><i>Heather Dimitt, LERN, Columbia, MO</i></p>
Saturday 8:00 - 8:50	<p>Viral Marketing to Gen Y</p> <p>Expand your knowledge about the Gen Y generation and understand how it is pushing traditional forms of marketing aside. We will examine viral marketing, online networking, and other new media forms.</p> <p><i>Marie Chatterton, Vancouver, BC</i></p>	<p>Mid-career, now what?</p> <p>If you've been in the workforce for awhile, you may find yourself sandwiched somewhere in between the newbies and executive management. And you're probably a Gen Xer. Get the strategies you need to successfully collaborate with everyone in your office.</p> <p><i>Suzanne Kart (Gen Xer), LERN, Bay City, MI</i></p>

Concurrent Sessions — Friday

	Core	Workforce Development
8:00 - 8:50	<p>Promotion Techniques That Work</p> <p>Find out how to test and track your brochure and promotion success. Discover the ideal mailing timelines. Then gain some of the most successful methods of distribution.</p> <p><i>Rick Walsh, Ph.D., Virginia Beach, VA</i></p>	<p><i>Always New!</i></p> <p>Training Trends Report</p> <p>Every year, LERN constructs North America's leading report on trends that will affect your business in contract training. You could do the research yourself, but attend this session and save yourself hundreds of hours of work.</p> <p><i>Julia King Tamang, Portland, OR</i></p>
10:20 - 11:10	<p>Improving Quality</p> <p>Your instructors are key to the success of your program. Learn how to select, train and evaluate instructors. Find out what an independent contractor is. Discover what should be in an instructor contract and an instructor guidebook.</p> <p><i>Fred Bayley, Forest City, NC</i></p>	<p><i>New!</i> 9 Things Your Salesperson Should Know</p> <p>Expert and novice alike, your salespeople need to know these 9 critical things to have success. Send your salesperson or attend yourself, but don't miss out on these 9 key "not-to-be-missed" tips of the trade, specific to contract training.</p> <p><i>Rick Walsh, Ph.D., Virginia Beach, VA</i></p>
11:20 - 12:10	<p>Customer Retention: Key to Growth</p> <p>Getting your current and past participants to come back is key to growth and profitability. Find out the most successful customer retention strategies for lifelong learning programs and how to implement them.</p> <p><i>Fred Bayley, Forest City, NC</i></p>	<p><i>New!</i> Mapping the Dynamic Trends in Workforce Development</p> <p>Catch up with national trends in workforce development, then learn how to discover new opportunities in your specific region. We'll unveil strategies for identifying emerging industries, jobs and needed skills sets.</p> <p><i>Dr. Rita Martinez-Purson, Albuquerque, NM</i></p>
2:00 - 2:50	<p>Program Development Tools</p> <p>Identify your current best programs and understand how to develop successful new ones. You'll explore more than a dozen core tools that will help you focus on the essential key areas of program development. These tools will provide good data and simplify your decision making.</p> <p><i>Fred Bayley, Forest City, NC</i></p>	<p><i>New!</i> 7 Vital Things to Get on Your Initial Sales Call</p> <p>Let's face it. Time is money. When you make an initial sales call, be sure you get exactly what you need to create the best solution possible.</p> <p><i>Rick Walsh, Ph.D., Virginia Beach, VA</i></p>
Saturday 8:00 - 8:50	<p>Your One-Year Marketing Plan</p> <p>The most critical plan your organization needs is a one-year marketing plan. Learn how to develop your plan in just one day. Find out the seven key components and techniques for efficiently getting your plan developed.</p> <p><i>Paul Franklin, Portland, OR</i></p>	<p><i>New!</i> 6 Strategies to Do More with Less in Contract Training</p> <p>Budgets are down. Staff has been cut. Clients are starting to come out of the recession and they want more, not less. How can you do it? Spend an hour and walk out with a plan.</p> <p><i>Julia King Tamang, Portland, OR</i></p>

Pre-Conference Seminars

Youth Programming and Summer Camps

Get the latest info on improving your summer camp, kids' college, child and youth programming.

Find out the latest from some of the top practitioners in the field. Learn when to mail your brochure, payment plans, topics trends, and more. Take home tips from other successful practitioners on marketing, programming and running profitable youth programs.

Relevant for programmers in any institutional setting.

Wednesday, Nov 30, 2011

9:00 am - 3:00 pm Fee: \$95

Fee does not include lunch.

Advance registration required.

Leanne Doyle, Fond du Lac, WI; Laura Guentner, Pepper Pike, OH; and Mike Zuziak, Grand Rapids, MI. They are long time youth programming professionals and expert presenters.



Leanne Doyle



Laura Guentner



Mike Zuziak

Improving Email Promotions

Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze

your email response rates, including getting the benchmarks for open rates and click-through rates. Learn how to improve your email promotion and responses with tracking and testing.

For both beginning and advanced eMarketers. If you are



Dan Belhassen

advanced, your presenter is an email expert and can answer your toughest questions.

Wednesday, Nov 30, 2011

9:00 am - 3:00 pm

Fee: \$145

Fee does not include lunch.

Advance registration required.

Dan Belhassen is one of the foremost authorities on eMarketing for lifelong learning programs and continuing education. He leads the training for the Certified eMarketing Professional (CeP) designation for the field, and is author of the *eMarketing Manual*.

C.E. and Credit Programming

Credit offerings can increase your revenue, profitability, and visibility within your institution. As higher ed institutions look to generate more revenue and participation, they are turning to continuing education for help. Credit benchmarks and programming, marketing, sales, and operations differ from noncredit. Find out the credit financial benchmarks, what is working, and the marketing strategies being used.

Wednesday, Nov 30, 2011

9:00 am - 3:00 pm Fee: \$145

Advance registration required.

Paula Hogard, Dean of Continuing Education, Penn State University, University Park, PA; and Julie Coates, LERN, River Falls, WI.

Negotiation: Strategies to Get More and Give More

In this fast-paced workshop, you will learn a simple method to help you get more of what you want. Find out:

- How to deal with power imbalances
- How to produce a better outcome for both sides
- The biggest obstacles to success and how to overcome them.

Wednesday, Nov 30, 2011

9:00 am - 3:00 pm Fee: \$125

Fee does not include lunch.

Advance registration required.

Julia King Tamang is a consultant who has conducted hundreds of negotiations for educational institutions and their clients.

Pre-Conference Seminars

Designing Brochures for Results

If your brochure is the primary method for marketing your courses, this special presentation of LERN's most popular seminar will give you specific recommendations to improve it.

Your brochure or catalog, for most of your potential participants, IS your program — it is all they know about you.

Discover the areas in which you can enhance your brochure's image and its effectiveness. Specifically, you will find out about:

- Front and back covers
- Page design
- Copy
- Prime space
- Response mechanism

You'll come away from this seminar with tips and techniques to increase income, save on costs and increase enrollments. Just one of our tips will increase your enrollments by five percent.

Wednesday, Nov 30, 2011
9:00 am - 3:00 pm

Fee: \$125
Fee does not include lunch.

Advance registration required.

Nancy Hulverson is LERN's brochure critique expert.



Nancy Hulverson

Marketing to Boomers

Recapture the Baby Boom market. Know how to reach the Boomer generation, what courses to offer, creating a brochure, pricing, and marketing to Boomers.

Find out how this generation will never be seniors, and how you have to market differently to Boomers.

Wednesday, Nov 30, 2011
9:00 am - Noon Fee: \$95

Advance registration required.

Kassia Dellabough is an expert and teacher on generational marketing.



Kassia Dellabough

Developing Your One-Year Marketing Plan

More critical now than ever is the development of a one-year marketing plan that all members of your organization can follow. Taking time to develop this plan is a must. The plan must be specific and measurable. It must serve as a road map for your organization.

Highlights

- How to use LERN's step-by-step marketing plan blueprint
- Implementation, monitoring and evaluation tools to ensure your plan is a success
- Specific formulas and reports to use when developing your one-year marketing plan
- Tips and techniques for involving staff and customers
- How to use technology to serve your needs

- Pragmatic examples will be used to demonstrate each step

After this seminar, you will be able to take immediate actions toward developing a one-year marketing plan. You'll have the tools to compete, and win, in the tough new environment.

Wednesday, Nov 30, 2011
9:00 am - 3:00 pm Fee: \$125
Fee does not include lunch.
Advance registration required.

Paul Franklin is a national marketing authority.



Paul Franklin

New! Implementing the ILU

Discover an outcomes-based measure for learning, the International Learning Unit (ILU). Then find out how to implement the ILU for your programs.

You will take home guidelines and case studies from a panel who developed the ILU and now uses it.

Wednesday, Nov 30, 2011
9:00 am - Noon Fee: \$95
Advance registration required.

David Reilly, Sherry Kuehn, Doug Soo, presenters.

Saturday Program

8:00 - 8:50 *Concurrent Sessions: see pages 14 - 17 for topics and descriptions*

9:00 - 9:50

New!
**Cultivating
 Your Authentic
 Leadership Style**

Powerful leadership comes from focus and alignment. Come and get tools to re-evaluate your own leadership capacity.

*Kassia Dellabough,
 Eugene, OR*



Kassia Dellabough

New!
Tactics of Innovation

Pioneering a new idea can be risky business. Traps are hidden along the trail. Navigating your idea can be tricky. Yet your future depends on innovation.

Learn how to gain support for new ideas, avoid pitfalls and build strength in the process.

Fred Bayley, Forest City, NC



Fred Bayley

New!
**Where Does
 Happiness Come
 From?**

At work, happiness leads to more productivity, better relationships and less stress. Learn the keys to creating your own happiness.

A lighthearted look at how to get happy and stay happy—by your own hand.

Julia King Tamang, Portland, OR



Julia King Tamang

General Session — All New!

Nine Shift for 2012: The Fight for the 21st Century

10:00 - 11:30

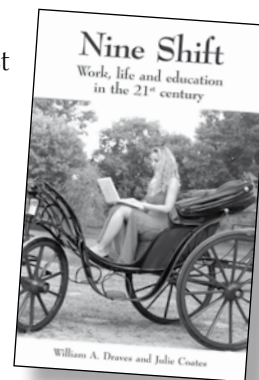


William Draves

In this year's new edition of *Nine Shift*, we move from future to present as all of our predictions are coming true. Find out what happened 100 years ago in the fight for the new century, and how the current fight will turn out. Learn what new things the kids are doing now. And as always, take home a totally

new perspective on work, life and education in the 21st century.

Spend an hour with someone who works the whole year on the cutting edge. William A. Draves is co-author with Julie Coates of the *Nine Shift* book.



"I'll never leave the LERN Conference early again." — *Ellen O'Brien, Jacksonville, FL*

11:30 - 11:35 *Pick up your *Nine Shift* report and get access to free-for-members online tools on your way home. Then enjoy your afternoon and evening in New Orleans!*

1:00 - 6:00 *Enjoy your afternoon and evening in New Orleans!*

Suite Sessions

Interactive discussions, user-group meetings, and information sessions

Thursday, 10:20 – 11:10

Program Review and Certification. Find out about the success stories, recognition and great consulting with LERN's Program Review and Certification.

Nancy Hulverson, LERN

Thursday, 2:00 – 2:50

New expanded Membership benefits. Open to all. For both existing LERN members and those interested in membership. Info on how LERN can analyze your best customers, help target mailings, and all 12 member services. Your ROI from LERN just got better.

Nancy Hulverson, LERN

Thursday, 3:00 – 3:50

Association Successes 2011. Share your winning programs and promotions with other association executives. *Gabriele Janes, Canadian Marketing Association, Toronto*

Friday, 8:00 – 8:50

Continuing education deans issue session. For continuing education decision makers. *Joe Miera, Albuquerque, NM and Paula Hogard, University Station, PA*

"I learned so much...it was great!!"

Storm Rose, Morristown, NJ

Why this conference is unique



Joe Miera

Give yourself the professional development you deserve. Give your program the competitive edge that only LERN can provide.

Only LERN gives you practical, how-to techniques, truly *"Information That Works!"*

We're also going to have fun and enjoy! I look forward to welcoming you to the conference.

Joe Miera, Albuquerque, NM, Chair, LERN Board of Directors

Friday, 10:20 – 11:10

UGotClass. For those interested in promoting online courses and certificates with UGotClass and receiving 50% of the revenue. *Michelle Danielson, LERN*

Friday, 11:20 – 12:10

Master's Degree. Find out about the Master's Degree jointly offered by the University of South Dakota and LERN, with degree awarded by USD. The only degree to combine the practical professional development of LERN with the academic and theoretical foundation of university study. *Gary Girard, University of South Dakota*

Friday, 2:00 – 2:50

Technology Today Follow-up Q&A and discussion with new media keynoter Bill Thompson.

CPP Training & Exam

Come to LERN and go home a Certified Program Planner (CPP). This conference gives you the best professional training available in the field of lifelong learning programming. Now you can also get the recognition you deserve by passing the CPP exam and becoming a Certified Program Planner.

Here's how it works:

Register for the Conference and the CPP Training and CPP exam. You will then receive the complete CPP readings, a manual on everything from brochure distribution to course evaluations, when you arrive at the Conference.

Then, after the conference, take the CPP exam, scheduled from 1:00-5:00 pm on Saturday. Go home with the most comprehensive and complete training and, when you pass the exam, your CPP status.

Benefits

The additional CPP training fee of just \$395 includes: complete CPP readings; Wednesday's pre-conference seminar, "Designing Brochures for Results" (normally \$125); CPP exam offering, monitoring and evaluation (normally \$95); and CPP award benefits (normally \$190).

For more information

If you have additional questions about the CPP designation or exam, feel free to contact us at LERN, 800-678-5376, or via e-mail at info@lern.org.

To register for the CPP Training and Certified Program Planner exam, just check the box on your conference registration form. Complete follow-up information will be sent to you.

More Conference Benefits

"WoW!! Such great information!"

Valman Cummins, Fort Belvoir, VA

"The conference was great and just what I needed in many ways. I plan on contacting you this week to see about providing info for the carrier route option and a couple other things."

Lisa Petty, Salina, KS

"The best professional development I have ever taken!"

Brenda Mellon, Nipawain, SK, Canada

"This was my first LERN conference, and ALL the information I received was invaluable!!! Your organization does a great job in delivering vital, timely information for the world of continuing education"

Diane H. Watkins, Harrisburg, PA

"I had a great time. Thanks."

Ron Weist, Fairmont, WV

"Loved it, loved it, loved it. I can't wait for next year."

Kimberly A. Donahue, Charleston, WV

"The networking, learning, and new colleagues that I met was just wonderful."

Wendy Evers, San Diego, CA

FREE Webinars for Your Staff

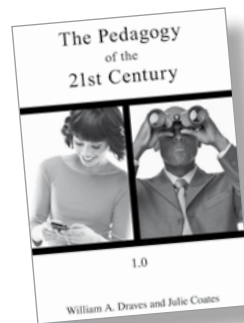
When you send one or more people to the full conference, your staff members back home get two days of live webinars from the New Orleans conference FREE.

"Live Webinars from the New Orleans Conference" Thurs-Fri Dec. 1-2. A \$495 value, included in your full conference registration.



New book reception!

The Pedagogy of the 21st Century



Order the new book for just \$20 with your conference registration (see Social Events, page 26) and receive an invitation to the complimentary reception beginning at 4:30 pm on Thursday, Dec. 1.

Then get your book autographed! The reception is limited, advanced registration only.

For those not attending the reception, you will be able to buy the book separately at the conference.

First Mobile App Premieres

In keeping with the conference theme, LERN's first conference mobile app premieres at the conference. Participants will find things quickly. Plus one new mystery feature! Just show up with your smart phone.



About LERN

Learning Resources Network is the leading organization in lifelong learning programming. LERN provides practical how-to information to 6,000 members and customers every year.

Staff and consultants provide consulting and training to increase your program's registrations, boost income and save on costs. Our benchmarks and ratios for success are the standards in the industry.

Check LERN out at www.lern.org



Conference Host Committee

Beverly Parker, Shreveport, LA;

Dawn Provost, Lafayette, LA;

Shantelle Steib-Dennis, Baton Rouge, LA

Travel and Meeting Site

Meeting Site

New Orleans may be the most unique destination for a LERN conference ever. Some people know “Nawlins” for the non-stop party every evening along Bourbon Street, while others prefer calm, quiet Royal Street, just one block over, for all the art and antique galleries. The two things that everyone can agree upon about the “Big Easy” – the great food and abundance of great live music!

The daytime average temperature is 71°F (22°C) with the overnight temperature averaging 52°F (11°C).

Hotel

The hotel overlooks the French Quarter and is just steps from the famous streetcars running up Canal Street and to the Garden District. Also unique this year, LERN has secured rooms on the Club Level for a very small premium. Amenities on this level include complimentary continental breakfast and early evening snacks. To make reservations, call 888-627-7033, or visit the LERN web site to make reservations online. The regular guest room rates are \$151 single or double, while Club Level is \$169 single or double, excluding taxes and fees. Reservations must be made by Tuesday, November 15, but it is very likely that the room block, especially the Club Level, will sell out well in advance of this date. A portion of the room rate is used to offset conference expenses.

Sheraton New Orleans Hotel

500 Canal Street
New Orleans, LA 70130
phone: 504-525-2500



Getting There

By Plane

One-way taxi service from the airport to the hotel is currently a flat rate of \$33 for up to two people. Shuttle service is currently \$20 one way and \$38 round trip, per person. LERN has designated Airport Shuttle New Orleans as the official ground transportation company. Please visit the LERN web site to make online shuttle reservations and receive a \$3 discount off the round-trip rate.

By Train

AMTRAK serves New Orleans with a station downtown. Due to the Thanksgiving holiday, your best option is to make reservations via the AMTRAK web site at least 14 days in advance. One-way taxi fare is approximately \$8 from Union Station to the hotel.

By Car or Streetcar

You don't need a car to explore New Orleans as the most oft-visited areas are either walking distance or located along a streetcar line.

Bring A Friend

Bring along a spouse, friend or significant other to enjoy all that the New Orleans area has to offer.

Your guest may attend the Get to Know New Orleans session at 4:00 on Wednesday and the All-Conference Reception at 5:00 on Wednesday with our compliments.

Guests are also welcome to register for Friday's International Awards Luncheon and any of the social events and tours offered to conference participants and, with our convenient one-day fee, guests can register to attend conference sessions or pre-conference events.

Bring a friend to the conference. You'll both be glad you did!

“What a great conference! I used to do conference planning and I was very impressed with my first LERN conference. I will definitely come again next year and bring several of our staff members as well”

Martha Klevos, Long Beach, CA

“As always, I enjoyed the LERN Conference immensely and came away with some new refreshing areas to explore. I always find the LERN Conference one of the best for anyone involved in CE activity.”

Lynn Walker, Kingston, ON, Canada

Social Events Information

Social Events

To help you plan your visit we recommend you explore New Orleans online at: www.neworleansonline.com

Wednesday, November 30

French Quarter Walking Tour (3:30 – 5:00 p.m.)
Come stroll with us in what may be the most famous 1/2 square mile in America, the French Quarter. Get acquainted with the places to dine, shop, be entertained, and learn how easy it is to find your way around while learning about the history and architecture of the Quarter. You'll be provided with a map so that it will be easy for you to return at a later time. We'll pass by more than a dozen of the most famous restaurants, Preservation Hall, Jackson Square, St. Louis Cathedral and Central Grocery, home of the famous muffuletta sandwich. Our final stop will be the Cafe Du Monde where you may choose to linger for coffee and beignets on your own. The cost for the tour is \$25.

Friday, December 2

City Tour (3:30 – 6:30 p.m.)
Like most cities, New Orleans has many neighborhoods, its most famous being the French Quarter. Take time to see many of the most famous sites in this quick-moving overview of the city. Our trip will take you through the Garden District with its large beautiful homes along the streetcar line, the Warehouse district, home to the National World War II Museum founded by famous author Stephen Ambrose, along the shores of Lake Ponchartrain, past where the levees failed, and to one of the famous above-ground cemeteries. The cost for the tour, including transportation, is \$31.

Saturday, December 3

The Katrina Tour (12:00 – 3:00 p.m.)
On August 29, 2005 life changed forever for hundreds of thousands of people, LERN moved its conference from New Orleans to Las Vegas, and the world watched in

“What a great conference! I used to do conference planning and I was very impressed with my first LERN conference. I will definitely come again next year and bring several of our staff members as well.”

Martha Klevos, Long Beach, CA

What to tell your boss

- 1 Your boss should come too.** The LERN annual conference has the most sophisticated, advanced strategies for CEOs and top decision makers. Your boss will gain insight not available anywhere else in finance, long-term planning and other management areas.
- 2 Investment payback is 10:1.** That's right, the LERN conference provides a ten-to-one return on your investment. People attend this conference to increase registrations, boost income, and save on costs. Your program will make more money after you attend.
- 3 900 people can't be wrong.** There's a reason why LERN conference attendance has doubled in recent years to nearly 900 attendees. We provide *“Information That Works!”* — you cannot be as successful without it.

shock as events played out on television. Now it is your chance to see firsthand the rebirth of New Orleans and the lingering devastation on the most compelling tour you may ever take. Your guide will take you moment-by-moment through the events she personally experienced. You'll see where the levees failed, the famous Lower 9th Ward, and the efforts of so many to rebuild New Orleans. This tour will sell out!! The cost for the tour, including transportation, is \$34.

The Ultimate Plantation Tour (12:00 – 6:30 p.m.)
Come along and learn about the glitz, glamour, sweat, and toil of peoples' lives in the South of the 1800s. Cotton was King, and at one point in time, the South produced 75% of the world's cotton. The sugar you eat today originated in Louisiana and currently infuses \$2 billion dollars a year into the state's economy. You'll see two vastly different plantations, one reminiscent of Tara in *“Gone with the Wind”* and Oak Alley, a cotton plantation named for the 28 oak trees now 250 years old, that stretch a quarter mile in length, and Laura, a Creole sugar plantation where life was very different from that of Oak Alley. Both plantations have a second floor that is only accessible by stairs. The cost for the tour, including transportation, is \$67.

Registration Information

There Are 6 Easy Ways To Register



Register Online—

Just go to
www.lern.org/conference.

Register by E-mail—

Send your registration information to
Debbie@lern.org.



Register by FAX—

Complete the registration form and fax it,
toll-free, 24 hours a day, to **888-234-8633**.



Register by Phone—

Have your registration form ready and call
Debbie or Tammy at **800-678-5376**. The
phones are open from 8:00 am to 5:00 pm
(CT) Monday-Friday.



Register by Mail—

Simply fill in the form on the next page and
mail it to:

LERN Conference Registration
PO Box 9
River Falls, Wisconsin 54022 U.S.A.



Register by Mobile Phone—

Open a “barcode scanner” app on your
smartphone, point your phone’s camera
at the code, and scan.

Feel free to copy the form for additional registrants.

Participants

Participants will come from a variety of institutions and from several countries. Upwards of 900 participants are expected at this year’s conference.

Your Member/Customer ID Number

The number on the top line of your mailing label is your member/customer ID number. It is important in helping us process your registration. Please write it on the proper line of the registration form. If you are unsure of your ID number, please call us at 800-678-5376.

Conference Fees

The fees are listed on the registration form. The Full conference fee includes all sessions, Thursday and Friday luncheons, and the conference proceedings manual. The Basic fee does not include the luncheons. The Thursday and Friday one-day fees do not include

Third Person FREE!

Register two people from your program at either the Basic or Full conference rate, and the third person is free at the Basic rate (no meals). All registrants must be with the same program (same address and same budget).

the luncheon. Member rates apply to current members only. If you are unsure of your membership status, contact LERN at 800-678-5376 or info@lern.org.

Early Registration Bonus!

Register by October 1, 2011 and receive a FREE copy of *The Essentials*.

Payment

Payment is due, in US dollars, at or before the conference. Make checks payable to LERN Annual Conference. VISA, MasterCard, Discover and American Express are accepted. Social event registration will not be accepted if payment is not included.

Purchase Orders

A purchase order will reserve your place, with payment due at or before the conference. Please fax your registration and PO to us and we will e-mail you an invoice.

Cancellations

All cancellations must be in writing. Email is acceptable. Substitutions are accepted at any time, but must also be in writing. If substitute is not a LERN member, additional fees may apply. Cancellations made on or after October 1, 2011 will be charged a \$100 cancellation fee. No refunds will be made for Social events or luncheons after October 1, 2011. If a cancellation from a group of three is necessary, the fees will be determined by the total number of actual attendees. i.e. the “third person free” rate is applicable only if three people actually attend. Cancellation policies and fees apply to all registrations including “third person free” registrants. After November 1, 2011 no refunds can be issued.

CEUs and ILUs

You can receive 1.6 continuing education units (CEUs) for attending the full conference. LERN uses the International Learning Unit (ILU), an outcomes-based learning standard that meets and exceeds the CEU standard, to gain CEUs.

When you register, tell us you would like to receive CEUs or ILUs. The necessary forms are at the conference registration desk.

For more on the ILU standard, visit learningunit.com.

Registration Form

LERN Annual Conference 2011 November 30 - December 3 • New Orleans, LA

Simply fill in the information below and fax to 1-888-234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at 1-800-678-5376.

Feel free to copy this form for additional registrations.

From top line of mailing label Member/Customer ID # _____ SC# _____

Name _____ Title _____

Department _____ Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

E-mail _____ Phone _____ Fax _____

Conference Fees

Thursday-Saturday, Dec. 1-3, 2011

- \$695 US Member, **Basic**, no meals
- \$775 US Member, **Full**
includes 2 luncheons
- \$795 US Non-Member, **Basic**
no luncheons
- \$875 US Non-Member, **Full**
includes 2 luncheons
- \$375 US One-Day Rate, **Thursday**
no luncheon
- \$375 US One-Day Rate, **Friday**
no luncheon
- FREE **3rd Person**, no meals
- \$80 US **3rd Person**
includes 2 luncheons

Pre-Conference Seminars

Wednesday, Nov. 30, 2011

- \$145 Improving Email Promotions
- \$125 Negotiating to Get & Give More
- \$125 Designing Brochures for Results
- \$125 Your One-Year Marketing Plan
- \$95 Marketing to Boomers
- \$95 Youth Programming & Summer Camps
- \$95 Implementing ILU
- \$145 CE Credit Programming

CPP Training

- \$395 CPP Training and CPP Exam
(includes pre-conference seminar)

I would like to receive my proceedings manual in

- Print form
- Electronic form

Social Events

Social event fees are non-refundable.

Social events fees are due by October 1, 2011. Non-refundable.

Wednesday, Nov. 30, 3:30 - 5:00 pm

- \$25 French Quarter Tour

Thursday, Dec. 1, 4:30 pm on

- \$20 Pedagogy book and Reception

Friday, Dec. 2, 3:30 pm - 6:30 pm

- \$31 City Tour

Saturday, Dec. 3, 12:00 - 3:00 pm

- \$34 Katrina Tour

Saturday, Dec. 3, 12:00 - 6:30 pm

- \$67 The Ultimate Plantation Tour

Luncheons for You or a Friend

Lunch is included with Member and Non-Member **Full** Conference Fee.

- Thursday**, Networking Luncheon, \$40
- Friday**, Awards Luncheon, \$40

Special Needs

- Please check here if you have any special needs and a LERN representative will contact you.

TOTAL AMOUNT DUE

\$ _____

Payment Method: Choose A, B or C

A Payment enclosed.

Make checks payable to LERN Annual Conference.

B Bill my institution.

Purchase order required.

C Charge to my credit card.

Visa, MC, AmEx, Discover

Account # _____

Exp. Date _____

CVV # _____

Cardholder's Name (please print) _____

Cardholder's Signature _____

All fees are in US dollars.

Mail to:

Conference Registration
Learning Resources Network
PO Box 9
River Falls, WI 54022
U.S.A.



Treme

Marigny

The French Quarter

Downtown/CBD

The Mississippi River



Legend/Key

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Final Brochure

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**"The LERN Annual Conference
is the best I have ever attended."**

Terri House, Concord, CA



**Join us in exciting New Orleans for the
Annual LERN Conference
Nov. 30 (pre-conference day) – Dec. 3, 2011**

