

29th Annual Creative Training
Techniques® Conference

EMPOWER YOU



MINNEAPOLIS

PRE-CONFERENCE

Sept. 24-26, 2023

CONFERENCE

Sept. 27-29, 2023

SAVE \$200 WITH EARLY BIRD PRICING!

CTT.BOBPIKEGROUP.COM

Create your path to better training

Lecture-based training is boring and unproductive, but a participant-centered approach turns training into an innovative process of discovery. Your people will learn more in less time and have fun in the process.

CTT 2023 is the only conference that models participant-centered training to you from start to finish. Use these techniques to create your own path to better training—and energize your training programs and career.

“Tell me and I forget. Teach me and I remember. Involve me and I learn.”
— Benjamin Franklin

THE CREATIVE TRAINING TECHNIQUES® CONFERENCE SEPTEMBER 27–29, 2023 OFFERS:

-  New ideas to develop exceptional trainers and world class programs
-  Tactics to harness the power of digital learning with webinars and social media
-  Four distinct certification tracks
-  Tools to present with polish and poise
-  Learning teams with built-in structure for networking and personal access to the facilitators
-  Methods to measure the ROI of training
-  Strategies to transform content into microlearning modules
-  Access to 1:1 ask-the-expert consulting sessions with master trainers and Chief Training Officer Becky Pike Pluth

KEYNOTE SPEAKER | MICHELLE STIDWELL

Michelle Stidwell is a sought after performance consultant, speaker and corporate trainer recognized for her expertise in human behavior and performance improvement. Her material is timely and actionable, and her delivery is personable and fun. Michelle uses real-world, practical illustrations to inform, equip and motivate audiences. Michelle is a certified behavioral specialist and is chief learning officer of Knowledge Works Group.



Earn Your Creative Training Techniques® Certification in Two Easy Steps:



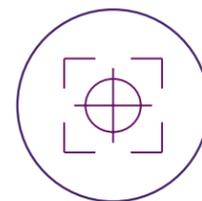
Steps may be completed in any order. Your Creative Training Techniques® Certification is designed to be customized to help you meet your professional goals.

Benefits:

- > Demonstrate your commitment to training excellence
- > Develop new skills to enhance professional growth
- > Open doors with a new credential on your resume
- > Receive a certificate to proudly display your achievement

Workshops available for each concentration:

- Delivery**

Train-the-Trainer Boot Camp
- Design**

Instructional Design
OR
Microlearning
- Facilitation**

Presentation Skills
- Online**

Microlearning
OR
Interactive Virtual Trainer Lab

Choose A Workshop. Get Certified.

SAVE \$200 when you bundle a pre-conference workshop with your CTT 2023 experience.

Choose from four distinct learning tracks to stimulate your professional development and dive deep into specialized, innovative learning methodologies.



PRE-CONFERENCE WORKSHOP // DESIGN TRACK



SUNDAY, SEPTEMBER 24–TUESDAY, SEPTEMBER 26, 2023

Instructional Design

**Sunday 12–6 pm,
Monday and Tuesday 8:30 am–4 pm**

Experience for yourself how instructor-led, participant-centered Creative Training Techniques® can transform training outcomes. Discover a 4-step process for creating training programs that engage learners, accelerate the learning process, and deliver results—every time.

Using a repeatable formula, you will be able to reduce training time by 25-50% and cut prep time in half.

In this workshop, you will:

- Develop needs assessments to guide content
- Learn to write specific, measurable training objectives
- Insert C.O.R.E. elements to your own content
- Use storyboarding to brainstorm and organize ideas
- Apply the 90/20/10 rule to course development
- Create effective job aides and leader guides

PRE-CONFERENCE WORKSHOP // DELIVERY TRACK



MONDAY, SEPTEMBER 25–TUESDAY, SEPTEMBER 26, 2023

Train-the-Trainer Boot Camp

Monday and Tuesday 8:30 am–4 pm

Transform the Way You Train and Revolutionize Your Results.

Train-the-Trainer Boot Camp is the cornerstone of our innovative instructor-led, participant-centered methodology. In this two-day training transformation, you'll be introduced to the Creative Training Techniques® that thousands of trainers all over the world have used to increase learning retention by **90%** and on-the-job transfer by **75%**.

Every aspect of Boot Camp is designed for one purpose: to help you deliver results in your training. You'll leave Boot Camp with actionable strategies you can apply your very first day back on the job.

In this workshop you'll discover:

- 20 step-by-step strategies for audience engagement
- 5 **FUND**amental principles of participant-centered learning
- C.O.R.E. elements of content development
- E.A.T. model for structuring content
- 7 types of difficult participants and how to handle them
- Using the 90-20-10 rule for “chunking” content to boost retention
- How to apply participant-centered techniques to any content and any size audience



Microlearning

Monday and Tuesday 8:30 am–4 pm

Discover practical ways to deliver content in smaller, specific bursts for just enough, just in time segments. Experience how fun and easy microlearning can be, and learn a repeatable process to create your own short videos, self-paced e-learning, and visual tools.

This workshop is a creative lab experience—bring an existing program or new content, and leave with your first microlearning units ready to launch. Explore tools like Raptivity and UMU and discover ways to integrate microlearning to online and live training.

In this workshop, you will:

- Discover the 8-step microlearning design process
- Tap into the brain science of spacing to improve retention
- Takeaway templates for immediate use
- Integrate surveys, quizzes, and mini games into microlessons
- Learn how to make articles interactive for better retention
- Create your own microlearning units with expert guidance and feedback

Interactive Virtual Trainer Lab

Monday and Tuesday 8:30 am–4 pm

Experience how virtual training can be just as engaging and effective as classroom training when it's participant-centered. Learn how to engage your webinar audience right from the start. You only have four minutes to hold your audience's attention during a webinar. After that, minds start to drift and attention fades.

In this workshop, you'll explore the practical application of Creative Training Techniques® in webinar design and delivery in a F2F, hands-on lab environment.

During this workshop, you will:

- Draft a webinar plan using C.O.R.E. to maximize engagement
- Effectively use polling, games and chat tools
- Discover 58 ways to add variety to your virtual training
- Practice strategies for asking and answering questions on live webinars
- Create handouts, PowerPoints, planning templates, and online evaluations
- Apply participant-centered methodology to your virtual training



Presentation Skills

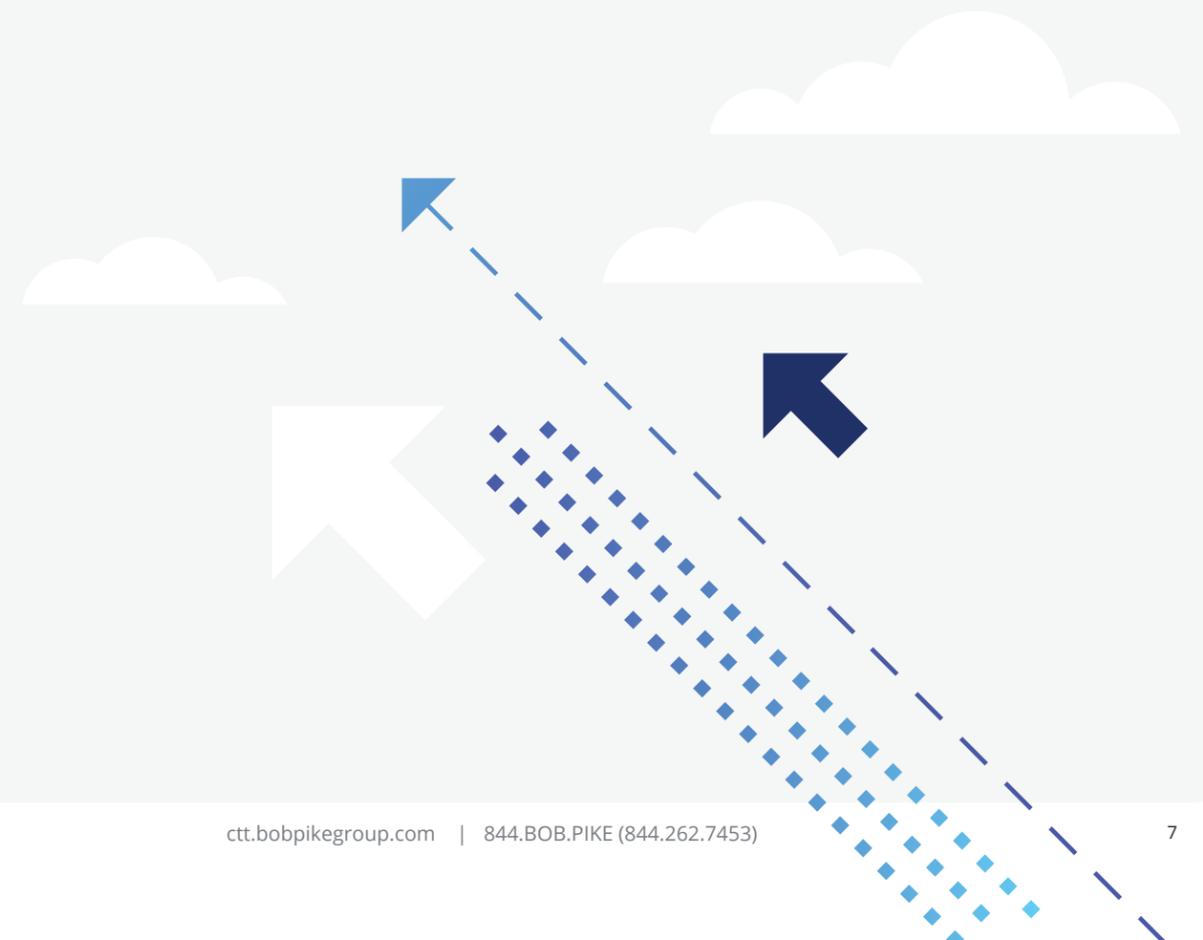
Monday and Tuesday 8:30 am–4 pm

Become an affective and effective speaker who makes it look easy. In the safety of a small group, you'll practice and receive feedback with the guidance of a Creative Training expert. In two days, you'll refine your own content into an engaging presentation you can deliver with poise back on the job.

This workshop is for trainers, subject matter experts, managers, and people who speak to groups occasionally or as a regular part of their jobs.

In this workshop, you will discover how to:

- Open strong and engage attention right away
- Structure your message around your audience's needs
- Establish credibility and authority, even with higher ups
- Better manage any size, age or level of audience
- Transform from subject matter expert to confident speaker
- Master methods to control nerves and present with polish



Schedule at a glance

Pre-Conference Workshops

Sunday, September 24–Tuesday, September 26, 2023			
Sunday 12–6 pm, Monday and Tuesday 8:30 am–4 pm		Instructional Design	
Monday, September 25–Tuesday, September 26, 2023			
8:30 am–4 pm	Train-the-Trainer Boot Camp	Presentation Skills	Microlearning

Conference Workshops

Wednesday, September 27, 2023					
9–10:30 am	OPENING KEYNOTE Creating a Blue Zone...Empowers US! <i>Michelle Stidwell</i>				
11 am–12:15 pm	#101: Simple Openers     NEW	#102: What They Need, When They Need It     NEW	#103: A.C.E. Your Presentation: Speak with Authority, Confidence and Empathy    NEW	#104: Providing Effective Feedback for E-Learners  NEW	#105: Creative Training Techniques for Tough Subjects   NEW
12:15–1:30 pm	LUNCH				
1:30–2:45 pm	#106: Gamification Crash Course    NEW	#107: Energizers that Aren't Time Wasters   	#108: The Power of the "Other Qs"     NEW	#109: Making Mandatory Fun  	#110: Effective Training Roll Out     NEW
3:15–4:30 pm	#111: The Training Experience: Be the Fun. Bring the Fun.     NEW	#112: Fun Ways to Add Video to Training    	#113: Effective Facilitation Tools and Skills 	#114: All Hands Up: Engaging Learners with Better Questions     NEW	#115: Making Theme-Based Learning Work for You     NEW
5–6:30 pm	NETWORKING RECEPTION				

Conference Workshops

Thursday, September 28, 2023					
9–10:15 am	#201: Identifying Learning Gaps   NEW	#202: Slide Deck Design for the Non-Graphic Designer     NEW	#203: Smarter Webinar Setups    NEW	#204: Instructional Design Fast with Storyboarding 	#205: Upskilling and Reskilling ... The way we work is changing    NEW
10:45 am–12 pm	#206: Inhale Confidence. Exhale Fear. Be the Presenter You Dream of Being    NEW	#207: Creating a Soundtrack for Learning    NEW	#208: We need Training! ...or do you?   NEW	#209: FUNdamental #4 People Learn Differently—and that's a good thing!  	#210: 14 Fun Formative Assessments   
12:00–1:30 pm	LUNCH				
1:30–2:45 pm	#211: Icebreakers to Awkward-Proof Your Virtual and F2F Training   	#212: Cartooning for the Artistically Challenged  	#213: Brain Strain to Brain Gain  NEW	#214: Seeking & Receiving Feedback    NEW	#215: Captivate & Inspire: Become a Masterful Storyteller and Teacher    NEW
3:15–4:30 pm	#216: The FUNology of Learning    NEW	#217: You Are a Sales Rep! Sell that Content!     NEW	#218: How to Make Refresher Training Refreshing   	#219: Did it make a Difference? Using Participant-Centered design to reach organizational goals  NEW	#220: Digital Resources that Give Your Training the WOW Factor!    NEW
Friday, September 29, 2023					
9–10:15 am	#301: Reflective Trainers are More Effective Trainers   NEW	#302: Planning for Learning Transfer    NEW	#303: Be the Glue. Develop Training that Sticks  NEW	#304: The Future is Now! Working with AI to Develop Your Training Ideas    NEW	#305: The 10 Trainer Personality Types     NEW
10:30–11:45 am	CLOSING KEYNOTE 10 Bedrock Principles for Creative Training Results <i>Rich Meiss</i>    NEW				

CONFERENCE SCHEDULE

WEDNESDAY, SEPTEMBER 27, 2023

9–10:30 AM | OPENING KEYNOTE

Creating a Blue Zone...Empowers US! MICHELLE STIDWELL

Are you working in a Blue or Red Zone? We are working in an age of “Quiet Quitting” and resistance to return to the office. Why? According to meQuilibrium’s 2022 Self-Check Study, employees who work remotely or in a hybrid situation feel more psychologically safe than employees who work on-site full time. Increased emotional intelligence has a cause-and-effect relationship to the psychological safety of our teams. Tackle the role you can play to encourage a psychological safe place (Blue Zone) at work and in the classroom through increasing your emotional intelligence and exploring behaviors that create Learner Safety.

11 AM–12:15 PM

NEW! #101: Simple Openers JANICE HORNE

Most trainers START, but incredible trainers OPEN their sessions with purpose. During this interactive session, you will experience 9 simple openers that break preoccupation, allow for networking, and relate to content. Discover how to use mental puzzles, trivia, statistics, and more. And explore how you can easily adapt them to your own content or message.

NEW! #102: What They Need, When They Need It KIM ZERBY

If you need to change a flat tire, are you more likely to sign up for a course on auto-mechanics or search YouTube for a quick solution? Today short bursts of content rule. In this session, you’ll identify how to incorporate microlearning into new and existing programs. Discover how to create timely and convenient microlearning lessons on your own (it’s easier than you think!) and use video hooks to make content memorable.

NEW! #103: A.C.E. Your Presentation: Speak with Authority, Confidence and Empathy COLLIN CARROLL

Ready for that big presentation? You could spend hours preparing, yet doubts, insecurities and fears can still creep in regardless. But your audience needs your content because it will help set them up for success! Discover a preparation and delivery framework that helps you connect with your audience and leave a lasting impact. And together we’ll practice creating and delivering presentations that resonate and inspire.

NEW! #104: Providing Effective Feedback for E-Learners | MARC RATCLIFFE

Feedback is critical in supporting candidate progress and improvement. However, it is often provided to learners in ways that are geared towards compliance, rather than meaningful performance improvement. Feedback enables online learners to monitor their performance, build confidence and ensure that they are on track for success. This session outlines 12 ways to provide better feedback to support candidates in an online environment. Also discover how you can use technology to support the feedback process, and improve participant performance through effective feedback.

NEW! #105: Creative Training Techniques for Tough Subjects | AMY SAVILLE

Trainers often wonder if participant-centered approaches are too light-hearted to work with difficult or sensitive content. However, people who work in stressful professions often need the connection and fun that ILPC approaches offer more than anyone! This session will provide examples of real-world application of Creative Training Techniques to sensitive topics and share guidelines and activity ideas for teaching difficult subjects in a participant-centered, creative way that avoids an over-reliance on lecturing.

12:15 PM–1:30 PM | LUNCH

1:30–2:45 PM

NEW! #106: Gamification Crash Course JASON ASH

Gamification is the concept of applying game mechanics and game design techniques to engage and motivate people. This session will provide participants with a “crash-course” in the basics of gamification and will share the 7 steps for creating a dynamic gamification solution to suit any content. Best of all, participants will have the opportunity to put these steps into practice during the session and will walk away with a draft plan to support their own training.

#107: Energizers that Aren’t Time Wasters ADRIANNE ROGGENBUCK

No matter how skilled the trainer, most audiences experience low energy and lack of focus at some point during training. This calls for an energizer, but you don’t want to waste precious instructional time. Learn how to make every energizer you do relevant to your training topic. Experience how the right energizer can pick your class up and get every brain back in the learning zone. Leave this session with reengineered energizers you can use immediately.

NEW! #108: The Power of the “Other Qs” MICHELLE STIDWELL

Who are your “Raving Fans”? According to Ken Blanchard, a “raving fan” is so overwhelmed and satisfied with the customer service that they’ve received they can’t stop telling others about it. What are others saying about you and the L&D services that you are providing? We can build “raving fans” by building our Social Quotient (SQ) and Adversity Quotient (AQ). Key objectives include tips for building a network of L&D allies, and four steps to recover from adversity.

#109: Making Mandatory Fun RICH MEISS

Learn best practices from fellow participants as well as the instructor for implementing instructor-led/participant-centered training in mandatory and new employee orientation classes. Learn how to deal with the prisoners who attend mandatory training and help them want to be there. A can’t-miss session if you do mandatory or new-hire training of any kind! Discover how to eliminate participant pushback from the get-go.

NEW! #110: Effective Training Roll Out KATE ESTBY

It’s happened to all of us, you run the first session of your new program and it didn’t quite go as planned (and you only noticed that spelling error on page 3 now—ugh). Explore a process to refine your training before it hits the classroom for a more seamless implementation.

3:15–4:30 PM

NEW! #111: The Training Experience: Be the Fun. Bring the Fun. | BECKY LUNDERS

Imagine a participant-centered training environment where people look forward to learning! Transform boring lectures into interactive opportunities that are participant-centered. By infusing fun into any meeting or training, you improve engagement and increase retention. Your material will be remembered, your approach may be contagious!

#112: Fun Ways to Add Video to Training BECKY PIKE PLUTH

Whether you’re face to face or online, bursts of video can enhance training sessions. Just like kids sometimes hear it better from someone else than their parents, participants snap back into focus when video illustrates your content. Sound intimidating? Have no fear—Becky will share four fun ways you can add video to your programs even if you’re not a techie. Your sessions will have a new dimension when you make video work for you!

#113: Effective Facilitation Tools and Skills RICH MEISS

There is a difference between presenting, training and facilitating, yet these terms are often used interchangeably. This session will describe facilitation, emphasize its importance, and reveal some of the most important skills and tools of facilitation. Choose from over 25 facilitation tools that can challenge groups, help them build consensus, and unravel conflict. Assess and practice using your facilitation tools.

NEW! #114: All Hands Up: Engaging Learners with Better Questions | TYLER MOBERG

Questions are critical to the way learners engage with your content. When questions are framed well, they prime the brain to know what’s important, inform the trainer what learners need, and increase retention through interaction. Empower yourself to become a better question asker. In this session you will discover myths and truths around questions, examine elements of effective questions, and explore questioning strategies to engage your learners.

NEW! #115: Making Theme-Based Learning Work for You | KIM ZERBY

I scream, you scream, we all scream for...a theme! Did you think there might be a different word? Theme-based learning can be utilized to create a common thread of familiarity for participants and build strong connections with the topics being presented. This approach works well when catering to a diverse learning group who are new to an idea. It provides the grounds to include multiple topics and create a familiar background making the participant at ease with course content. During this session, identify benefits of theme-based learning, organize a theme, and practice theme-based learning on a repeatable template.

5–6:30 PM | NETWORKING RECEPTION

Join The Bob Pike Group team for an informal time to mix and mingle with other conference attendees and presenters.

9–10:15 AM

NEW! #201: Identifying Learning Gaps
KATE ESTBY

What does your learner’s pathway to successfully learning and applying new skills and knowledge look like? What might be getting in the way of their application of learning? Discover more than just gaps in knowledge to ensure you are setting your learners up for success.

NEW! #202: Slide Deck Design for the Non-Graphic Designer | BECKY PIKE PLUTH

Say goodbye to puttering and putzing around with PowerPoint. Discover shortcuts to design slides that meet almost any training need. You’ll not only be able to design PowerPoint FAST, you’ll also add a higher degree of polish to your deck when you stick to a repeatable process. Discover how to create perfect slides to open discussions, bring people back from breaks, cut through too much content, and takeaway The Bob Pike Group’s most requested PowerPoint tool!

NEW! #203: Smarter Webinar Setups
COLLIN CARROLL

Clunky. That’s how most webinar setups can feel. If your desk, equipment and screen aren’t configured just right, that can decrease your ease and confidence as a virtual presenter. How can you arrange your screen to make it easier to monitor slide annotations, respond to questions in the chat box, be your own DJ, and make eye contact with the webcam? This workshop will give you smarter webinar setup ideas and gear recommendations for any budget

#204: Instructional Design Fast with Storyboarding
JANICE HORNE

Never seem to have enough time to devote to training design? In this session you will explore a simple method to quickly align content and activities to the behaviors necessary to reach your business goals. See for yourself how helpful storyboarding is for designing dynamite content and courses in less time.

NEW! #205: Upskilling and Reskilling...The way we work is changing | KIM ZERBY

Advances in technology, along with the changes to the way we work, have caused us to reassess the skills we need to thrive in the workplace. Experts predict about 50% of all jobs will require upskilling and re-skilling when it comes to future-fitting your workforce. Focusing on skills is an important step. That means, there’s a lot of training to be done. Compare the difference between upskilling and reskilling, identify the need for upskilling and reskilling, and create your skills strategy.

10:45 AM–12 PM

NEW! #206: Inhale Confidence. Exhale Fear. Be the Presenter You Dream of Being | BECKY LUNDERS

Good presenters communicate content; great presenters create an experience and make you hope it never ends. Like yoga, presenting is a practice of continual improvement. Whether you’ve got the “it” factor or you’re still working on it, this session provides ideas to help you stretch and explore ways to shine. Get a boost of confidence and an infusion of calm so you’re ready for the stage, the boardroom, or a virtual meeting.

NEW! #207: Creating a Soundtrack for Learning
JASON ASH

Music carries with it more than just feelings, it can be a powerful vehicle for information. Research has proven that music affects the body in positive ways: it massages organs, reduces stress and increases learning. This session explores how to harness music in the best way to support learning. It will explain how to use music to evoke emotion, improve timing and lay the platform to build reinforcement. It will also identify how to break pre-occupation by using non-commercial music as well as demonstrate how to simply create your own music using inexpensive software applications.

NEW! #208: We need Training!...or do you?
KATE ESTBY

It’s a common request – *We need training!* But is that really the first answer? This session will help you evaluate different reasons for poor performance and what solutions can be implemented to address them (training or otherwise).

#209: FUNdamental #4 People Learn Differently—and that’s a good thing! | AMY SAVILLE

If we know people prefer to learn differently, then why do so many trainers take the same approach over and over again? It’s normal to train from our comfort zones, but actively engaging our participants requires us to branch out and think creatively about how people love to learn. This session dives into the benefits of using a variety of participant-centered facilitation methods and demonstrates just how beneficial a multi-faceted approach to content delivery can be.

#210: 14 Fun Formative Assessments
ADRIANNE ROGGENBUCK

Formative assessments provide feedback to the learner without feeling like a test. Join this session to engage in several formative assessments that are easy to replicate and see just how fun assessment can be! Make assessments fun for everyone—and work for you!

12:00–1:30 PM | LUNCH

1:30–2:45 PM

#211: Icebreakers to Awkward-Proof Your Virtual and F2F Training | BECKY PIKE PLUTH

In an environment of nonstop meetings, there are few tools as indispensable as the icebreaker. If you’ve tried to run meetings with Zoom, Google Meet, or other video conferencing software, you’ve probably noticed screens can impose a distance that is challenging to overcome. When participants don’t feel engaged, meetings are less productive. But when you deploy the right icebreaker at the start of your virtual or F2F meeting, you help participants get mentally in the room, connect with one another, focus on a common goal, and get energized to contribute.

#212: Cartooning for the Artistically Challenged
ADRIANNE ROGGENBUCK

Have you always dreamed of being able to go beyond drawing stick figures? Practice the basics of cartooning to create simple graphics for flipcharts. Leave the session with a ready-to-use poster for your next training. No artistic talent required!

NEW! #213: Brain Strain to Brain Gain
MARC RATCLIFFE

In this dynamic and interactive session, Marc will examine current brain science about learning and retention and provide a variety of research-tested activities and techniques for practitioners to improve participant success. The session will also highlight anchoring techniques and examine the use of props to reinforce a message and enhance the recall of content.

NEW! #214: Seeking & Receiving Feedback
TYLER MOBERG

Feedback impacts learning more than any other instructional strategy, according to leading educational expert, Douglas Reeves. While receiving feedback is both an art and a science, it’s a skill that can be learned. In this session you will identify essential elements of effective feedback, examine complications, and discover strategies to receive productive feedback. You’ll leave with more clarity on ways to seek and receive feedback more effectively and be empowered to continue growing as a trainer.

NEW! #215: Captivate & Inspire: Become a Masterful Storyteller and Teacher | COLLIN CARROLL

Stories have the power to captivate and inspire your learners. They can help illustrate a problem your audience is experiencing. Allow your audience to learn from the mistakes and wins of the characters. Disprove common objections your audience might have regarding your content. Motivate your audience to take specific application steps. Help them imagine a better future. And more. But what do all masterful storytellers have in common? This workshop will show you!

3:15–4:30 PM

NEW! #216: The FUNology of Learning
JASON ASH

There is a misconception that we are not serious about learning if we are having fun. On the contrary, we can be very serious about our profession, the art of our instruction, the wellbeing of our participants and even the importance of our subject matter and still create a sense of fun and wonder in our training. In fact, bringing levity to our delivery can often help to relax our students, reduce their anxiety, and create more memorable learning experiences. This session examines the relationship between fun and learning engagement. It will provide specific research, examples, templates and techniques that can be used immediately by participants to enhance engagement and retention.

NEW! #217: You Are a Sales Rep! Sell that Content! | KIM ZERBY

Have you ever considered yourself to be a sales rep? You are! Selling a product/content takes more than reading scripted lines. If we are enthusiastic about the content, attentive to our participants needs, and confident in the material, your participants will be too. During this session, explore the benefits of selling your training, identify tactics and make your action plan to get learners and leaders all-in with the program.

#218: How to Make Refresher Training Refreshing | JANICE HORNE

Many times, learners roll their eyes at mandatory refresher training. And that’s because “refresher” training usually looks exactly like the initial training. In this session, you will explore why that method doesn’t work and what to do instead. Then watch your refresher training go from a mandated drag to an anticipated event.

NEW! #219: Did it make a Difference? Using Participant-Centered design to reach organizational goals | AMY SAVILLE

What’s the point of training? To get results! This session explores Level 4 of Kirkpatrick’s Model, the industry standard for determining the impact of training programs. We all know our training programs should be making a difference at the bottom line for our organizations. But do they? How would we know? We’ll talk about common Level 4 metrics organizations can use to track the impact of their training initiatives, why you should design with Level 4 in mind, when in the process to start thinking about it, and how participant-centered design can get you the results you need.

NEW! #220: Digital Resources that Give Your Training the WOW Factor! | MARC RATCLIFFE

Whether you are looking to create more dynamic presentations or improve the look and feel of your courseware, digital resources play an important role in organizing content, capturing attention, and supporting your message. This session will explore where to source and how to use a variety of digital resources including icons, images, fonts, stock video and music. It will also curate online options to edit these resources to create exciting and engaging training options.

NEW! #304: The Future is Now! Working with AI to Develop Your Training Ideas | AMY SAVILLE

Could AI replace L&D professionals? Not if we leverage the power of this emerging technology to help us create better training! This session will cover the basics of working with the ChaptGPT AI model and provide hands-on experience in generating and fine-tuning training content. Whether you're a novice or an experienced developer, you'll come away with a deeper understanding of how to use ChatGPT to create effective and engaging training materials in half the time! (This session requires a laptop.)

NEW! #305: The 10 Trainer Personality Types | COLLIN CARROLL

You've likely heard of the Enneagram, Myers-Briggs, and StrengthsFinder. These personality inventories help us understand who we are and how we're gifted, so that we can serve others with authenticity and excellence. But did you know there's a personality test just for trainers? In this workshop, you'll discover which of the 10 Trainer Personality Types you are, so you can use your natural gifts to create truly unique learning experiences for your participants.

10:30-11:45 AM | CLOSING KEYNOTE

NEW! 10 Bedrock Principles for Creative Training Results | RICH MEISS

Nobody has presented at the Creative Training Techniques® Conference more than Rich, every year since 1993. During this closing keynote, Rich will share 10 ideas you can immediately use to get excellent results from training. This capstone session will tie your learning experiences together and charge you to bring the instructor-led, participant-centered movement back to your organization.

FRIDAY, SEPTEMBER 29, 2023

9-10:15 AM

NEW! #301: Reflective Trainers are More Effective Trainers | TYLER MOBERG

Growth doesn't just happen; it must be intentional. When trainers regularly practice the right kinds of reflection, they rapidly improve in their craft. As John Maxwell wrote, "Experience is not the best teacher; evaluated experience is the best teacher. Reflective thinking is needed to turn experience into insight." In this session you'll discover high leverage reflection strategies that you can adapt, adopt, and apply to your own practice right away.

NEW! #302: Planning for Learning Transfer | KATE ESTBY

Explore ways to build transfer of learning into your program before, during and after your training. This session will examine a process to clearly identify what is to be transferred, the context for application on the job, and set measurements for successful pull through. Adopt active learning techniques, a variety of transfer resources, and support to make training a process, not an event.

NEW! #303: Be the Glue. Develop Training that Sticks | BECKY LUNDERS

When we read and listen, we only absorb a snippet of what's being taught. When we have a chance to interact with the content, our ability to recall the information increases dramatically. This session will focus on bringing content to life, and how to make it stick like Super Glue! Learn simple techniques to empower learners to be confident they can recall material back on the job.

All sessions are subject to change.

Follow us on:

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2023 REGISTRATION

CONFERENCE REGISTRATION INCLUDES:

- Access to all conference handouts
- Your choice of 42 sessions and keynotes
- Continental breakfast each day
- Lunch on Wednesday and Thursday
- Networking reception on Wednesday evening

REGISTRATION CANCELLATION POLICY:

You may cancel your registration on or before August 23, 2023 and receive a refund less a \$200 cancellation fee. Registrations are non-refundable after August 23, 2023. Registrations are transferable within the same company. All substitutions or cancellations must be in writing. The Bob Pike Group reserves the right to make subsequent cancellations or changes and should it do so, its liability is limited to the return of the enrollment fee. We reserve the right to correct any printed errors.

TWO EASY WAYS TO REGISTER :

- > Register online at **BobPikeGroup.com**
- > or by calling **844.BOB.PIKE (844.262.7453)**

2023 WORKSHOP PRICING

	Without conference registration	With conference registration
PRE-CONFERENCE WORKSHOP SEPTEMBER 24-26, 2023		
Instructional Design	\$1,995	\$1,795
PRE-CONFERENCE WORKSHOPS SEPTEMBER 25-26, 2023		
Presentation Skills	\$1,695	\$1,495
Train-the-Trainer Boot Camp	\$1,695	\$1,495
Interactive Virtual Trainer Lab	\$1,695	\$1,495
Microlearning	\$1,295	\$1,095

CONFERENCE REGISTRATION SEPTEMBER 27-29, 2023

Paid on or before 6/30/23	\$1,695
Paid after 6/30/23	\$1,895

Additional discounts for groups of three or more.

Call 844.BOB.PIKE (844.262.7453) for more information.

STAY & PLAY

CONFERENCE HOTEL:

Hilton Minneapolis/St. Paul Airport Mall of America

3800 American Blvd E
Bloomington, Minnesota 55425
952-854-2100

The Hilton Minneapolis/St. Paul Airport Mall of America hotel is located three miles from the Minneapolis/St. Paul International Airport (MSP) and one mile from the Mall of America. Complimentary shuttles are provided to and from the Airport and the Mall of America.

The hotel is offering a reduced rate of \$169 per night for guest rooms through August 29, 2023 or until the room block fills, whichever comes first. To make reservations call **(952) 854-2100** and ask for The Bob Pike Group (BPG) block of rooms or go to our personalized web page: **bobpikegroup.com/hilton2023**



THE
BOB PIKE GROUP *Engineer Curiosity*

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PRE-CONFERENCE

SEPT. 24–26, 2023

CONFERENCE

SEPT. 27–29, 2023

WHAT'S INSIDE:

- Professional certification (p. 3)
- The one and only Train-the-Trainer Boot Camp (p. 5)
- Dozens of new sessions and four learning tracks (p. 10)
- Discounts for groups and early birds (p. 15)

