ATD 2015 International Conference & Exposition

Leading an International Delegation

By ATD International
Welcome!

Wei Wang  Ph.D., CPLP  
Director, International
Introducing the ATD International Team

Wei Wang
Director

Frank Cen
Director, ATD China

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

Youngkuk Lim
Sr. Regional Manager, Asia Pacific

Vivek Nair
Regional Manager, Middle East, Africa & India

Nan Kim
Sr. International Coordinator

Ginny Rosell
International Coordinator
# Agenda

## ATD 2015 Highlights!

<table>
<thead>
<tr>
<th>How to form a delegation</th>
<th>Additional activities</th>
<th>Q&amp;A</th>
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</table>

**How to form a delegation**

**Additional activities**

**Q&A**
Industry-Defining Event for Talent Development

- 70 years’ history
- More than 10,500 attendees, 25% overseas
- 90+ countries represented
- 60+ international delegations
- 250+ educational sessions from industry-leading experts
- 300+ Speakers from 20+ countries
- World-class EXPO with 350+ exhibitors
# Top Attending Countries Outside the U.S. in 2014

<table>
<thead>
<tr>
<th>Country</th>
<th># of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KOREA</strong></td>
<td>256</td>
</tr>
<tr>
<td><strong>CANADA</strong></td>
<td>250</td>
</tr>
<tr>
<td><strong>CHINA</strong></td>
<td>197</td>
</tr>
<tr>
<td><strong>JAPAN</strong></td>
<td>136</td>
</tr>
<tr>
<td><strong>BRAZIL</strong></td>
<td>105</td>
</tr>
<tr>
<td><strong>KUWAIT</strong></td>
<td>98</td>
</tr>
<tr>
<td><strong>NETHERLANDS</strong></td>
<td>95</td>
</tr>
<tr>
<td><strong>SAUDI ARABIA</strong></td>
<td>88</td>
</tr>
<tr>
<td><strong>UNITED KINGDOM</strong></td>
<td>63</td>
</tr>
<tr>
<td><strong>THAILAND</strong></td>
<td>54</td>
</tr>
<tr>
<td><strong>DENMARK</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Total: 10,500+ countries: 92
Attendee Profile

Level in the Organization:
- Executive: 35%
- Directors/Managers/Supervisors: 23%
- Individual/Consultant: 27%
- Other: 2%

Organization Size:
- Over 10,000: 47%
- 1,000–9,999: 42%
- 100–999: 16%
- Less than 100: 9%

Purchasing Authority:
- Have purchasing authority: 24%
- Recommends purchases: 27%
- Specifies purchases: 15%
- Have no influence: 10%
- 20+ years: 9%
- 11–20 years: 16%
- 6–10 years: 11%
- 3–5 years: 12%
- Less than 2 years: 10%

TOP TITLES
- AVP, Talent Management
- Chief Development Officer
- Chief Engagement Officer
- Chief HR Officer
- Chief Learning Officer
- Chief Talent Development Officer
- Deputy Dir., Learning and Performance
- Director - Change Management

- Senior Training Officer
- SVP - Chief Talent Officer
- Training & Development Supervisor
- Senior Director, Global L&D
- Director – Talent Development
- Director Corporate University
- Director Human Resources
- Director of eLearning

- Director of Sales Training
- Director, Leadership Development
- Director, Training
- Executive Director of Talent
- Global Director of Sales Enablement
- VP Technology
- VP, Global Learning
The Location

Orlando, FL   May 17-20, 2015

- One of the leading tourism destinations in the world
- Nicknamed “The City Beautiful”
- Also known as “The Theme Park Capital of the World” (home to Walt Disney World Resort and SeaWorld Orlando)
Top Reasons to Attend ATD 2015

- The **largest** conference in the field providing the most choices for your professional development (10,500+ attendees)
- World-renowned **experts**
- **300** top-rated educational sessions and **10** content tracks
- **Benchmarking** against today’s leading companies
- World-class **EXPO**
- **Networking** with like-minded peers from around the world
As businesses becomes more global and competitive, a key differentiator for success will be talent. You need to know the latest trends and best practices, and the best place to learn is at ATD 2015.

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

Tony Bingham

CEO & President of ATD
Conference Tracks

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

Four Industry Tracks
- Government
- Higher Education
- Sales Enablement
- Healthcare (New!)
Keynote Speakers

Andrea Jung
President and CEO, Grameen America
Consistently ranked among the top leaders in the world on lists including, Fortune magazine’s Most Powerful Women in Business.

Sugata Mitra
Professor of Educational Technology at Newcastle University, United Kingdom
At the forefront of a new approach to education that challenges how we teach today’s children in a technological age.

Erik Wahl
Internationally recognized graffiti artist, author, and entrepreneur.
He has grown as a sought-after corporate speaker with an impressive list of clients including AT&T, Disney, Microsoft, and FedEx.
Simultaneous Interpretation

Simultaneous interpretation is offered for several sessions in three languages: Korean, Japanese, and Chinese (Mandarin)

*The interpretation services are available for a fee.
Preconference Workshops & Certificate Programs

Preconference Workshops
(1 day program)
- Interactive workshops with hands-on approach
- Ideal way to develop new skills or gain new perspectives while focusing in-depth on a topic

Certificate Programs
(2-3 day program)
- Practical content presented by expert practitioners
- Enhance your competitive advantage and advance your professional development
- Participants receive an ATD certificate
Industry’s Largest EXPO

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

Over 360 exhibitors showcase their cutting edge resources, tools, and solutions—available to help take leaning and development in new directions.
Networking Night
Details to be announced soon!

Attendees have the unique opportunity to dance to live music, network with peers, enjoy delicious food, and so much more…
Global Village
Network with your colleagues from around the world

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

Organized events for attendees from outside of the United States.
## Agenda

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Why Do People Join an International Delegation?

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

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

* Requires 5 or more paid attendees to organize
## Agenda

<table>
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<tr>
<th># of Paid Attendees</th>
<th>Delegation Rate</th>
<th>Free Registration*</th>
<th>Marketing Materials</th>
<th>Delegation Leader Events</th>
<th>Networking Room Sharing</th>
<th>Early Badge Pick Up</th>
<th>Additional Financial Incentive **</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 5</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>&gt; 10</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>&gt; 20</td>
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<td>X</td>
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</tr>
<tr>
<td>&gt; 50</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

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

**Additional agreement is needed
## Registration

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

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

**Prices including ATD Professional Membership
How We Can Support You

- Marketing materials
- Delegation Leader Tool Kit
- Delegation leader emails
- Delegation registration form
- Special conference promotion workshops, videos
Delegation Registration Process

**STEP 1**  Submit Delegation Application

**STEP 2**  Receive Delegation Confirmation

**STEP 3**  Register Delegation Attendees

**STEP 4**  Arrange Payment
Step 1: Submit Delegation Application

- Contact international@td.org for the “International Delegation Application Form”

- Complete and submit the application form
Step 2: Receive Delegation Confirmation

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

Sample Delegation Banner with Code
Step 3: Register Delegation Attendees

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

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

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

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

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

Request the Invitation Letter Form by contacting international@td.org.

Please allow 3 business days to process your request.

Contact ATD early to leave enough time for your visa application.

*Complete visa information which can be found at the U.S. Department of State website.*
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Additional Activities

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

- An orientation session before your group departures
- Networking events during the conference
- Group debriefings after sessions
- Customized learning materials (guide, CDs)
- Benchmarking visit
- Post-conference sharing events
Questions?
Thank you and see you in Orlando, FL!