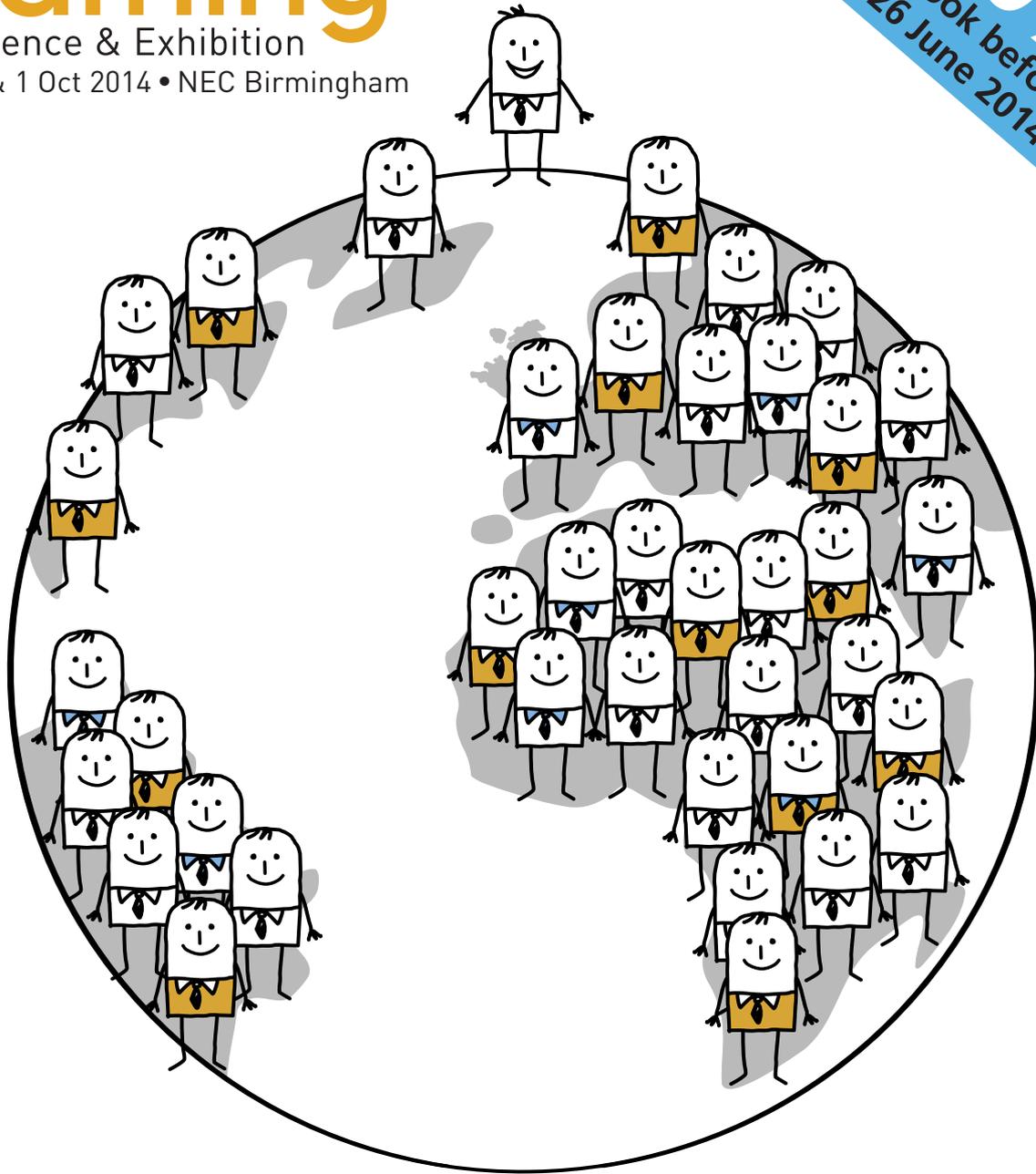


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## Thought leaders and innovators

Be inspired by the learning & development industry's leading thinkers and practitioners. Discover the current issues affecting L&D professionals today and look ahead to the future of workplace learning.



**Robin Hoyle, Author**

Robin Hoyle is MD and Senior Consultant at Learnworks and the author of Complete Training: from recruitment to retirement, published by Kogan Page. He has been working with training teams in organisations large and small for over 27 years.



**Craig Weiss, E-Learning 24/7**

Craig Weiss is an e-learning analyst, consultant and advisor whose firm E-Learning 24/7 provides services to buyers and suppliers in the e-learning industry. He has been named the second most influential person in the world for e-learning.



**Juliet Harris, Publicis Healthcare Communications Group**

Juliet has over 20 years of practical experience in the human resources and professional development field and, in her role, oversees all aspects of HR activity across the UK, including performance and talent management, training, personal development and project management.



**Steven Evans, Boots UK**

Steven has over 10 years' experience within L&D working for numerous global companies and he now leads the development of digital learning solutions for an audience of over 100,000 people within Boots.



**Dr Nigel Spencer, Reed Smith**

As the Global Director of Learning & Development at Reed Smith, Nigel is responsible for designing and implementing the firm's L&D strategy. An accredited executive coach, Nigel creates learning programmes to develop the lawyers and staff across the firm.



**Cheryl Clemons, LearnerLab**

With over 15 years' experience in strategic communications, Cheryl helps L&D teams to build evidence, tell powerful stories and show leadership. As CEO of LearnerLab, Cheryl helps organisations build strong learning brands and engagement strategies.



**Jane Sparrow, The Culture Builders**

Jane Sparrow is passionate about enabling others to sustainably perform at their best and achieve their personal and organisational goals. Jane has worked with organisations including Sony, Google and BBC Worldwide.



**Tom Roth, Wilson Learning**

As Chief Operating Officer for Wilson Learning, Tom Roth is responsible for the strategic direction and business performance of the organisation worldwide.



**Frank Clayton, NG Bailey**

As Head of L&D for the UK's leading independent engineering, IT and facilities services business, Frank leads the company's development strategy and their award winning engineering and leadership academies.



**David Cavallo, MIT**

David Cavallo is a Research Scientist and Director of the Future of Learning Group at the MIT Media Laboratory. He has advised numerous heads of state and ministries of education on the adoption of advanced technologies for learning and the reform of educational institutions.



**Geoff McDonald, Unilever**

Geoff McDonald has spent nearly 25 years with Unilever in various roles including the Vice President of Leadership and Talent Development and the Global Vice President of Human Resources (HPC categories). His current role integrates marketing, communications, and sustainability.



**Mike Thompson, Barclays**

Mike has been working at Barclays for over 24 years and currently manages a number of award-winning early careers programmes including the Barclays Apprenticeship programme and Barclays Degree Programme that won the CIPD Best Talent Programme in 2012.



**Professor Patricia Riddell, University of Reading**

As Professor in Applied Neuroscience at the University of Reading, Patricia specialises in the ways in which research in neuroscience can be applied in the real world, supporting and extending our understanding of human behaviour.



**Melanie Lepine, American Express**

As the Global Learning Delivery Strategy and Deployment Manager within the World Service Learning Network at American Express, Melanie develops and executes high levels of change within a complex matrix environment across a global remit.



**Tom Pape, BT Academy**

Tom leads a large team as Head of Learning Innovation that delivers award-winning learning solutions and drives a new approach to BT's mandatory training across the globe with adaptive learning.



**Jonathan Bunn, MetLife**

Jonathan joined MetLife as communications lead for EMEA in November 2012 and provides strategic advice and counsel on all aspects of internal and external communications across MetLife's 30 EMEA markets.



**Charles Elvin, Institute of Leadership Management**

Charles is the CEO Chief Executive of ILM and a vocal and passionate advocate of the importance of management development of effective leadership within organisations.



**John Ambrose, Skillsoft**

John Ambrose is Senior Vice President of Strategy, Corporate Development and Emerging Business for Skillsoft. In this role he speaks with thousands of learning professionals around the globe each year, in various forums.

# Day one Tuesday 30 September

Platinum session  
(for Platinum delegates only)

**P1 09:10 – 10:10**

## Strategising for future performance

- Developing organisation capability to achieve growth ambitions
- Instilling a culture of learning and collaboration
- Identifying and supporting future leaders
- Creating high performance teams

**Rob Caul, CEO, Kallidus**

**P2 09:10 – 10:10**

## Fixing current performance

- Discover the components of capability
- How to identify the root cause of capability/performance problems
- Using this process on your current performance issue
- Brainstorm actions to fix it

**Paul Matthews, Managing Director, People Alchemy**



**09:15 – 09:45** Delegate registration and morning coffee (Platinum delegates from 09:00)

**10:15 – 10:20** Chair's opening of the conference **Robin Hoyle, Author of Complete Training: from recruitment to retirement**

**10:20 – 11:00** Opening address

Embedding an innovative culture to ensure your organisation is at the cutting edge

**Geoff McDonald, Global VP HR, Unilever**



**M1 11:10 – 12:10**

## Is social and informal learning a way to revolutionise your learning journey?

- How can self directed/social learning and formal learning co-exist?
- What about the crowd, how can it be leveraged for the good of everyone?
- Remote motivation – how can this be achieved?

**Boyd Glover, Director, Selfpoint, formerly Head of Skills, Dixons Retail**

**Richard Grice, CEO, Pera Training**

**Chris Owen, Head of Digital Learning, Pera Training**

**M2 11:25 – 12:25**

## Neuroscience and the art of strategic questioning

- Elicit the right information
- Maximise knowledge transfer with experts
- Determine the quality of the information you are receiving
- Make information memorable

**Patricia Riddell, University of Reading**

**Ian McDermott, Founder, ITS**

**M3 11:30 – 12:15**

## How big data is transforming corporate learning outcomes

- Big data for learning support
- The value of real-time feedback as a performance driver
- Predicting future learning requirements for efficient personalised learning
- Will your company culture embrace the use of 'big data'?

**John Ambrose, Senior Vice President, Strategy & Corporate Development, Skillsoft**

Choose between

**12:30 – 13:30** Lunch and opportunity to visit the exhibition

**13:40 – 14:20** Panel debate

## Employee engagement

An engaged workforce who have the necessary skills and knowledge is crucial for any organisation. This panel of speakers is made up of three organisations who are demonstrating successful employee engagement and driving real business results.

**Stephen Citron, Director, The Peer Awards for Excellence (Chair); Frances Gray, Head of Learning and Development, Phoenix Futures; Jonathan Bunn, Communications Director, EMEA, MetLife; Nigel Spencer, Global Director of Learning and Development, Reed Smith**

**A1 14:30 – 15:30**

## Agile leaders balance essence and form

- Critical survival skills for new leaders
- Talent management challenges along the leadership ladder
- Fulfilling the four core roles of leadership: visionary, tactician, facilitator and contributor
- Character profiles of performance leaders, growth leaders and strategic leaders

**Juliet Harris, HR Director, Publicis Healthcare Communications Group**

**Tom Roth, Chief Operating Officer, Wilson Learning Worldwide**

**A2 14:45 – 15:45**

## Learning to effectively conquer change challenges

- Learning beyond the moment of change
- The role of collaborative and effective leadership
- Establishing relationships with key stakeholders and driving employee engagement

**Melanie Lepine, Global Learning Strategy & Deployment Manager, American Express**

**A3 14:55 – 15:55**

## Using gamification to bring content to life

- How our experience of games is changing our learning culture
- Using gamification to drive business results
- The psychology behind using games for learning
- Creating engagement and an environment where learners are motivated to try, try and try again.

**Steven Evans, Design & Delivery Manager of Digital Learning Channels – Learning, Development & Customer Care, Boots**

**Joe Kennard, Founder, Purple Media**

Choose between

**16:00 – 16:40** Closing keynote

Key trends for the future of learning technology

**Craig Weiss, CEO, E-learning 24/7**



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# Day two Wednesday 1 October

**Platinum session**  
(for Platinum delegates only)

## P3 09:10 – 10:10

### How strong is your L&D brand?

- Five reasons why your L&D brand is more important than ever before
  - An anatomy of your L&D brand and how to judge its health
  - Strategies for building an L&D brand people can believe in
  - Engaging learners and other people who matter for the long term
  - Creating a consistent digital experience for your internal customers
- Cheryl Clemons, CEO, LearnerLab**

## P4 09:10 – 10:10

### Creating a collaborative culture to enhance performance

- What the experts are saying about collaborative advantage
- Moving collaboration from acknowledgement to application
- The difference between a collaboration culture and effective collaboration
- Collaboration & social accountability: standing together and being counted

**Ian Luxford, Learning Services Director, Grass Roots**  
**Francis Goss, Head of Employee Engagement, Grass Roots**



## 10:15 – 11:00 Keynote address

### How will your future talent learn and what will their learning expectations be once in the workplace?

**David Cavallo, Research Scientist & Director of the Future of Learning Group, MIT**

## M4 10:50 – 11:40

### The effectiveness of video learning for engaging, on-demand, bite sized learning

- How short video can be used to support learning
- Applying learning theory to video
- The future of video learning
- Why you should be creating your own L&D video content in-house

**Tom Pape, Head of Learning innovation, BT Academy**

**Dr Mark Davies, MD, See Learning Films**

## M5 11:15 – 12:05

### Getting started with technology enabled learning

- Focusing on business outcomes rather than tools
- Using business data to identify needs and evaluate success
- Embracing a viral approach to change
- Benchmark – learn from others successes and mistakes

**Jason Pitfield, Training Manager, LV=**

## M6 11:30 – 12:20

### Building trust in your organisation: the importance of values-led leadership

- Linking leadership, trust and organisational resilience
- What's the right type of trust for your organisation?
- Measuring, managing and developing trust in your leadership team

**Charles Elvin, CEO, Institute of Leadership & Management**

**Mike Thompson, Director of Early Careers, Barclays**

Choose between

## 12:20 – 13:15 Lunch and opportunity to visit the exhibition

## A4 13:15 – 14:05

### Using mobile devices for performance support

- Instant access to bite sized learning for immediate performance support
- Developing an effective m-learning strategy
- m-learning is not e-learning on a mobile device
- Effective measurement tools for m-learning
- Using apps to embed learning

**Tim Drewitt, Online and Mobile Learning Manager, Vodafone Group**

**Piers Lea, CSO, Learning Technologies Group**

## A5 13:20 – 14:10

### How to create a coaching culture

- Identifying strategies to achieve a coaching culture
- Securing company wide buy-in
- Developing internal coaching capability
- How to meet your business objectives through coaching
- Establishing robust coaching related metrics

**Jane Sparrow, Managing Director, Culture Builders**

## A6 13:30 – 14:20

### More than blended learning

- How blended learning can integrate formal, social and experiential learning
- How to design blends that deliver end-to-end solutions
- Achieve highly flexible, scalable and cost-effective results without compromising
- How blended learning principles were applied to improve business writing in PwC

**Sarah Lindsell, Director of Global & UK Learning Technology & Transformation, PwC**

**Clive Shepherd, Consultant, Onlignment**

Choose between

## A7 14:10 – 15:00

### Managing your talent pipeline

- Know what you're looking for first
- Valuing and capitalising on your talent
- Strategising for a people plan that supports growth ambitions

**Frank Clayton, Head of Group Learning and Development, NG Bailey**

## A8 14:25 – 15:05

### How to evaluate what type of LMS is right for you

- Common mistakes when selecting an LMS
- How to ensure return on investment
- Which LMS are the best of the best?
- The good, the bad and the ugly – your ultimate guide to learning management systems

**Craig Weiss, CEO, E-learning 24/7**

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## 15:10 – 15:40 Closing address

### Aligning your learning strategy with your business objectives

**Laura Overton, Director, Towards Maturity**

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# Fringe seminars

Running alongside the main conference, the fringe seminars are free to attend for delegate guests and booking is required.

## Day one Tuesday 30 September

### F1 10:45 – 11:20 Fringe keynote

How has the learning landscape changed – what is the vision for the future?

Jonathan Satchell, *CEO, Learning Technologies Group*

Piers Lea, *CSO, Learning Technologies Group*

Choose between

### F2 12:30 – 13:00

Make an impact!

- Practical tips on how to enthuse and inspire when public speaking
- What makes an interesting speaker
- Common mistakes to avoid
- Tricks of the trade

Graham David, *Director, Blue Beetle*

### F3 12:30 – 13:00

New to the learning industry

- Knowing the training industry
- Knowing your business and audience
- Knowing your own trainer and learning style preferences
- Knowing what's in your trainer's kit bag
- Knowing what to evaluate and measure

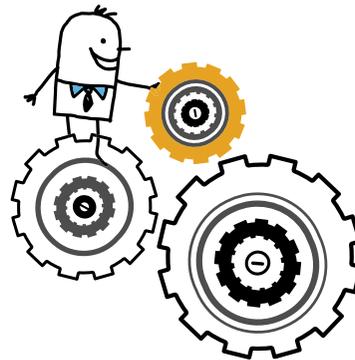
Kenny Henderson, *Founder, Get Up To Speed, formerly Head of Operations, Sky*

### F4 13:45 – 14:15

You only get one chance to get it right – induction training

- How to maximise the ROI of new recruits
- Structure and deliver an induction programme that motivates and retains staff
- Embedding a culture of 'effective induction' into your organisation

Anna Powis, *HR Manager, Rainbow Trust Children's Charity*



## Day two Wednesday 1 October

Choose between

### F5 10:15 – 10:45

Coaching to embed learning and unleash a collaborative culture

- Putting trust and rapport at the heart of organisational development
- The value of accreditation
- Incorporating coaching into the learner journey

Kate Cooper, *Senior Advisor, Institute of Leadership Management*

### F6 10:15 – 10:45

How to capture and harness the true value of informal learning

- Early adoption examples of dynamic social learning in real-world scenarios
- How to use social media to create personalised learning experiences
- The roll of digital learning in large scale transformation
- How Tin Can API changes the landscape of e-learning

Charles Gould, *CEO, Brightwave*

David Pearl, *Founder, Pearl Group*

### F7 12:30 – 13:00

Mindfulness – a new way to approach work

- What is mindfulness and how is it being used in business?
- How can mindfulness improve performance and well-being?
- Integrating mindfulness into work

Liggy Webb, *Managing Director, The Learning Architect*

### F8 14:30 – 15:00

Will MOOCs revolutionise learning for corporates?

- The advantages and challenges MOOCs bring for HR & L&D
- Revolutionary or not?
- Transformation is the destination, are MOOCs the vehicle?

Paul Morton, *Business Consulting Director, CrossKnowledge*

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# Conference information

## Venue

Hall 19, National Exhibition Centre, Birmingham

## Conference opening times

Tuesday 30 September 2014 09:15 – 17:00  
Wednesday 1 October 2014 09:15 – 16:00  
(Platinum delegates have access from 09:00)

## Conference delegate rates

Platinum delegate: **£1,475 + VAT**  
Two day delegate: **£995 + VAT**  
One day delegate: **£647 + VAT**  
Fringe delegate: **Free of charge**

## Exhibition entry

Entry to the exhibition is free of charge.

## Lunch & refreshments

Tea, coffee and lunch will be provided to all delegates to the main conference.

## How to get there

The NEC is easy to get to via road, rail or air. Birmingham International station is connected to the hall by a covered walkway. For directions visit [www.thenec.co.uk/travel](http://www.thenec.co.uk/travel)



## Don't miss the World of Learning drinks reception!

Tuesday 30 September – 5pm onwards

The drinks reception is free to attend for all conference delegates and is the ideal opportunity to network, catch up with colleagues and relax.

## How to book

Call the conference booking line on:

+44(0)20 8394 5171

Book online at:

[www.learnevents.com](http://www.learnevents.com)



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### Booking discounts\*

- Early booking discount by **26 June 2014** (30%)
- Platinum package discount by **26 June 2014** (10%)<sup>◇</sup>
- Early booking discount by **29 August 2014** (20%)
- Association discount: **BILD, TAP, ILM, AMED** (further 10%)<sup>¥</sup>
- **Four or more delegates** (further 10%)<sup>¥</sup>
- **World of Learning 2013 delegate** (further 10%)<sup>¥</sup>

<sup>◇</sup> The Platinum package discount cannot be used in conjunction with any other discounts.

<sup>¥</sup> These discounts may be used in conjunction with the early booking discount as a cumulative saving, however they cannot be used in conjunction with one another. These discounts do not apply to the Platinum package.



## Free conference gift

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