

Technology Advantage: Use **IT** or Lose It



**Thursday, October 22, 2009
9:00 a.m. to 3:30 p.m.**

H&R Block World Headquarters
1 H&R Block Way
Kansas City, MO 64105

AGENDA

- 8:30–9:00 Registration, Networking and Coffee Lvl 2, Learning Center
9:00–9:05 Welcome & Introduction Copaken Stage
9:05–9:50 Keynote Copaken Stage

This changes everything! Using Web2.0 strategies in a learning organization. Doug Wager, Senior Strategist, Cerner Corporation

10:00–10:50 *Breakout 1*

- Room A: Real Life Medical Education in Second Life (also at 1:30 p.m.)
Room B: Rapid eLearning Development Using Podcast Producer:
Training Broadcasting Made Simple (also at 2:30 p.m.)
Room C: H&R Block's e-Learning Journey

11:00–11:50 *Breakout 2*

- Room A: Knowledge Transfer in Bite Size Pieces
Room B: Vapor to Virtual: Transformation of a Propane Learning System
Room C: The 3 Reasons to Use LinkedIn

12:00–1:30 *Lunch & Networking*

Don't forget to visit the sponsor exhibits!

1:30–2:20 *Breakout 3*

- Room A: Real Life Medical Education in Second Life (also at 10 a.m.)
Room B: Lessons Learned: Implementing a Computer-Based Training
Strategy
Room C: Fun Games Provide Serious Learning

2:30–3:30 *Breakout 4*

- Room A: Rapid eLearning Development Using Podcast Producer:
Training Broadcasting Made Simple (also at 10 a.m.)
Room B: Social Media Marketing: The "Tools" of Engagement
Room C: Beyond Bullet Points: Effective Communication with PowerPoint

Sponsor exhibits available until 4:00 p.m.

MY SCHEDULE

8:30–9:50 Welcome and Keynote at the Copaken Stage

Breakout 1

10:00–10:50 _____

Breakout 2

11:00–11:50 _____

12:00–1:30 *Lunch / Sponsor Exhibits / Networking*

Breakout 3

1:30–2:20 _____

Breakout 4

2:30–3:30 _____

Sponsor Exhibits

3:30–4:00



KEYNOTE: Doug Wager, Senior Strategist, Cerner Corporation

This changes everything! Using Web2.0 strategies in a learning organization Web 2.0, and particularly, social networking, is changing the way we use the internet to communicate and share knowledge. In this session, you will get an inside look at Cerner's journey to use business social networking and Web 2.0 concepts to improve how associates and clients connect, learn, share, collaborate, and innovate.

Doug Wager is a Sr. Strategist at Cerner Corporation. He has combined his background in instructional design with an entrepreneurial spirit to launch a variety of learning and workforce-related businesses for Cerner. These include Cerner Learning Services, which provides Cerner clients with web, simulation, and classroom based training, MyMedEd, Inc., a healthcare learning management solution, Cerner Workforce Management solutions that enable needs-driven hospital staffing, and Health Professions Education solutions that help insure medical, nursing, and pharmacy students learn how to use health information technology in the planning and delivery of care. Mr. Wager has been involved in the design and launch of Cerner's business social networking platform, uCern, which is enabling associates and clients to connect, learn, share, and innovate in new ways. He earned his Master's at Florida State University, and has presented at several national conferences on learning and workforce management.

Presentations

Beyond Bullet Points: Effective Communication with PowerPoint – Keith Krieger

PowerPoint's strength lies in the use of visual content, but everyone has seen their share of bullet points. Your strength as an educator and communicator lies in story-telling. Using four simple techniques, you'll move away from bullet points and enliven your presentation for your audience.

Keith Krieger is currently Technical Training Coordinator in Staff and Organizational Development at Johnson County Community College where he assists staff members with technology.

Fun Games Provide Serious Learning - Gary Elsbernd

"It's Your Business," a collection of online games and activities designed to increase employee engagement at Assurant Employee Benefits, experienced a quick adoption within the organization and influenced a cultural shift of risk-taking, fun and approachability of management. The 2008 recipient for Best Practices in Workplace Learning and Performance through Technological Innovations will share their successful learning initiative.

Gary Elsbernd is the User Experience Architect for Assurant Employee Benefits and focuses on developing intuitive system designs that create and support organizational performance. Recent projects include website designs, internal and external web applications, and educational games like "It's Your Business." Gary holds a Master's Degree in Instructional and Performance Technology from Boise State University, where he developed insights into performance based design, electronic learning and support options. He may be reached at gary.elsbernd@assurant.com. Assurant Employee Benefits specializes in quality employee benefits and services, including long-term and short-term disability, life and accidental death and dismemberment insurance, dental coverage, and disability reinsurance management services.

H&R Block's e-Learning Journey – Jeana Squire, Chad McAtee & Justin Ball

H&R Block delivers more than 10 million hours of training (both instructor led and CBT) to over 120K Tax Professionals every year. In this session you will learn about H&R Block's eLearning journey; how we discovered the best way to train our geographically dispersed tax professionals, and the new multimedia methods we're currently using and exploring to get us to new heights as a training organization.

Jeana Squires, Multimedia Content Developer, has worked for H&R Block for four years as an e-Learning developer and instructional designer. She has eight years' experience in the design world as a graphic design business owner. Jeana's experience includes multimedia development, leadership training and curriculum development.

Chad McAtee, Multimedia Content Developer, is a recent and welcomed addition to the H&R Block e-Learning team bringing seven years of adult education experience working as a consultant with local clients including Johnson County Community College, the Mid-America Regional Council and Luci interactive. His experience has involved instructor- led training, content/curriculum writing and e-learning/CBT development.

Justin Ball, Multimedia Content Developer, H&R Block e-Learning. Eleven years of adult education experience working as a consultant, instructor/lead trainer, content/curriculum writer, and e-Learning/CBT developer for small businesses and Fortune 500 companies.

Knowledge Transfer in Bite Size Pieces – Sue Maden & Tony Maden

Learning something new (e.g., how to navigate a website, complete an online form, use the functionality of a software application) can be daunting to the end user. But if you break the learning up into "bite size pieces" that the user can access when they need them, on just the part they need, you empower users and increase adoption. In this session we'll share how we've used video as well as three software tools (SnagIt, Camtasia, and Adobe Captivate) at Burns & McDonnell to give users what they need when they need it, on a very low budget.

Sue Maden is Education & Training Manager for Burns & McDonnell Engineering Company. In this position Sue is responsible for the management and development of comprehensive education and training programs for the company. As part of a three person training team that supports 3,000+ employees, Sue strives to leverage technology to connect, communicate, and collaborate. Sue has been a member of KC-ASTD and the national organization for more than 15 years and currently serves as board President.

Tony Maden provides knowledge transfer services through his role with Burns & McDonnell's Information Technology group. He serves his internal clients by organizing knowledge transfer events (traditional classroom and online). Tony creates quick knowledge bites in small chunks via short tutorial movies. He is also facilitating the development of the Building information Modeling (BIM) SharePoint community and is developing and delivering SharePoint Community Admin training. Tony is married to Sue; they met as pen pals on AOL. Tony's life mission is to empower people everywhere to leverage technology to connect, communicate, & collaborate!

Lessons Learned: Implementing a Computer-Based Training Strategy – Marla Ross & Judy Unrein

Implementing a computer-based training can be tricky, but you don't have to make it up as you go along. Come hear from Blue Cross and Blue Shield of Kansas City on the lessons we learned in our first two years of offering computer-based training to our employees.

Marla Ross is the Manager of the Knowledge Enhancement Group for Blue Cross and Blue Shield of Kansas City. She has a BSE in Secondary Education from Emporia State University. In her current position, she oversees the learning facilitators, quality assurance staff, online help developers, content analysts, and instructional designers (or should this be 'an' instructional designer) who are all dedicated to improving the quality of learning in the Operations division at BCBSKC.

Judy Unrein is the Instructional Designer of the Knowledge Enhancement Group for Blue Cross and Blue Shield of Kansas City. She has been employed in various roles in the training industry since 1997, and now focuses on designing and developing effective learning solutions, primarily for computer-based delivery. She is currently the Director of Membership for KCASTD and is pursuing her MEd in Instructional Design from the University of Massachusetts-Boston.

Rapid eLearning Development Using Podcast Producer: Training Broadcasting Made Simple – Holly Broxterman & Troy Rincon

In today's climate, developing effective eLearning modules within budget and on schedule is a priority. Find out how Perceptive Software transitioned eLearning development using Apple's OS X Server application, Podcast Producer, a complete end-to-end solution for encoding, publishing, and distributing high-quality broadcasts. See what Podcast Producer has done for Perceptive.

Holly Broxterman is a Senior Manager of Product Training at Perceptive Software, Inc., managing a team of cross-functional trainers who design, develop, facilitate and maintain internal and external training programs. From classroom courses to eLearning modules to live online and customized onsite training, these training options provide product training to thousands of customers a year throughout the world. Holly served four years in the United States Army in the Military Intelligence Corps. She has a B.S. in Business Administration from Doane College in Lincoln, NE and is CDIA+ certified (Certified Document Imaging Architech).

Troy Rincon is a Product Trainer at Perceptive Software. As a technology teacher in public schools, Troy played a primary role in developing training solutions to increase faculty use of technology in the classroom. Troy earned his B.S. in education from Southwestern Adventist University in 2002, and completed his Masters in Educational Leadership and Administration in April 2008. Troy is CDIA+ certified (Certified Document Imaging Architech).

Real Life Medical Education in Second Life – Dave Antonacci

Second Life is a user-created virtual world inhabited by millions of people around the world. You will learn about both the technical capabilities and educational possibilities of virtual worlds. Also, enjoy an in-world visit demonstrating how KUMC uses SL to teach operating room procedures, practice disabilities assessment, and develop medical databases.

Dave Antonacci is the Director of Teaching & Learning Technologies at the University of Kansas Medical Center. He has a Master's Degree in Education and is a doctoral candidate in educational technology at the University of Missouri-Columbia. His interests include virtual worlds, case-based reasoning, emerging technologies, online learning, and technology integration.

Social Media Marketing: The “Tools” of Engagement – Brody Dorland

Many of you may already be dabbling in the social media space...you have a blog, you're on Facebook, you're keeping your credentials up-to-date on LinkedIn and you may even be tinkering with Twitter. But do you actually know what you are doing? Or are you just using these tools blindly in the hopes that the phone will just start ringing? This educational session will dig into the concepts and best practices of the social media space and provide each participant with a general understanding of the strategies, tools, tips and tricks that can be implemented immediately with little-to-no cost.

Brody Dorland is an online marketing consultant, website developer and President of Something Creative, Inc., a virtual marketing agency in Kansas City. His career path has pushed him into the trenches of corporate marketing, advertising agencies, entrepreneurship and establishing himself as one of Kansas City's top social media specialists. Brody has recently been featured on NBC Action News, Kansas City Small Business Monthly Magazine and Hot Talk 1510 AM. His clients include Staples, Major League Baseball and he is currently in a third-round pitch for various 2010 Pepsi Co. social media contracts. With a strong background in both traditional and online marketing strategy, website development, search engine optimization and social media marketing, Brody leads the Something Creative team in helping businesses navigate all that is new and emerging, and grow, even in this tough economic environment. www.somethingcreativeinc.com

The 3 Reasons to Use LinkedIn – Amy Hoppenrath

Have you identified your goals for using LinkedIn? Do you understand the strategies that will best help you accomplish them? This program is designed to help you do just that. First we review three high-level goals for participating in LinkedIn – To build visibility, credibility and relationships. Then provide you with some strategies that will help you turn them into action. This program is designed to be interactive - bring your questions.

Amy Hoppenrath is a Partner at AccelerAction. AccelerAction is the only agency in Kansas City dedicated to fueling successful professional services firms by creating powerful branding messages, developing strategic lead generation campaigns and driving business development programs.

Vapor to Virtual: Transformation of a Propane Learning System – Kelly Bosak

Are you looking for a way to streamline the life cycle of a course? Come and learn how Ferrellgas has used technology to turn vapor into virtual. This session explores technology used in the following stages of a course's life cycle: assignment, design/development, storage, deployment and support.

Kelly Bosak is the Director of Employee Development at Ferrellgas providing training services to all Ferrellgas employees across 50 states. Kelly's team is responsible for identifying training needs, designing, developing, implementing and evaluating training programs that cover topics ranging from CRM applications to customer service to leadership management. Kelly has been in the training and development profession for nine years and is currently serving as the President-Elect of the Kansas City American Society for Training and Development.

Joining Kelly today is Amy Moll, Gareth Pitt-Hart, Jerry Vansell and Kristine Lavender.



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