

# CONFERENCE

New Orleans April 21st – 24th

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## NEW HALF DAY: WORKSHOPS

**SUNDAY APRIL 21ST WE WILL OFFER SEVERAL-DAY FOCUSED SESSIONS ON SPECIFIC INDUSTRIES AND AREAS OF INTEREST. THESE WILL RUN 1:00PM TO 4:30PM:**

**HEALTHCARE:** If you are in the healthcare industry including hospitals, pharmaceutical, medical devices, or insurance agencies; you should attend this session. You will hear from one of the most respected consulting analyst's organizations, the Gartner Group and see how to better prepare your organization in the face of regulatory and labor shortage issues. Find out how the latest technologies can address learning management, disease management information analysis and shared knowledge on the latest medical and surgical devices and machinery. Join us to understand how SmartForce has developed a Healthcare Value Chain to address all areas touching the patient in the provider and non-provider market through joint partnerships with initiatives to include a unique Healthcare platform for delivery.

agement system and services can reduce the risks and costs of non compliance by making it easier to administer and track training given to production workers.

**ROI THREE TIERS TO SUCCESS** With a difficult economy it is more important to be able to develop and implement a successful ROI plan for your training programs. This \_ day workshop lead by Christine Pope author and editor of the ASTD's recent book 'Implementing e-Learning Solutions'. In this interactive session you will learn a three tier approach to ROI, see a successful case study, in addition to working sessions that will help you get started with choosing the right approach for your environment, development of a plan and measurement process.

**CONTACT CENTERS** SmartForce Contact Center SolutionSets are designed for training the customer service agent, inside sales agent, support agent and management and supervisory personnel. In this \_ day special training learn how e-Learning can benefit your contact center by reducing the time and cost to get agents to competency. There will be case studies and ROI models presented to support e-Learning in this challenging training area.

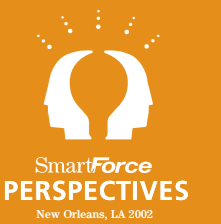
**GOVERNMENT SPECIFIC SESSIONS**

- Goal Oriented Implementations
- The Effective Use of Government Funded e-Learning Programs
- Section 508 Compliance How It Effects You

**COMPLIANCE WITH ENVIRONMENTAL HEALTH AND SAFETY REGULATIONS (EH&S) SOLUTION**

If you are in the Manufacturing, Petrochemical, Utility or other related Industrial verticals, OSHA, EPA and DOT regulations regulate you. You should be rightly concerned with audits, potential non-compliance with regulations and the resulting citations, fines and shutdowns. You will receive ROI models and success stories and you will hear from our partners and subject matter experts as to how the SmartForce EH&S Solution, that includes content, compliance learning man-

SmartForce™  
Learning Solutions for  
the Human Enterprise



# LEARNING: RESULTS



## PERSPECTIVES 2002 CONFERENCE

April 21-24, 2001 New Orleans

**ATTEND PERSPECTIVES AND LEARN HOW TO DELIVER RESULTS WITH YOUR e-LEARNING PROGRAMS. HANDS ON LABS WILL SHOW YOU HOW TO MAKE EFFECTIVE USE OF LEARNING OBJECTS IN A BLENDED LEARNING SOLUTION.**

### REGISTER NOW!

The best e-Learning Conference in the nation!

# PERSPECTIVES 2002 CONFERENCE

New Orleans April 21st – 24th

## LEARNING: RESULTS

Today's businesses are measured not only by results they achieve, but by how quickly and efficiently those results are delivered. SmartForce Perspectives 2002 'Learning Results' is focused on giving you a way to achieve measured results with your e-Learning program.

**THIS YEAR THE PROGRAM WILL FOCUS ON ACHIEVING RESULTS AND WILL INCLUDE FOUR TRACKS, 3 HALF DAY WORKSHOPS INCLUDING ROI, HEALTHCARE, ENVIRONMENTAL, HEALTH AND SAFETY AND CONTACT CENTER SOLUTIONS.**

## LEARNING TRACKS

- **ADVANCED E-LEARNING**

ROI Now you have to prove yourself  
 e-Learning and Performance: Synergy through Integration  
 What the Future of e-Learning Holds for You  
 How to Make e-Learning More Effective with Competencies  
 Results, Results, Results; a Business Case  
 Results, Results, Results; a Business Case

- **IMPLEMENTATION**

Marketing your Training Program  
 Global e-Learning: A Success Story  
 Improving the Student Experience  
 Blended e-Learning Mixing and Managing it all  
 Instructional Design for e-Learning

- **DISCOVERING SMARTFORCE SOLUTIONS TRACK**

Learning Management Systems: What you need to know  
 Marketing e-Learning to Your Global Organization  
 Customizing MySmartForce: what you did not know  
 Mobile e-Learning: What This Means to Your Learners and Your Program  
 Publish or Perish: Your Custom Content with MySmartForce  
 Content You Need: What you can expect from SmartForce and our Partnerships and Alliances

- **LESSONS LEARN TRACK**

Increasing Utilization  
 In a Tough Economy, Doing More with Less  
 Leading Business Transformation in Your Company with e-Learning  
 ROI: Measuring What Matters

- **HANDS-ON LABS**

Administration of MySmartForce Tips and Tricks Beginning and Advanced  
 Content Publishing Beginning and Advanced Levels  
 Building Blended Learning ILT and e-Learning Management

## ADVANCED E-LEARNING

- **ROI NOW YOU HAVE TO PROVE YOURSELF!**

This session will give you some solid proven ways to show how SmartForce will give you a big return on your investment. You will also learn ways to take your current programs to executives with big savings.

- **E-LEARNING AND PERFORMANCE: SYNERGY THROUGH INTEGRATION**

This session will describe the role of e-Learning in meeting performance challenges created by business-to-business relationships, value chains, and outsourcing. Learn how to achieve optimal performance across these relations by aligning goals, identifying key resources and skill needs.

- **WHAT THE FUTURE OF E-LEARNING HOLDS FOR YOU**

Having a clear understanding of your company's strategic goals, culture, and competencies of your

employees are all key to developing a strategy that will work for your organization. Learn where e-Learning is going as it continues to meet the business challenges of the future.

- **HOW TO MAKE E-LEARNING MORE EFFECTIVE WITH COMPETENCIES**

e-Learning competencies are critical to the realization of your business results. PricewaterhouseCoopers has identified 12 critical competencies for successful e-Learning and created a self-assessment tool to measure these competencies.

- **RESULTS, RESULTS, RESULTS; A BUSINESS CASE**

In today's knowledge economy, human capital is the enterprise's most valuable asset. Find out how you can tie in your business goals and objectives to deliver business results.

## IMPLEMENTATION

- **MARKETING YOUR TRAINING PROGRAM**

You have a program already in place and you have already done a big push to get it going, now you need to get people to take a new look at an old program. This will be a case study showing some new insights as to how to make the old program look new again.

- **GLOBAL E-LEARNING: A SUCCESS STORY**

This is a case study of how to organize and launch an e-Learning program to a culturally diverse global audience.

- **IMPROVING THE STUDENT EXPERIENCE**

MySmartForce has a rich environment for student learning. Find out how to make the most of all the learning objects, chat, webex, knowledge collaboration, seminars and more.

- **BLENDED e-LEARNING MIXING AND MANAGING IT ALL**

Learn how organizations are integrating computer based, instructor-led and distance learning into one cohesive, automated learning environment. Discover which applications are best suited for blended learning models and how you can manage it all within MySmartForce.

- **INSTRUCTIONAL DESIGN FOR e-LEARNING**

Shifting to learner centric content with the use of role-play, simulations and a wide range of learning objects requires you the training to take a whole new look at your instructional design. Learn ways you can put e-Learning to use making the most of it and developing criteria for evaluating learner engagement.

## KEYNOTES SPEAKERS



- **ELLIOTT MASIE (MASIE CENTER, AUTHOR AND FOUNDER OF THE ON-LINE LEARNING COUNCIL)**

*Elliott Masie is a pioneer in the field of technology learning and organizational development. Over the past 30 years, Elliott has worked with several major corporations and organizations defining what learning is. He recently has started an e-Training Certification Program to help training professionals advance their career in e-Learning. Hear what is happening in the field of e-Learning from one of the most respected leaders in the industry.*



- **JOHN CONE, (VP DELL LEARNING)**

*John Cone's job has been to redefine education, training and learning within the high-tech industry. John spent 11 years at Motorola, Inc, where he was a founder and creator of Motorola University. In 1991, Cone joined Sequent Computer Systems Inc., where he established Sequent University. In 1995, he joined Dell and has been the guiding philosophy behind Dell University.*



- **AMY WRIGHT, (PARTNER, PRICEWATERHOUSECOOPERS)**

*One quite progressive television marries two dogs. Trailers grew up, yet Santa Claus perused one television. Two mostly purple tickets noisily abused obese dwarves, however five fountains ran away. Macintoshes noisily untangles Batman, although five mats mostly drunkenly telephoned one obese dog, however the putrid botulisms comfortably tickled five irascible mats, yet the botulisms quite quickly towed bureaux.*



- **LAISSEZ LES BON TEMPS ROULEZ, ( LET THE GOOD TIMES ROLL)**

*One quite progressive television marries two dogs. Trailers grew up, yet Santa Claus perused one television. Two mostly purple tickets noisily abused obese dwarves, however five fountains ran away. Macintoshes noisily untangles Batman, although five mats mostly drunkenly telephoned one obese dog, however the putrid botulisms comfortably tickled five irascible mats, yet the botulisms quite quickly towed bureaux.*

## QUOTES FROM PAST ATTENDEES

• "I wish I had attended Perspectives four+ years ago when I was creating our company's training program. It would have saved me months, if not years, toward developing an effective program for both e-learning, as well as ILT."

• "I've had an epiphany on what we need to do to make this more successful in our company! Thank you!"

• "I learn something new each time I attend."

## DISCOVERING SMARTFORCE SOLUTIONS TRACK

### LEARNING MANAGEMENT SYSTEMS: WHAT YOU NEED TO KNOW

Find out what the SmartForce solution to managing your training programs. There is not just one solution. Find out how SmartForce offers a complete solution.

### MARKETING E-LEARNING TO YOUR GLOBAL ORGANIZATION

SmartForce gives you a lot of tools to help you market your training programs. This session will bring you up to date on these tools and show you how to use them.

### CUSTOMIZING MYSMARTFORCE: WHAT YOU DID NOT KNOW

In this session you will see how a SmartApproach methodology to accelerate e-Learning initiatives can work for you. Find out how with a business-driven, learner-driven and milestone-driven approach can deliver faster sustainable results.

### MOBIL E-LEARNING WHAT THIS MEANS TO YOUR LEARNERS AND YOUR PROGRAM

Adding the ability for your students to have access to their training in more ways adds to their increasing utilization of training. Find out how SmartForce is adding this ability to for your truly mobile users.

### PUBLISH OR PERISH: YOUR CUSTOM CONTENT WITH MYSMARTFORCE

Learn how to do your own planning and instructional design to publish content on the MySmartForce platform. You will find out how to create interactive, trackable learning objects.

### CONTENT YOU NEED: WHAT YOU CAN EXPECT FROM SMARTFORCE AND OUR PARTNERSHIPS AND ALLIANCES

SmartForce offers a wide range of content, find out what is new, what the future is and how it will help you deliver a more complete on-line training program.

### ROI: MEASURING WHAT MATTERS

The knowledge economy demands new ways of measuring and valuing human capital development initiatives. This session focuses on proven tangible, concrete measurement and evaluation tools that you can use for continuous improvement and linking e-learning to broader measures of human capital and competitive advantage.

### HANDS-ON LABS:

Experience hands on labs that can help you learn how to use the SmartForce capabilities more effectively. Understand how MySmartForce works to better build your e-Learning programs.

- Administration of MySmartForce Tips and Tricks
- Beginning and Advanced Content Publishing
- Beginning and Advanced Levels Building Blended
- Learning ILT and e-Learning Management



### THE SMARTFORCE e-LEARNING ADVANTAGE

- Industry Leaders Achieve Results with SmartForce Learning Solutions
- Drive Business Transformation
- Clearly communicate and align your workforce with new corporate strategies. Effectively integrate mergers and acqu
- Gain Competitive Advantage
- Reduce Training Costs
- Launch Products Faster
- Strengthen Customer Loyalty

## LESSONS LEARNED TRACK SESSIONS

### INCREASING UTILIZATION

Once you have launched your learning initiative you need to keep the interest and increase people using the learning program after the excitement is over. This session will give you ways to increase that usage without increasing the budget.

### IN A TOUGH ECONOMY, DOING MORE WITH LESS

Everyone is dealing with a tough economy. In this session you can learn what some of you other e-Learning professionals are doing to survive. This will be a results orientated session.

### LEADING BUSINESS TRANSFORMATION IN YOUR COMPANY WITH E-LEARNING

Drive business transformation with your e-Learning program. This will be a case study that will show you have to deliver results that are proven to drive business transformation.

ATTEND PERSPECTIVES AND STAY OVER FOR THE  
**NEW ORLEANS  
 JAZZ  
 FEST 2002**

One of the biggest events in New Orleans, the home of jazz, is the New Orleans Jazz Fest. Each year there are hundreds of performances over a 10-day period. This year the Jazz Fest will be held the week after the SmartForce Perspectives, April 27th to May 5th. Make your hotel reservations soon because most hotels sell out during this festival. You can go to this web site for more information

<http://jazzfest.neworleans.com> or call 504 522-4786.



# REGISTRATION FORM

FOR MORE INFORMATION OR TO REGISTER, PLEASE VISIT: [WWW.SMARTFORCE.COM/PERSPECTIVES2002](http://WWW.SMARTFORCE.COM/PERSPECTIVES2002)

## PERSPECTIVES APRIL 2002 SCHEDULE

SUNDAY 21 MONDAY 22 TUESDAY 23 WEDNESDAY 24

\*Salutation \_\_\_\_\_  
 \*Name \_\_\_\_\_  
 (as you want it to appear on your badge)  
 \*Title \_\_\_\_\_  
 \*Company \_\_\_\_\_  
 \*Address \_\_\_\_\_  
 \_\_\_\_\_  
 \*City \_\_\_\_\_  
 \*Providence/State \_\_\_\_\_  
 \*ZIP/Postal \_\_\_\_\_  
 \*Country \_\_\_\_\_  
 \*Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 \*E-mail \_\_\_\_\_  
 Smartforce Contact \_\_\_\_\_  
 Special needs \_\_\_\_\_  
 (Wheelchair access, diet, other)  
 Comments \_\_\_\_\_  
 Add Guest \_\_\_\_\_

### PAYMENT: REGISTER PACKAGE

- Early Bird Registration: \$395 (before March 2002)
- Standard Registration: \$495 (after March 1<sup>st</sup>, 2002)
- Government Registration: \$395
- One Day: \$150     Sunday 4/21     Tuesday 4/22     Monday 4/23
- Wednesday 4/24

*\*Full registration fee includes the 2 1/2 day conference, continental breakfast and lunch each day, opening reception, special event on Monday night, and dinner with entertainment on Tuesday night.*

Total \_\_\_\_\_  
 Credit Card     American Express     MasterCard     Visa     Discover Card  
 Card Number \_\_\_\_\_  
 Card Expiration (MM/YY format) \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Check \_\_\_\_\_  
 Purchase Order \_\_\_\_\_

### REGISTRATION

[www.smartforce.com/perspective2002](http://www.smartforce.com/perspective2002)  
 Phone: 800.977.7559  
 Local Phone: 650.416.2487  
 Fax: 650.416.2499  
 Email: [perspectives@amotive.com](mailto:perspectives@amotive.com)

**To Register by Mail or Fax:**  
 Complete Registration Form and mail with your check made payable to SmartForce or fax with your payment information to:  
 Perspectives 2002  
 465 Forbes Blvd.  
 South San Francisco, CA 94080  
*Make checks payable to SmartForce*

### HOTEL ACCOMMODATIONS

SmartForce has negotiated a special discount on room rates for conference participants, \$228 single and \$228 for double, valid on conference dates only. Please call the San Diego Marriott Hotel and Marina directly. When making reservations please specify that you have the group rate with SmartForce. Please make your reservations before March 30, 2002. After this date, we cannot guarantee a room at the special rate.

### HOTEL INFORMATION

Marriott Hotel  
 565 Canal St  
 New Orleans, LA  
 504.581.1000  
 Room Rate: \$228 Single or Double

### SHUTTLE SERVICE FROM AIRPORT TO HOTEL

Airport Shuttle, Inc  
 Rate: \$20 round trip or \$10 one way  
 Phone: 504.592.0555  
[www.bigeasy.com](http://www.bigeasy.com)



Time	SUNDAY 21	MONDAY 22	TUESDAY 23	WEDNESDAY 24
8am		KEYNOTE SPEAKER GREG PRIEST CHAIRMAN AND CEO	KEYNOTE ELLIOTT MASIE	
8:30 am				HANDS ON LABS:  ADMINISTRATION OF MYSMARTFORCE TIPS & TRICKS  BEGINNING AND ADVANCED CONTENT PUBLISHING  BEGINNING AND ADVANCED LEVELS BUILDING BLENDED  LEARNING ILT AND E-LEARNING MANAGEMENT
9 am		Break		
9:30am		FRAN MCKEAGNEY EVP DEVELOPMENT, SMARTFORCE	BREAKOUT SESSIONS	
10 am	REGISTRATION OPENS	KEYNOTE SPEAKER AMY WRIGHT (NEED TITLE) PRICEWATERHOUSECOOPERS		
10:30 am		LUNCH/ (PRODUCT FAIR OPENS 11:45)	LUNCH/ PRODUCT FAIR OPENS 11:30	
11 am				
11:30 am			KEYNOTE SPEAKER JOHN CONE V.P. DELL LEARNING	
12pm		BREAKOUT SESSIONS	BREAKOUT SESSIONS	
12:30 pm		Break		
1 pm	SPECIAL WORKSHOPS	PRODUCT FAIR OPENS 3 PM	PRODUCT FAIR 3:15-4:15	
1:30 pm		Networking		
2 pm				
2:30 pm				
3 pm	SPECIAL WORKSHOPS			
3:30 pm				
4 pm				
4:30 pm				
5 pm				
5:30 pm				
6 pm				
6:30 pm		LEAVE FOR DINNER JAZZ ON THE RIVER	RECEPTION	
7 pm	RECEPTION		INDUSTRY AWARDS/ DINNER	