APRIL 4-5, 2012 — CHICAGO, IL

Contract Training Conference

Grow with help from the industry's top experts

New sessions have been added on the specific needs of small programs!

Contract Training Conference

April 4-5, 2012 — Chicago, IL

Why You Should Attend

The Contract Training Conference is designed to give you the strategies, techniques, and tips you need to lead your contract training unit into the second decade of the 21st century. The information will be practical and proven, and you can implement what you learn immediately. Only LERN tracks the best practices of winning contract training units, and now you have access to contract training best practices, and ONLY contract training best practices at one conference!

Who Should Attend

Whether you are the CEO/Director of a continuing education program or contract training unit, a salesperson, a product developer, or an operations professional, the Contract Training Conference is for you.

Outcomes

After attending the Contract Training Conference, you will have the information and best practices to:

- Prove to your central administration why contract training is critical and must be allowed to follow a different set of rules.
- Shift your contract training unit from selling training to selling solutions.
- Identify industry trends and provide your clients the highest level of industry-specific service and support.

Whether you call it contract, customized, corporate training/education, or even solutions selling – serving business and industry with customized educational products and services is a mainstay of most continuing education programs. Contract training is the most profitable and most cutting-edge continuing education program unit. A successful contract training unit generates visibility, new teaching and learning techniques, partnerships, new programming, and much more.

Running a successful contract training unit can be challenging, especially during tough economic times. Businesses, government agencies, and local organizations have downsized and training dollars have been cut. Clients are more demanding than ever and are requiring a strong return-on-investment. Staff efficiency is mission critical since most contract training units are either part of a continuing education unit, or have less than 5 staff members.

Efficiencies are critical to ensure high staff productivity. Contract training has shifted from an emphasis on training to a more broad emphasis on providing solutions, and solution selling requires a new skill set. The Contract Training Conference has been designed to give you the skill set necessary to increase sales, improve productivity, and ensure financial self-sufficiency.

Exciting new keynote speaker shows you how to get central administration to support your efforts!

Dr. Jerrilee Mosier, Chancellor
Ivy Tech Community College

Come hear from one of the country's most innovative leaders of contract training programs – Dr. Jerrilee Mosier, Chancellor, Ivy Tech Community College. She will show you the ways she has built strong working relationships between and with her contract training programs and, most importantly, how you can be proactive in soliciting the same from your own leadership.

End Result

Walk out with the strategies to transition into a winning contract training unit. Understand contract training trends that will shape your future – get ahead of the game. Get a checklist of the actions you should take and the strategies, techniques, and tips to make them happen.

Materials & Services

You'll receive a Conference Manual that will be your Conference guide and a source for valuable future reference. You will get to know all the FREE LERN member benefits specific to contract training units, including marketing material critiques, data analysis, when you arrive document examples, and much, much more.

Contract Training Conference Agenda

Reception on Tuesday, April 3rd, from 6-8 pm

Day 1 – April 4

8:30-9:50 am Opening Session

Welcome: Patricia Hoyt, Chair of LERN Contract Training Council

The State of Contract Training: Greg Marsello, LERN Vice President

Opening Keynote: "Trends in Contract Training & Sales 2.0" with Julia King Tamang, LERN Senior Consultant

9:50-10:10 am Break
Refreshments and networking

10:10-11:00 am Concurrent Sessions

11:00-11:10 am Break

11:10-12:00 noon Concurrent Sessions

12:00-1:30 pm Lunch and Networking

Enjoy lunch with other capable contract training professionals. We'll give you a little noon-time homework to get your lunch table talking. Bring a pen. You'll want to capture the details of great ideas as they go whizzing by while you relax and make new friends over lunch, coffee and dessert.

1:30-2:20 pm Concurrent Sessions

2:20-2:30 pm Break

2:30-3:20 pm Concurrent Sessions

3:20-3:30 pm Break

3:30-4:30 pm Best Practices Panel

4:30-5:30 pm *CT Software Options:* LERN Tools & Augusoft B2B Software System

Augusoft in conjunction with LERN has developed B2B, the first web-hosted software system designed for the contract training industry. Find out how B2B can help you streamline your contract training tasks and generate more sales.

Day 2 – April 5

8:30-9:20 am *Keynote:* "Working with Central Administration" with Dr. Jerrilee Mosier, Chancellor, Ivy Tech Community College

9:20-9:30 am Break

9:30-10:20 am Concurrent Sessions

10:20-10:30 am Break

10:30-11:30 am Action Planning

Guarantee!

1. Learn the data you must be tracking and the benchmarks successful contract training use as a scorecard.
2. Understand the different instructor and salesperson compensation methods being used.
3. Find out how to be a better negotiator when you are selling to a client.
4. Leave with at least ten proven ways of increasing productivity.
5. Be able to use a simple pricing tool to ensure your contract operating margin is on target.
6. Possess the knowledge of the latest industry trends.
7. Have the most current strategies for developing win/win partnerships.
8. Gain expertise on improving your relationship with central administration.
9. Identify the ways you can lean on LERN for data analysis, best practices, and industry benchmarks.

Contract Training Presenters

Julia King Tamang
One of LERN's top-rated presenters. Developer and presenter of LERN's Contract Training Institute. An expert in negotiations and LERN's contract training trends researcher.

Richard Walsh
Over 35 years of industry training with an expertise in workforce development. A salesperson who has sold both training and solutions. Has consulted with LERN members on improving contract training unit performance.

Leslie Larrabee
A founder of California Corporate College and a practitioner with 20 years of selling experience. An expert in working with central administration, especially human resources and the business office.

Greg Marsello
LERN's primary contract salesperson who has worked with more contract training units than any other industry professional. An expert in structure, finances, and data analysis.

Heather Dimitt
Currently the Director of Membership Services for LERN, Dimitt has experience managing the administrative, programming and marketing activities for continuing professional and community education programs.

Chicago

LERN returns to Rosemont, Illinois for a second year due to the easy access both nationally and locally. Rosemont is home to O'Hare Airport. The hotel offers complimentary 24-hour shuttle service to and from the Shuttle/Bus Center located near terminal 2, at O'Hare, approximately every 15 minutes. The CTA Blue line has stops near the hotel at the Rosemont Station and at O'Hare Airport. The hotel also provides discount parking at $10 for both hotel guests and local attendees.

The daytime average temperature is 58°F (14°C) with the overnight temperature averaging 39°F (4°C).

Hotel

To make reservations, call 847-696-1234, or 800-233-1234. The rates are $145 single or double, excluding taxes and fees and include a complimentary breakfast. Reservations must be made by Sunday, March 4. A portion of the room rate is used to offset conference expenses.

Hyatt Regency O'Hare
9300 Bryn Mawr Avenue
Rosemont, Il 60018

847-696-1234
ohare.hyatt.com

Second Person Discount!

Bring a second person from your program at a reduced rate. Use the Contract Training Conference to brainstorm with each other at the end of the day. Attend different concurrent sessions and get twice the information for your program. Compare notes and bring back ideas to improve your contract training unit.

About LERN

The Learning Resources Network (LERN) is the leading association in continuing education and contract training serving around 1,000 colleges and universities every year. LERN supports providers of continuing education and contract training with research, trends, and best practice strategies, techniques, and tips. LERN information is practical and immediately applicable.

Cancellation Policy

Cancellations and substitutions must be requested in writing. Email is acceptable. Cancellations made prior to March 1 will receive a full refund. Cancellations made after that date will be charged a $100 administrative fee. No refunds if cancellation is after March 19. If substitute is not a LERN Member additional fees may apply.

Contract Training Sessions

Operating a Small CT Program: Part A

Big ideas are great for big programs, but what if your program is small? Small programs need special strategies and they need a game plan to do more with less. Small programs also need to make the right decisions so they grow effectively. At the request of last year's attendees, LERN has created a small-program focus to help our valued small-program clients excel.

Operating a Small CT Program: Part B

In this session we'll continue the guidelines and methods for creating success in smaller programs.

Sales Team Structure & Strategies

How do you build a winning sales team? What are the tips and tricks for setting goals and keeping a team on track? Your sales team's success will make or break your department. Come find out what it takes to make it, and make it big.

Advanced Needs Assessment

We all do consultative selling, gathering needs assessment data as we go. But what if your client has a need for a deeper understanding of where they are–to help them decide where to go and how to get there? This session will explore different kinds of needs assessments and implementation issues, so you can help clients get the most for their hard-won training dollars.

Prospecting & Generating Leads

The best clients make you money and give you the opportunity to serve. But how do you find them? Join in this lively session with one of our resident sales pros to learn how to generate opportunities for your sales people to get face to face with the clients you most want to serve.

CT Programs & Social Media

Use social media to expand your reach. Spend less money, reach more prospective clients. Create a community and then when you've won their trust and attention, sell them training, consulting and other services. How do you do this? What should you avoid? Come to this session and find out.

Negotiating with Existing & New Clients

To make profit and protect your ability to be of service for years to come, you'll need to negotiate, both with the clients you have and the clients you're working to win. This will require knowing what to negotiate and how to do it. Listen in and get the skills to give and get more.

Sales Forecasting

How many sales will you make in the coming year? Is there a way to predict the amount of money you can generate? How can you increase the accuracy of this forecast? Can you see into the future and know where your unit's weaknesses will be? The more accurately you can forecast sales, the more you'll know how to use resources to achieve success in profits and service.

Reducing Sales Cycle with Relationship Building

Tired of sales that take forever to close? Better, more productive client relationships are key to closing faster and generating more profit and more client satisfaction in the process.

Marketing Materials & Promotion Strategies

No matter how good your unit is, if you're the best kept secret in town, you won't succeed. You have to get the word out. Listen to a marketing expert tell you the key things you need to know to create effective materials and strategies to get those materials in the hands of the people you need to reach in order to succeed.

Partnering to Increase Sales

Partnerships increase success and decrease work by skillfully combining resources, staff, information and other power currencies. Learn how to use partnering to improve sales. Avoid the problems of partnering by knowing what to expect and how to work with people outside your organization for maximum results.

Your One-Year CT Plan

When you intend to go far, you need a map. How will you get from A to B? In this session, we'll explain how to create your very own Contract Training One-Year plan, a document that will help you do the all the right things, in the right time, with the right staff, for the people who will benefit the most from your products and services.

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54022 USA

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REGISTER NOW! — CONTRACT TRAINING CONFERENCE 2012

April 4-5, 2012 • Chicago, IL

Simply fill in the information below and fax to 888-234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at 800-678-5376. Feel free to copy this form for additional registrations.

Member/Customer ID # _____

SC # (from address label) _____

Name _____

Position _____

Department _____

Institution _____

Address _____

City, State/Province _____

ZIP/Postal Code _____

Country _____

E-mail _____

Phone _____

Position:
- ❍ Administration
- ❍ Cont. Training
- ❍ Marketing
- ❍ Program Staff
- ❍ Teacher (K-12)
- ❍ Faculty (CC/U)

Title:
- ❍ Dean
- ❍ Director
- ❍ Support
- ❍ Other

How to Apply

E-mail. Send your application information to us at info@lern.org

Fax. Complete and fax the attached application form, along with a purchase order or credit card information, to 888-234-8633.

Phone. You can reserve your place with a credit card by calling Debbie at 800-678-LERN (5376).

Mail. Complete and send the attached application form, along with a purchase order, check or credit card information to LERN, PO Box 9, River Falls, WI 54022.

Registration Fees

❍ **$395 US Regular rate** ❍ **$345 US 2nd Person**

Includes reception, breaks, and lunch (Wednesday).

Payment Method

❍ Payment enclosed. Check # _____

❍ Bill my institution. PO # _____
See credit terms.

❍ Charge to my credit card. VISA MasterCard AMERICAN EXPRESS DISCOVER

All fees are in US dollars.

Account # _____

Exp. Date _____ CVC # _____

Cardholder's Name (please print) _____

Cardholder's Signature _____