



**Presents the 2nd Annual
CHICAGOLAND LEARNING
LEADERS CONFERENCE
OCTOBER 23, 2003**



Featured Presenters:

**Cliff Purington, Rockwell Collins
Bob Dean, Grant Thornton
Dr. Leandro Herrero, The Chalfont Project, UK
Linda Kovreq, Judy Albers, & Don Humphreys, Bank One
Jeanie Egmon, Northwestern University
Jon Powell, Hewitt Associates
JF Goldstyn, Harvard Business School Publishing**

**Susan Guest, Baxter
Luc Dodinval, Allstate
Kim Hagan, AON
Mike Hendon, McDonald's
David Scurlock, Culligan
Steve Roden, Former Andersen Partner
Paul Somerville, MeridianKSI
Steven Teal, Bristol Meyers Squibb**

Built to Learn: Chicagoland Learning Leaders Conference
October 23, 2003
Bank One Plaza
20 S. Clark Street, Chicago



WHEN: October 23, 2003—8:00 a.m. to 6:00 p.m.
WHERE: Bank One Large Auditorium, 20 S. Clark St., Chicago
 Enter using the Dearborn entrance, take Lobby escalator down to the Plaza Level ([map](#)) **NOTE: Building Security requires all participants pre-register.**
WHO: Open to all Learning Executives & Managers
COST: Conference fee is only \$295 per person.
HOTEL: We have a group rate of \$159/night at the Swissotel located 1.2 miles from Bank One Plaza. For reservations call 800-637-9477 before October 18, 2003.

To register online, [click here](#). For more information visit <http://Chicagoland.ExecutiveLearningExchange.com>

Schedule of Events

Thursday, October 23, 2003 – Morning Sessions, Bank One Large Auditorium		
Time	Title	Speaker(s)
8:00—8:30 a.m.	REGISTRATION AND CONTINENTAL BREAKFAST	
8:30—8:40 a.m.	Welcome	Dirk Tussing, Conference Organizer
8:40—8:45 a.m.	Opening Remarks	Leandro Herrero, Conference Chair
8:45—9:45 a.m.	Built to Learn: Creating Your Own Strategy <i>Importance of Building a Strategic Plan Aligned with the Organization's Goals</i>	Cliff Purington, Rockwell Collins
9:45—10:30 a.m.	Developing and Implementing a Learning Vision and Strategy: <i>A Case Study</i>	Bob Dean, Grant Thornton
10:30—10:45 a.m.	BREAK	
10:45—11:45 a.m.	Creating the Space for Learning, Sharing, and Innovation The Emergent Organization	Leandro Herrero, The Chalfont Project
11:45—12:15 p.m.	What Ebenezer Scrooge Can Teach Us about e-Learning	Don Humphreys, Judy Albers, Linda Kovreg Bank One
12:15—1:30 p.m.	NETWORKING LUNCH	

Thursday, October 23, 2003 – Afternoon Sessions			
Location	Time	Title	Speaker(s)
Tavern Plaza #1	1:30—3:00 p.m.	Built to Learn Workshop: Plan the Work... Work the Plan Hands on workshop by authors of Built to Learn	Cliff Purington, Rockwell Collins Chris Butler, Performance Engineering Group
	3:00—3:15 p.m.	BREAK	
	3:15—4:30 p.m.	Blue Ribbon Success Strategies for Course Design Rockwell Collin's Leadership and AON Worldwide showcase	Cliff Purington, Rockwell Collins Kim Hagan, AON Marty Newey, Allen Communication
Panels Bank One Auditorium	Panel #1 1:30—3:00 p.m.	Underlying Essentials to Making Change Stick: Learning and Knowledge <i>Moderator:</i> Jeanie Egmon, Northwestern University	Panel: Paul Somerville, Meridian KSI Leandro Herrero, The Chalfont Project Anna Belyeav, Type A Jon Powell, Hewitt Associates Richard Emsley, Exago
	3:00—3:15 p.m.	BREAK	
	Panel #2 3:15—4:30 p.m.	The Good, The Bad & The Ugly: Straight Talk from Corporate e-Learning Buyers <i>Moderator:</i> Darin Hartley, Lguide Research & Consulting	Panel: Susan Guest, Baxter Judy Albers, Bank One Mike Hendon, McDonald's Steven Teal, Bristol Meyers Squibb
Tavern Plaza #2	1:30—3:00 p.m.	Meaningful ROI for a Learning Organization: Metrics to Catch the Attention of Your CEO	JF Goldstyn, Harvard Business School Publishing Kevin Cookman, The Chalfont Project
	3:00—3:15 p.m.	BREAK	
	3:15—4:30 p.m.	Improving Collaboration Using AI-based Tools: A Case Study Bringing in Outside Knowledge, Improving Internal & External Search, Improving Collaboration	Luc Dodinval, Allstate Richard Emsley, Exago Cary Pearlman, Entopia
Bank One Lower Level	1:30—2:15 p.m.	Blended Learning Successes: Web Conferencing Assists Interactive Training, Global Perspectives from Chicago	Anton Maletich, Bank One Susan Guest, Baxter Kent Kappen, Microsoft/Placeware
	2:15—3:00 p.m.	Momentum: Increasing Sales & Customer Service Effectiveness	Dave Scurlock, Culligan Steve Roden, Formerly Arthur Anderson
	3:00—3:15 p.m.	BREAK	
	3:15—4:30 p.m.	Using Business Stories & Narrative to Communicate, Train, and Connect: Hands-on Workshop	Pat McEvoy, Zagnoli, McEvoy, & Foley Tim Keelan, StoryQuest
4:30—6:00 p.m.		EXECUTIVE NETWORKING RECEPTION, BOOK SIGNINGS, VENDOR DEMONSTRATIONS	