



"Information That Works!"

10TH
ANNUAL

CONTRACT TRAINING CONFERENCE

CHICAGO, IL
MARCH 17-20, 2020

Grow with help from the
industry's top experts.

DON'T MISS!

- Full-Day & Half-Day Pre-Conferences
- Over 50% New Sessions
- Sessions for Small and Large Contract Training Units
- Post-Conference Leadership Strategic Planning Workshop

10TH ANNUAL CONTRACT TRAINING CONFERENCE

Whether you call it contract, customized, or corporate training, 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 cutting-edge continuing education program unit. A successful contract training unit generates



visibility, new teaching and learning techniques, partnerships, new programming, and many other positives.

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. Efficiencies are critical to ensure high staff productivity since most contract training units are either part of a continuing education program or have less than five 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.

CONFERENCE SCHEDULE

March 17: Pre-Conference Sessions...ADDITIONAL COST
 March 18 & 19: Contract Training Conference
 March 19 & 20: Post-Conference Leadership Strategic Workshop...ADDITIONAL COST

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 through 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, inside salesperson, 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:

- Identify industry trends and provide your clients the highest level of industry-specific service and support.
- 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.

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.

1:1 CONSULTATION

The most popular part of the Conference is your ability to set up 1:1 meetings with the Conference presenters to help you with specific questions and challenges you have. Sign up is available on site.

CONTRACT TRAINING CONFERENCE PRE-CONFERENCE SESSIONS

PRE-CONFERENCE DAY, TUESDAY, MARCH 17

CONTRACT TRAINING BEST PRACTICES: EVERYTHING YOU NEED TO KNOW TO SUCCEED

Greg Marsello & Eric Johnson

9 a.m. – 4 p.m.

Pre-Conference Session

Whether you are new to contract training or seasoned without formal training, this pre-conference session is for you. Discover the nine key contract training best practices that winning contract training units follow. Learn about finances, selling, marketing, proposals to agreements, needs assessment, and much more. Leave with the benchmarks for success, the templates you should be using, a pricing formula, strategies for lead generation and nurturing, and an implementation checklist. There is no need to reinvent contract training at your institution when you can find out exactly what the winning contract training units are doing.

DEVELOPING, MEASURING & DOCUMENTING TRAINING OUTCOMES

Rod Holt

1 p.m.-4 p.m.

Pre-Conference Session

Increasingly, clients want to know outcomes they are getting from the money they are investing. Did anyone actually learn anything? This is a question that contract training units are truly struggling to properly answer. It's a crucial question that you simply cannot afford to ignore any longer. Learn simple ways to identify and develop measures, how to implement the measurement, and then, how to report the results in an effective way. Leave with skills that make a potentially overwhelming task, a differentiator.

CONTRACT TRAINING PROCESS DEVELOPMENT & MANAGEMENT

Amy Lasack

1 p.m.-4 p.m.

Pre-Conference Session

Knowing how to organize, analyze, grow, and protect your unit is critical to success. Learn important strategies such as what data to collect, how to track your sales, how to analyze your pipeline, important elements to include in instructor and sales contracts, and much more! Walk away with strategies and real-world examples of reports and documents that you can take back to your unit and implement immediately.

YOUR NEEDS ASSESSMENT TOOL KIT

Julia King Tamang

1 p.m.-4 p.m.

Pre-Conference Session

Needs assessment in contract training is a process designed to identify challenges and opportunities in business and to assess whether training or some other solution will help employees and your client achieve success. Learn how to clarify the gap between the level of performance a client has and the level it wants. Understand needs assessment best practices from simple question-and-answer sessions to more sophisticated needs assessment and LERN's proven Needs Assessment Model.

5 REASONS NOT TO MISS LERN'S CONTRACT TRAINING CONFERENCE

1. The best and the brightest in the contract training business participate and present.
2. The latest trends, benchmarks, and best practices are unveiled only at this Conference.
3. All we talk about is contract training. This Conference is for you and only you!
4. At this engaged Conference, you will be learning, but also sharing what is working for you.
5. Your return-on-investment will at a minimum be 10:1 in increased sales and/or cost-savings actions.

LERN CONTRACT TRAINING CONFERENCE RECEPTION

All Participants

6 p.m.-8 p.m.

Reception

Get ready for the Conference by informally gathering with Conference participants. Meet the Conference presenters and get some tips for making your experience the best possible.

“LERN'S CONTRACT TRAINING CONFERENCE PROVIDED VALUABLE INSIGHT TO OUR TEAM THAT WE WOULD HAVE OTHERWISE NOT GOTTEN.”

Heidi Vicino, Waubesa Community College

DAY 1, WEDNESDAY, MARCH 18

WELCOME & REVIEW OF AGENDA 8:30-9:50 A.M.

Conference Welcome

Eric Johnson, CT Council Chair

The State of Contract Training – *Greg Marsello*

Find out the status of North American contract training. Understand what winning contract units are doing to grow and remain successful.

The Latest Trends in Contract Training –

Eric Johnson, Amy Lasack & Rod Holt

Get an update on LERN's 2020 Contract Training Trends Report and find out from industry leaders what they are doing to take advantage of the trends to grow their contract training units.



SESSIONS 10:10 – 11 A.M.

● **Core. Lead Generation: Keep Your Contract Training Unit Vital** – *Paulette Milewski*. Contract training units fall into the trap of just being order takers. Learn strategies and techniques on how to generate leads which translate into new opportunities and relationships.

● **Engaged. Problem Solving Strategies** – *Julia King Tamang*. Every day brings new problems to solve. Learn how to do it faster, better and to avoid a new problem with your solution. Leave ready to implement.

● **Advanced. Developing Successful Partnerships** – *Eric Johnson*. Strategic partnerships allow you to provide more value to your existing clients. Find out how to build, cultivate, and make the most out of a partnership. Receive examples of winning partnerships.

● **Member. Best Practices for Smaller Contract Training Units** – *Greg Marsello*. Over 60% of contract training units have three or less staff. Discover LERN's latest research on small contract training units best practices. Also get tips on the best Conference sessions to attend.

SESSIONS 11:10 A.M. – 12 P.M.

● **Core. Winning Sales Presentations** – *Rod Holt*. Your sales presentation must stand out. Discover proven strategies for making your sales presentation sell you, your unit, and the service being recommended.

● **Engaged. Expanding Your Product & Service Mix** – *Amy Lasack*. You cannot grow if you keep selling the same products and services. Discover, share and discuss winning methods for expanding your product and service mix.

● **Advanced. Getting Referral Business Proven Actions** – *Julia King Tamang*. 25% of your business should come from referrals. Discover the best kept secrets for getting referral business. Leave with a list of referral actions you can implement immediately.

● **Member. Building a New Contract Training Unit** – *Jennifer Holmes*. Whether you are a small contract training unit or just getting started, you will learn strategies and techniques Houston Community College Corporate College used for getting started and making an impact.

AWARDS LUNCHEON 12 – 1:10 P.M.

Gather with your contract training colleagues for lunch and additional sharing, as well as recognizing contract training units receiving LERN Contract Training Awards for outstanding work in the field of contract training.

SESSIONS 1:10 – 2 P.M.

● **Core. Measuring and Documenting Training Outcomes** – *Rod Holt*. Increasingly, clients want to know the outcomes they are getting from the money they are investing. Learn simple ways to identify and develop measures, how to implement the measurement, and then, how to report the results in an effective way.

● **Engaged. Quality Management** – *Eric Johnson*. Quality management ensures your unit, products and services are consistent. Discover, share and discuss quality planning, quality assurance, quality control, and quality improvement.

● **Advanced. Understanding the Product Development Position** – *Amy Lasack*. Salespeople must sell, so someone needs to handle scoping and implementation. Understand the role and responsibilities of the contract training product development position. Get a job description and strategies for implementing the position.

- **Member.** **Adding Value to Your Contract Training Unit – Paulette Milewski.** Learn how Kirkwood Community College increases the value of their client relationships, as well as their products and services. Find out actions that will demonstrate to your present and potential clients your capability and expertise.

SESSIONS 2:10 – 3 P.M.

- **Core.** **Contract Training Finances, Benchmarks & Pricing – Greg Marsello.** Understand the LERN Financial Format and ideal contract training percentages, as well as how to price. Discover the most critical contract training benchmarks. Find out the data to collect and the reports to run.
- **Engaged.** **Win/Win Negotiation Techniques – Julia King Tamang.** So many new things to negotiate in contract training. Get new strategies. Share your best ones. Learn your style and how to expand your skill set to win and build relationships for the long run.
- **Advanced.** **Having the Right Digital Marketing Plan – Amy Lasack.** Lead generation is a must and digital marketing is one strategy. Find out how to build a proactive digital marketing plan that increases visibility, repeat business, and new clients.
- **Member.** **Making Employer Consortium Groups Work! – Angela Eckman and Dan Lytle.** Find out how Chippewa Valley Technical College works with employer consortium groups to develop and offer shared contract training. Included will be strategies for obtaining industry needs, crafting solutions, holding companies accountable, and internal procedures for continued success.

PANEL 3:10 – 4 P.M.

Your Clients Know Best! Join a panel of business clients who purchase contract training and learn why they purchase or why they say no. You will have an opportunity to ask questions and discover tips and techniques for getting in the door and closing the sale.

DAY 2, THURSDAY, MARCH 19

GENERAL SESSION 8:30 – 9:20 A.M.

Health is Wealth – and Good Sense – Julia King Tamang. Let's face it; it's grueling out there. Even in the best of places, life in the fast lane of contract training is hard work. Learn the latest strategies for well-being in the workplace. Increase energy and productivity and decrease stress. You deserve this high-energy session, jam packed with tips for keeping you and your team sane, healthy and happy at work this year and beyond.

SESSIONS 9:30 – 10:20 A.M.

- **Core.** **Winning Needs Assessment – Paulette Milewski.** As we shift to solution selling, needs assessment is more critical. Understand LERN's Contract Training Needs Assessment Model. Make sure your clients get what they need, not what you think they want.
- **Engaged.** **Innovative Contract Training Tips – Greg Marsello.** Your clients expect you to be on the cutting edge. Discover and discuss LERN's latest innovative programming tips research including pod casts, hybrid and much more.
- **Advanced.** **Building Collaborative Relationships with Academic Departments – Rod Holt.** To increase your product and service mix, to remain relevant, and to get institutional support fostering strong academic department relationships are now a must. Learn the latest practical strategies for improving and growing collaborative relationships.
- **Member.** **Getting the Most Out of Your Customer Relationship Management Tool – Chad Borodychuk.** Your CRM should collect and manage the information and interactions your unit has with your clients at the same time supporting internal processes. Find out how Lansing Community College's Corporate Training Unit uses their CRM for managing projects and sales processes, leading to increased efficiencies and revenue growth.

SESSIONS 10:30 – 11:20 A.M.

- **Core.** **Contract Training Process Development & Management – Amy Lasack.** Learn important strategies such as what data to collect, how to track your sales, how to analyze your pipeline, important elements to include in instructor and sales contracts, and much more.
- **Engaged.** **Real World Selling Strategies – Rod Holt.** Find out five proven strategies for increasing your selling success. Share and discuss additional strategies for increasing sales.
- **Advanced.** **Writing Proposals That Work – Julia King Tamang.** Potential clients are more commonly requesting proposals. Learn how to build clear, simple and complex proposals. Discover tips for getting your proposal approved.
- **Member.** **Supporting Your Community's Economic Development Goals – Jermaine Ford.** Every community has economic development goals. Learn how South Louisiana Community College identifies and develops programs supporting businesses and careers that are integral to their community's success.

CLOSING SESSION 11:30 A.M. – 12 P.M.

Greg Marsello. Wrap up the Conference by finding out LERN's Top 10 Contract Training Actions for 2020. Build an after-Conference Action Plan to guide the implementation of your best ideas from the Conference.



LEADERSHIP STRATEGIC PLANNING WORKSHOP

Join other leaders in the field of contract training as we dive deeper and share winning best practices, develop new strategies for success, and identify contract training critical guidelines. By attending this engaged workshop combining roundtables, discussion groups, and sharing sessions, you will be prepared to position your contract training unit for the next three years.

AGENDA

Thursday, March 19

Lunch: 12 – 1:10 p.m.

Opening Session: 1:10 – 2:30 p.m. Transition from the Conference to the Workshop by understanding the rules for contract training success over the next three years.

New Strategies for Success: 2:40 – 4:30 p.m. Learn and discuss the most cutting-edge contract training strategies being utilized by winning contract training units.

Friday, March 20

The Future of Contract Training: 8:30 – 10 a.m.

Engage in a discussion about what the shifts contract training needs to take during the next decade.

Contract Training Guidelines: 10:10 – 11:30 a.m.

Agree on the most critical contract training best practices and benchmarks for success.

Working Together to Grow Contract Training: 11:30 a.m. – 12 p.m.

Understand how LERN can help your contract training unit and how contract training units can help each other.

“**CONTRACT TRAINING LEADERS ASKED FOR A MORE INFORMAL OPPORTUNITY TO GATHER TO SHARE, VISION THE FUTURE, AND HELP EACH OTHER GROW THEIR CONTRACT TRAINING UNITS. STAY ONE MORE DAY AND DON'T MISS THE LEADERSHIP STRATEGIC PLANNING WORKSHOP!**”

Eric Johnson, Chair of Contract Training Council

PRESENTERS



CHAD BORODYCHUK

Director of Corporate Training & Continuing Education, Lansing Community College, Michigan



ROD HOLT

Associate Dean of School of Continuing Education, Red Deer College, Alberta



GREG MARSELLO

LERN Senior Vice President, Rhode Island



ANGELA ECKMAN

Business & Industry Manager, Chippewa Valley Technical College, Wisconsin



JENNIFER HOLMES

Director of Corporate College, Houston Community College, Texas



PAULETTE MILEWSKI

Program Sales Manager of Corporate Training, Kirkwood Community College, Iowa



JERMAINE FORD

Associate Vice President for Workforce and Economic Development, South Louisiana Community College, Louisiana



AMY LASACK

Senior Director of Corporate Training, Kirkwood Community College, Iowa



JULIA KING TAMANG

LERN Contract Training Senior Director, Oregon



ERIC M. JOHNSON

Associate Vice President of the Center for Enterprise, Northeast Community College, Nebraska



DAN LYTLE

Business & Industry Manager, Chippewa Valley Technical College, Wisconsin



INFORMATION

Location: Hyatt Regency O'Hare
9300 Bryn Mawr Avenue, Rosemont, IL 60018
Phone: (847) 696-1234
Website: ohare.hyatt.com
Room Rates: Room Rates include breakfast in hotel.
Double, triple and quad rates include breakfast for two.
Single \$195, Double \$195,
Triple \$220, Quad \$245
Reservations must be made by **February 24, 2020**
No cancellations or refunds after **February 24, 2020**
When registering, ask for rooms under the following
name: **LERN Conferences.**
Website: lern.org/ctc

REGISTRATION

Register Online: lern.org/ctc
Register by email: info@lern.org
Register by FAX: (888) 234-8633
Register by Phone: (800) 678-5376
The phones are open from 8 a.m. to 5 p.m.
(CT) Monday-Friday.
Register by Mail:
Complete the registration form below
and mail it to:
**LERN Contract Training
Conference Registration
P.O. Box 9, River Falls, WI 54022**

REGISTRATION BY MAIL OR FAX

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.

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INSTITUTION
CITY, STATE/PROVINCE
COUNTRY
PHONE

REGISTRATION FEES

Pre-conference *Choose One*

- ☐ **\$195** All-Day *Contract Training Best Practices*
- ☐ **\$125** Half-Day *Leading Your Contract Training Unit*
- ☐ **\$125** Half-Day *Real World Selling*
- ☐ **\$125** Half-Day *Your Needs Assessment Tool Kit*

Conference *Includes reception, breaks and lunch*

Members:

- ☐ **\$545** *U.S. Regular Rate*
- ☐ **\$495** *U.S. 2nd Person*




Non-members:

- ☐ **\$645** *U.S. Regular Rate*
- ☐ **\$595** *U.S. Second Person*

Post-conference

- ☐ **\$195** *Leadership Strategic Planning Workshop*

PAYMENT METHOD

- ☐ **Payment Enclosed** *Check #* _____
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