

LERN 2021 Annual **VIRTUAL CONFERENCE** *November 15-18, 2021*



The most exciting week of the year in lifelong learning!



“Information That Works!”

2021 LERN VIRTUAL CONFERENCE

November 15-18, 2021

“This amazing conference captured the essence of what we do and tools to move forward in our work. I highly recommend LERN.”

- Janet Foreman, Mesquite, Texas
(Virtual Conference attendee last year)



Keynote **Delatorro L. McNeal II**
“Performance Beyond Gold”



Lisa Schaefer
“The New post-Pandemic Anxiety”

What's New This Year - - Whole New Era!

The last 12 months was historic and pivotal for the field of lifelong learning programming and continuing education.

We are now in a whole new era. And the field is still in transition, still changing. Stay current on the latest issues from the most successful practitioners. Our all new themes this year:

- New Staffing Strategies
- SEO: The Hot New Marketing
- Planning for 2022
- Executive Leadership
- Successful Online Programming

Get the complete review of what worked, and what did not, for Fall 2021. Then find out what the most successful programs in the field are planning for 2022. Only the LERN Virtual Conference has it.

The LERN Difference: ROI

What's the same this year: a **10:1** or greater return on your investment from the conference.

As the leading association in lifelong learning programming and the largest continuing education association in the world, LERN will give you and your program a **10:1** return worth **\$20,000** or more to your organization.

Special Features

You've never experienced a virtual conference like this one.

- Attend up to 15 concurrent sessions live
- All 45 sessions will be archived, so you and everyone else can access any and all sessions up to 89 days later
- Chat, Q&A and participate in small groups with your colleagues
- Conference app included with all the slides, hand-outs, quizzes and more
- International Awards Ceremony, no additional cost. Steal these ideas.
- Optional social events.....and more

Everyone Can Attend One Low Price

BEST OF ALL, as many people from your organization as you want may attend the virtual conference!

Just one low price of only \$1,795 for as many people from the same organization as wish to attend. Invite central administrators, faculty, and of course your whole staff.

Your colleagues at your organization can pop-in on one or two sessions, or attend as many as they want.

“By far the most interactive and fully realized virtual conference I've seen.” -Zahiya Rimawi,
Winston-Salem, North Carolina

ROI ROI ROI ROI ROI ROI ROI

New Themes

A new era for the field was created in the last 12 months. Discover pioneering breakthroughs changing your work with staffing structures, online programming, digital marketing, and more.

Professional Development For Your Whole Staff

Tailor tracks and sessions for each of your staff's particular needs and interests. From the fundamentals to the cutting edge, get levels and specialties not found anywhere else.

Train your whole staff to become Certified Program Planners (CPP), the most widely recognized training and designation in the field. Tap into our Executive Leadership for the most current thinking on issues and strategic planning.

45 Concurrent Sessions!

Some 45 concurrent sessions in all, plus discussions, keynote, international awards, and more. Attend 15 sessions live, and all sessions later.

- New Staffing Structures
- The New Era: Successful Online Programming
- Programming for 2022
- Hot New Marketing
- Latest Hot Digital Marketing
- Contract Training
- Core Skills
- Executive Planning

Plus Fun

Optional virtual social events end each day with fun interactive events.

Conference Outcomes

1. What worked in 2021, latest new strategies and tips.
2. Planning for 2022. What to offer. How to promote.
3. ROI. Big impact sessions to give you 10:1 return (\$20,000)



Who Should Attend

Anyone from the same organization may attend one or more sessions. Staff should plan to spend a good deal of time attending the Virtual Conference. Also invite central administrators, faculty and teachers for certain sessions.



Zero Zoom Fatigue

Not one of our 2,000 participants got Zoom Fatigue last year. You will remain energized and engaged for the whole Virtual Conference.

Interactive Sessions

- Your colleagues are chatting continuously. It's fun!
- Q&A every session *15 minute breaks between every session.
- Discussion Group sessions
- Live online Stretch Breaks
- Variety of formats, new presenters
- Take an hour break. It's that easy.
- No one gets tired of making money!

What You Should Do Now

1. Please spend a few minutes with this brochure. Give your program a 10:1 return and ROI. It will make your program \$20,000 or more in increased registrations, higher income, and/or saved costs.

2. Check out monthly updates and news about the conference at www.lern.org/conference.

3. Register Now! Your organization's primary contact should register your organization now. One low fee. One easy process. Go to www.lern.org/conference. Or call us at 1-800-678-5376.

4. Questions? We're always glad to talk to you. Call us at 800-678-5376. Email us at info@lern.org. Chat live on www.lern.org

5. Invite others to attend. You can have as many people from your organization attend as you wish. They can attend one session, or all of them. Get it on each of your staff's schedules immediately!

AGENDA

Thursday and Friday, November 11-12

How to Attend the Virtual Conference

Get your questions answered and make sure you are Ready-to-Rock on Monday! Thursday, 4 – 4:30 pm ET, 3-3:30 pm CT, 2-2:30 pm MT, 1-1:30 pm PT

How to Attend the Virtual Conference (second offering)

Get your questions answered and make sure you are Ready-to-Rock on Monday! Friday, 11-11:30 am ET, 10 – 10:30 am CT, 9 – 9:30 am MT, 8 – 8:30 am PT

Monday, November 15

Visit with Virtual Exhibitors

Visit our virtual exhibitors 2-3 pm ET, 1- 2 pm CT, Noon-1 pm MT, 11 am-Noon PT

Pre-Opening Session

- Best Brochure Covers of All Time 3:30 - 3:40 pm ET; 2:30 - 2:40 pm CT; 1:30 - 1:40 pm MT; 12:30 - 12:40 pm PT
- Music Video Message 3:40 - 3:45 pm ET; 2:40 - 2:45 pm CT; 1:40 - 1:45 pm MT; 12:40 - 12:45 pm PT

Opening Session

Welcome, Elaine Chapman, Pasadena, California, LERN Chair of the Board of the Directors “The Future of the Field,” with William A. Draves, CAE, CPP, LERN



President 3:45-4 pm ET, 2:45-3 pm CT, 1:45-2 pm MT, 12:45-1 pm PT

Keynote: “Performance Beyond Gold”

with
Delatorro L. McNeal II, Peak Performance Expert, training and development presenter, and Best Selling Author. Discover the



7 unique and distinctive paradigms and mindsets that drive the actions, behaviors, and habits of top professionals in any industry. They ultimately lead to stellar results. 4-5 pm ET, 3-4 pm CT, 2-3 pm MT, 1-2 pm PT

Tuesday, November 16

Visit with Virtual Exhibitors (bring your own coffee)

10:15-10:45 ET; 9:15-9:45 CT; 8:15-8:45 MT; 7:15-7:45 PT

Concurrent Sessions #1

11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #2

12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT

Discussions, by Constituency/ Institutional Setting

“Trends and Issues in the Field”

- What worked for 2021
 - What did not work in 2021
- 1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT

Concurrent Sessions #3

2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT

Stretch Break (led by a LERN member who stretches; no LERN liability)

2:55-3:10 ET; 1:55-2:10 CT; 12:55-1:10 MT; 11:55-12:10 PT

Concurrent Sessions #4

3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT

Concurrent Sessions #5

4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT

Discussions

5:15-6:00 ET; 4:15-5:00 CT; 3:15-4:00 MT; 2:15-3:00 PT

Social Events (optional; if a cost, at your own cost; no LERN liability)

6:00-6:45 ET; 5:00-5:45 CT; 4:00-4:45 MT; 3:00-3:45 PT

Wine Tasting!

LERN’s resident wine connoisseur, Bill Strehl, offers five-six different wines for you to taste. Get his insights on each wine, and participate in the feedback on what you like best. Participants pay for their own wine. Group participation (and cost sharing) recommended.

Pet Parade!

Parade your pet online. Last year had snakes, birds, and much more. Facilitators Danny Sill and Jordan Kively have pets too.

Wednesday, November 17

Concurrent Sessions #6

11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #7

12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT

Discussions

1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT

Concurrent Sessions #8

2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT

Stretch Break (led by a LERN member who stretches; no LERN liability)

2:55-3:10 ET; 1:55-2:10 CT; 12:55-1:10 MT; 11:55-12:10 PT

Concurrent Sessions #9

3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT

AGENDA

Concurrent Sessions #10

4:15-5:00 ET; 3:15-4:00 CT;
2:15-3:00 MT; 1:15-2:00 PT

Discussions

5:15-6:00 ET; 4:15-5:00 CT;
3:15-4:00 MT; 2:15-3:00 PT

Social Event (optional; if a cost, at your own cost; no LERN liability)

6:00-6:45 ET; 5:00-5:45 CT;
4:00-4:45 MT; 3:00-3:45 PT

Music Trivia!

Take back some ice-breaker ideas to your program, plus have fun. Facilitated by Tim Litfin of Minnetonka, MN. This event was a smash hit in 2020. Sign up in teams of two. If you cannot, Tim will match you up. No cost.



Mystery Island Mixed Drinks!

You'll get the ingredients ahead of time, then mix (at your own cost) these 3 island drinks with your bar mixer, and ask her questions. Plus see the island.

Thursday, November 18

Concurrent Sessions #11

11:00-11:45 ET; 10:00-10:45 CT;
9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #12

12:00-12:45 ET; 11:00-11:45 CT;
10:00-10:45 MT; 9:00-9:45 PT

Discussions: The Year 2022

- Your Top 3 New Things to Do and/or offer in 2022

1:00-1:45 ET; 12:00-12:45 CT;
11:00-11:45 MT; 10:00-10:45 PT

Concurrent Sessions #13

2:00-2:45 ET; 1:00-1:45 CT;
12:00-12:45 MT; 11:00-11:45 PT

Stretch Break

(led by a LERN member who stretches; no LERN liability)

2:55-3:10 ET; 1:55-2:10 CT;
12:55-1:10 MT; 11:55-12:10 PT

Concurrent Sessions #14

3:15-4:00 ET; 2:15-3:00 CT;
1:15-2:00 MT; 12:15-1:00 PT

Concurrent Sessions #15

4:15-5:00 ET; 3:15-4:00 CT;
2:15-3:00 MT; 1:15-2:00 PT

International Awards for 2021

(Best-of-the-Best innovative practices. Steal these ideas.)

5:15-5:30 ET; 4:15-4:30 CT;
3:15-3:30 MT; 2:15-2:30 PT



Virtual Dances Social Events

Celebrate your good work in 2021. Dance to our virtual DJ.

5:30-6:00 ET; 4:30-5:00 CT;
3:30-4:00 MT; 2:30-3:00 PT

Not Available Anywhere Else

You won't find this research, survey results, trends and best new practices anywhere else.

International Award

winning ideas for 2022.

The Best Brochure Ideas

for 2022.

ShowStoppers:

Pioneering breakthrough strategies from the last six months.

The New Era

Balancing your online product mix with in-person classes.

Five Star Presenters:

the top practitioners from last year's conference.

The new numbers, ratios and

benchmarks for success in our new times.

LERN's latest research

and Forecasts for the field.

"I left feeling inspired and excited about my work!"

– Carley Misanchuk, Red Deer, AB, Canada

Tuesday Agenda Overview

10:15-10:45 ET; 9:15-9:45 CT; 8:15-8:45 MT; 7:15-7:45 PT

Visit with Virtual Exhibitors

11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #1

12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT

Concurrent Sessions #2

1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT

Small Group Discussions, by Constituency

“Trends and Issues in the Field”

-What worked for Fall 2021

-What did not work in Fall 2021

2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT

Concurrent Sessions #3

2:55-3:10 ET; 1:55-2:10 CT; 12:55-1:10 MT; 11:55-12:10 PT

Stretch Break

(led by a LERN member who stretches; no LERN liability)

3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT

Concurrent Sessions #4

4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT

Concurrent Sessions #5

5:15-6:00 ET; 4:15-5:00 CT; 3:15-4:00 MT; 2:15-3:00 PT

Group Discussions

6:00-6:45 ET; 5:00-5:45 CT; 4:00-4:45 MT; 3:00-3:45 PT

Social Events

(optional; if a cost, at your own cost; no LERN liability)

New! Traction - Leads, Recruitment, Conversation

Discover how to build a team wide approach to generating student leads, create engagement with prospective learners, and most importantly convert prospective learners into registrations. By focusing on this essential practice it can be both an enrolment game changer and team unifying experience.



Rodney Holt, Red Deer, AB, Canada

Core Skills

Key Benchmarks

Acquire the key indicators you should monitor to judge your program's success. Whether it's performance or financial success, you will explore the best numbers to monitor. This data allows you to check your past success and plan for your next sessions. These numbers will simplify your decision making.

Brendan Marsello, LERN, Washington, D.C.

Core Skills

Optimizing Prices

It's not an art form. It's a process. Know how to determine the best price to maximize both income and registrations. Discounts, competition pricing, and image pricing will also be covered. Don't guess about your prices. Know the steps to the best price.

LERN Staff

Hot New Marketing

New! Getting Started with Search Engine Advertising

Search advertising is one of the most effective ways of marketing your programs. It puts your program in the path of an audience that is already actively looking for them. Your first time setting up search ads can be a little intimidating. We will look at tools you can use to make launching your first search ads easier.



Sunshine Barber, Austin, TX

Executive Planning

New! 2022 Post Pandemic Issues

An up to the minute panel discussion on what post pandemic issues face your program and the field moving forward. We're still in uncharted territory for lifelong learning programs coming out the pandemic.

PANEL

Tim Litfin, Minnetonka, MN; Joe Miera, Las Vegas, NV

TUESDAY: CONCURRENT SESSIONS

Five Star Presenter

A Hit! Documenting Policies, Processes & Procedures

Documentation increases efficiency, consistency and overall performance. Without buy-in, efforts are wasted. Understand how to identify and document policies, processes and procedures, as well as getting tips to secure buy-in by other staff and units.

Travette Webster, Houston, TX



Show Stopper/The New Era

New! Pioneering Classroom Design

Tour a newly designed pioneering classroom for the field. Created by your presenter, the special classroom integrates the needs and view for participants and the instructor teaching both in-person and Live Online students at the same time.

Kendall Harris, Santa Barbara, CA



Executive Planning

New! The Power of Networking

In a rapidly changing world, professional networking is crucial. Learn how to grow your network, connect with industry professionals and develop your career.

Jill Korsok, Pepper Pike, OH



Programming for 2022

New! Community Needs

Discover new community needs for your program to serve. Strengthen existing relationships and build new ones for greater service, and involvement. Take home techniques and experiences from your panelists, then share your own suggestions.

PANEL

Belinda Garcia, Temple, TX, moderator (in Photo); Betty Sedor, El Camino, CA; Tim Litfin, Minnetonka, MN



New Staffing Structures

New! Blow Up the Silos

Pivot to a new way of assigning staff duties to address peak times with limited staff. Move from 'not my job' silos to the all-hands-on-deck team approach to swarm those peak times and top priorities. Learn from successful programmers how they did it, then share your experiences.

PANEL

Gary Girard, Omaha, NE (in Photo); Rodney Holt, Red Deer, AB



Latest Digital Marketing

New! What Makes a Brand's Presence Stand Out

Stop listening to marketers to develop social media presence. Listen to consumers instead. There are 5 streams of impact that make a brand (including your personal brand) stand out. And two of them are not what you think. We've just had a major shift in social media presence strategy. Get caught up. Take back new ideas for your success in social media and streaming culture.

Julia King Tamang, ace presenter and people guru, Portland, OR



Executive Planning

New! How Gen Z Thinks

Your newest customer segment, Gen Z has certain similarities with Gen Y (the millennials) and some distinct differences. Turn this info into helping your program market to and serve Gen Z better. Take home a tip that will pay for the entire virtual conference. Your presenter is the foremost authority on generations and lifelong learning.

Julie Coates, Senior Vice President, LERN, Presque Isle, WI



Programming for 2022

New! Live Online Update

Here to stay, Live Online/Zoom classes have added a whole new audience and income source for your program. Tap into new markets, learners in wider geographic locations, and customers who prefer this new delivery format.

PANEL

Scott Cashman, Palatine, IL; Kendall Harris, Santa Barbara, CA

Hot New Marketing

New! Hot Marketing Tips

Hard fast hitting tips in three 15 minute mini-sessions on hot new marketing techniques. Make big money by repositioning just a few courses in your print brochure with our [new page layout strategy](#). See some of the [best video clips](#) from programs all over North America. Find out how to [make testimonials](#), the best marketing ever designed, work for you.

Betty Sedor, El Camino, CA (in Photo); William A. Draves, LERN, River Falls, WI



New Staffing Structures

New! Streamlining Procedures

Follow up your 'Blow Up the Silo' plan and gain greater efficiency by streamlining procedures. Discuss what processes can be streamlined, how; and how a written forward looking document can make a huge positive difference for your team's productivity.

PANEL

Raul Matos, Arlington, VA (in Photo); Angie Lipschuetz, San Francisco, CA; Monique Fortmann, Missoula, MT



Wednesday Agenda Overview

10:15-10:45 ET; 9:15-9:45 CT; 8:15-8:45 MT; 7:15-7:45 PT

Visit with Virtual Exhibitors

11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #6

12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT

Concurrent Sessions #7

1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT

Group Discussions

(see page 13 for descriptions)

2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT

Concurrent Sessions #8

2:55-3:10 ET; 1:55-2:10 CT; 12:55-1:10 MT; 11:55-12:10 PT

Stretch Break

(led by a LERN member who stretches; no LERN liability)

3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT

Concurrent Sessions #9

4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT

Concurrent Sessions #10

5:15-6:00 ET; 4:15-5:00 CT; 3:15-4:00 MT; 2:15-3:00 PT

Group Discussions

(see page 13 for descriptions)

6:00-6:30 ET; 5:00-5:30 CT; 4:00-4:30 MT; 3:00-3:30 PT

Social Events

(optional; if a cost, at your own cost; no LERN liability)

Core Skills

Developing the Best Programs

Promotions and pricing are the two things programmers blame for unsuccessful courses. This is a myth. Know what you should focus on to improve your offerings. Understand the criteria for what you should repeat and selecting new courses.

LERN Staff

Core Skills

Marketing Essentials

Everything you do is marketing. Yet in our field we need to pay attention to the most important strategies. The average person spends just 3 seconds to decide whether to open your brochure. You should not be marketing to everyone. Do you know what makes your program different from every other program? Understanding these important marketing concepts and strategies are essential to your career, and your program's growth.

LERN Staff

Latest Digital Marketing

Always New! Digital Marketing 2022 Best Practices

Get involved with the new advances in website design, email promotion, video and online advertising. Get the latest on how to optimize your digital marketing mix.

Panel

Carlotta Wade, moderator, Riverdale, MD (in Photo);
Brenda Marshall, Baltimore, MD



Core Skills

Talk to Your Customers: Needs Assessment

Frustrated with not knowing what new courses to offer? Canceling too many events? Talk with your customers. It takes the same amount of time to set up a successful course as one that fails. Your customers will tell you what you should be doing. Take away the tools to make your needs assessments work for you.

LERN Staff

Hot New Marketing

New! Engage an Opt-In Strategy for Better Marketing Outcomes

With privacy rules and regulations expanding rapidly, it's more important than ever to grow your contacts database the right way, with a robust opt-in strategy. In addition to increasing deliverability, it helps you build and maintain a contacts database of quality leads.

Sunshine Barber, Austin, TX



WEDNESDAY: CONCURRENT SESSIONS

Show Stopper

New! We Sent Our Staff Home

A pioneering report on one of the first programs to have staff, even registration staff, work from home. Discover how they are doing it, the planning process, eliminating individual offices, the implications for the rest of the institution, and more. Be one of the first to discover this breakthrough case study.

Scott Cashman, Palatine, IL



5 Star Presenter

New! Fielding Your Dream Team

Quit dreaming about what you want your team to be and start creating it! Put strategies from this session into action to help you hire, (sometimes) fire, and inspire those under your leadership. Learn how to analyze talent and weave strengths together to take your team to the next level and crush your goals

Jillian M. Farrell, Boiling Springs, SC



Programming for 2022

New! Program Coordinator Toolkit for Success Building a Million-Dollar Portfolio

Part I. Creating, supporting, and maximizing programming that is high quality and financially successful requires a Program Coordinator to have a well-developed toolkit. Part II. Learn the foundational elements to employ in building a million dollar portfolio for your program.

Leanne LaBrash, Red Deer, AB, Canada



New Staffing Structures

New! Improving the Customer Experience

Create an emotional connection with your customers to boost retention, convert new participants and enhance customer loyalty. Shape your customer engagement with increased personalization and give your program the edge. Just one tip can make it happen.

Panel

Jenny Bodurka, Minnetonka, MN (in Photo); Belinda Garcia, Temple, TX; Monique Fortmann, Missoula, MT.



Super Star

New! Reducing Post Pandemic Anxiety

Post-pandemic anxiety is happening as we begin to transition from one way of being to another. COVID is a trauma. It is essential to create a post traumatic growth plan to reduce fears as we interact with others. Learn to identify irrational belief systems and take home resiliency steps to manage post pandemic anxiety for yourself, your staff and your learners.

Lisa Schaefer, MSE, Kiel, WI.

The New Era

Always New! Brochure Trends for 2022

A whole new more successful brochure format is emerging right now. Take home the best new brochure ideas from LERN's top brochure and design experts for lifelong learning programs. The print brochure generates 70% of your registrations and income. It is the most essential marketing piece you do.

Julie Coates, LERN Senior Vice President, Presque Isle, WI; Jordan Kivley, LERN, Portland, OR (in Photo)



Executive Planning

New! Equity, Diversity and Inclusion

Join the discussion on how programs can develop activities locally to promote equity, diversity and inclusion. From programming for the business community, to education and one's own institution, come hear panelists deeply committed to this critical issue for society and our times.

Panel

Forrest Lamb, lead panelist, New Orleans, LA (in photo); Brenda Marshall, Baltimore, MD; Paula Hogard, Framingham, MA



Super Star

New! Creating a Menu of Resiliency

Come get strategies to manage stress/pressure. We will discuss ways to reframe and develop best practices in creating a culture of resiliency. Create an action plan to increase psychological safety for yourself, your staff, and others

Lisa Schaefer, MSE, Kiel, WI.



Programming for 2022

Summer Camps 2022

Our annual review and forecast for summer camps for 2022. Come away with exciting new summer camp theme ideas. Get the latest marketing strategies for summer camps. Find out how the top summer camp practitioners are preparing, and positioning, their programs for summer 2022.

Panel

Kevin Hahn, Palatine, IL, moderator.

Executive Planning

New! Talk Like a Boss!

Everyone can learn to talk in a powerful way. Stop doing things that sink your conversations. Stop losing arguments. Start being heard and changing minds. You need this session. We all do.

Julia King Tamang (ace LERN presenter, don't miss her), Portland, OR



Thursday Agenda Overview

11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #11

12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT

Concurrent Sessions #12

1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT

Group Discussions

(see page 13 for descriptions)

2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT

Concurrent Sessions #13

2:55-3:10 ET; 1:55-2:10 CT; 12:55-1:10 MT; 11:55-12:10 PT

Stretch Break

(led by a LERN member who stretches; no LERN liability)

3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT

Concurrent Sessions #14

4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT

Concurrent Sessions #15

5:15-5:30 ET; 4:15-4:30 CT; 3:15-3:30 MT; 2:15-2:30 PT

International Awards for 2022

(Best-of-the-Best innovative practices.
Steal these ideas)

5:30-6:00 ET; 4:30-5:00 CT; 3:30-4:00 MT; 2:30-3:00 PT

Virtual Dance Social Event

Celebrate your good work in 2021.

Dance to our virtual DJ.

(Optional; no cost)

Executive Planning

Always New! Top eTools for 2022

Discover the latest new eTools to boost staff productivity. Your presenter spends hours every day researching the web. Just one eTool can make a huge positive difference for your program.

Dan Belhassen, Neovation, Winnipeg, MB, Canada

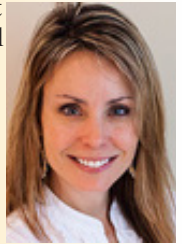


Contract Training

New! Contract Training Product Scorecard

Continue to innovate even with tight resources. Build upon LERN's Product Scorecard and customize it to your Contract Training processes to identify new products that will work, and new product ideas for further research. Walk away with starting template that your contract training department can implement right away.

Jeanian Clark (in Photo) and Carlene Hurdle, Middletown, VA



Contract Training

New! Top 10 Lead Generation Ideas for Contract Training

Stay in front of your future clients. Acquire tips from contract training leaders as they share their tactics to develop future leads for contract training sales. Leave with 10 ideas you can implement immediately.

JoAnn Hall, Fond du Lac, WI (in Photo); Paulette Milewski, Cedar Rapids, IA

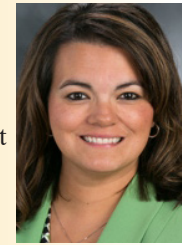


Contract Training

New! Contract Training & Operations Collaborations

Increase contract sales with strong operational processes and communication between these two business units. With all collaborations, there can be conflict. Take back ways to overcome and move past barriers to build a strong partnership.

Brenda Ireland and Amy Lasack (in Photo), Cedar Rapids, IA



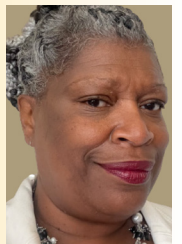
Latest Digital Marketing

Social Media Success Stories

Share one social media success story, take home another dozen of the most successful social media strategies for our field from your colleagues.

PANEL

Brenda Marshall, Baltimore, MD, moderator (in Photo); Jenny Bodurka, Minnetonka, MN.



THURSDAY: CONCURRENT SESSIONS

Executive Planning

New! Generating Administration Support

Gaining support from your central administration, including your institution's CEO, is now critical to having a successful lifelong learning or continuing education program. Our panel of practitioners have successfully worked with their central administrations to enable growth, entrepreneurship, and the flexibility needed to win in the marketplace of today.

PANEL

Moderated by *Aaron Sauerbrei, Waterloo, IA.*



Core Skills

Effective Promotions

Discover the key promotion techniques to increase your registrations. Understand the essential task that most programs neglect that will increase your bottom line. Then know the different promotions to use and when to use them. These actions lead directly to income.

LERN Staff

Show Stopper

New! Games & Learning

Where we are in 2022 with the new emerging area of teaching and learning with educational games. Then discover where we might go with educational gaming in the next few years. Your presenter is a nationally known expert in the field of educational games.

Moses Wolfenstein, Long Beach, CA



New Staffing Strategies

New! Make Customer Service Your Brand

Acquire the top customer service tactics from some of the best customer service practitioners in the field. Find out how to make your service even more personalized for greater customer loyalty and retention.

Darby Lanpher, Palatine, IL (in Photo); Tammy Peterson, LERN, Trego, WI; Maria Damiani, LERN, Hudson, WI



Core Skills

Finding & Keeping Great Instructors

Grow the best instructors by following key guidelines. Know where to find them and the best onboarding processes. Explore ways to evaluate your instructors and how to offer professional development for them. The biggest factor in your program quality is your instructors.

LERN Staff

New Staffing Strategies

New! Sending Staff Home to Work

A growing movement in business, and in our field, people who work from home are 25% more productive than those who work in an office. Share success stories, issues, concerns and future plans.

PANEL

Monique Fortmann, Missoula, MT, moderator (in Photo); Angie Lipschuetz, San Francisco, CA.



Hot New Marketing

Top 10 Tips for Marketing LERN Courses

Make big money and serve your community with the online certificates and courses rated Superior by your colleagues. Acquire the top 10 tips for marketing LERN/UGotClass courses. The leading nonprofit offering online certificates and courses, you also keep your dues low, benefits high, and support LERN's mission of serving your institution.

LERN Staff

Core Skills

Keep Customers Coming Back

The best way to grow your program is to get your current customers to come back next time. Customer service is essential to boosting your repeat rate. A few tweaks and you can transform your customer service into something extraordinary.

Brendan Marsello, LERN, Washington, DC

The New Era

Always New! LERN Forecasts 2022

Fast, hard hitting predictions on what's next for the field of lifelong learning programming and continuing education. Perk: more societal forecasts that made your presenter co-famous with Julie Coates, interviewed by BBC, NY Times, Advertising Age, and many more.

William A. Draves, LERN President, River Falls, WI.

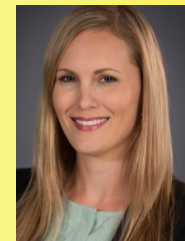


New! Converting Classes to Online

The best most effective and efficient techniques in helping your instructors to convert in-person classes to online. Engage with both panel practitioners and your colleagues in also sharing great ways to improve your online classes.

Panel

Angie Lipschuetz, San Francisco, moderator (in Photo); Raul Matos, Alexandria, VA. Scott Cashman, Palatine, IL.



MORE CONFERENCE BENEFITS

All 45 Sessions Archived

Listen to any and all the sessions up to 90 days.

Send Lots of People

Organizations averaged 20 people last year. Your staff will love it.

One Low Fee

Less than \$100 per person when you send 20 or more people.

Master's Degree

Learn about our joint Master's Degree with the Univ. of South Dakota.

UGotClass

Visit with our staff about making big money with UGotClass.

Your Conference App!

Updates, chat and more on LERN's conference app. Access to every session. Available on laptop or cell phone.

Why This Conference is Unique

You said last year's Virtual Conference was awesome. You were engaged. You contributed. You shared. You had fun. And then you told us how valuable it was in your testimonials.

This year experience all-new sessions and more ROI for your program. We've made the Virtual Conference the most specialized, advanced, how-to practical Professional Development event in the field. Give yourself and your whole staff the professional development you deserve. Give your program the competitive edge only LERN can provide.

An independent study shows LERN members have 10% more registrations, resulting in \$25,000 or more additional income for you every year.

Bank on the LERN advantage. I look forward to seeing you at the conference.

Elaine Chapman, Chair of the LERN Board of Directors, Pasadena, CA



*"I loved the ability to participate in a world class conference from the comfort of my home office!"
- Jenny Pirie, Prince George, BC, Canada*

CPP TRAINING AND EXAM

Come to the LERN conference and come away a Certified Program Planner (CPP).

Get the best professional training in the field of lifelong learning programming. Earn the recognition you deserve by passing the exam and becoming a CPP.

Here's how it works:

Attend the Core Skills sessions at the conference. They prepare you for the exam. Attend the optional Study Session for the exam. Then on Tuesday November 23 take the CPP exam online. You just have a proctor certify that you took the exam by yourself without notes. For those not passing the exam the first time, there is no additional charge or penalty to take the exam a second time.

Core Skills Sessions

To best prepare for the CPP exam, these sessions will best prepare you:

- Key Benchmarks
- Marketing Essentials
- Finding & Keeping Great Instructors
- Keep Customers Coming Back
- Effective Promotions
- Developing the Best Programs
- Needs Assessment
- Optimizing Prices

No additional Cost

There is no additional cost to take the exam and become a CPP. You will get a certificate and the right to the designation CPP after your name.

Optional Cost

We anticipate a small charge if you wish to receive your certificate on a plaque, or if you wish to have the CPP medal.

For More Information

If you have additional questions, feel free to contact us at info@lern.org or by calling us at 800-678-5376.



What You Said About Last Year's Virtual Conference

“Awesome Conference. Very informative.” – *Tracy Farson, Jacksonville, FL*

“I was engaged. LERN is very organized. A wonderful experience!”

- *James Calceta, Hayward, California*

“I loved that I had a front row seat at every session! :)”

– *Betty Sedor, El Camino, California*

“LERN helped me get my CPP. Thanks for the great opportunity!”

– *Dan Alves, Houston, Texas*

“As usual, the quality and depth of the presentations this year was impressive.”

- *Chad Holbrook, Ogden, Utah*

More Group Discussions

Trends and Issues In the Field

Discussions by constituency:

- Recreation Departments
- Public Schools
- Universities
- Community Colleges 5- Staff
- Community Colleges 6+ Staff

Tues, Nov 16; 1-1:45 pm ET;

12-12:45 pm CT; 11-11:45 am MT;

10-10:45 am PT

Fall 2021: What Worked, What Didn't

Discussions by constituency:

- Recreation Departments
- Public Schools
- Universities
- Community Colleges 5- Staff
- Community Colleges 6+ Staff

Tues, Nov 16; 5:15-6 pm ET; 4:15-

5 pm CT; 3:15-4 pm MT; 2:15-3

pm PT

Favorite! Hot Picks for Community Classes

For Recreation Departments and Public Schools. Bring 1, take home 19 more. *Wed, Nov 17; 1-1:45 pm ET; 12-12:45 pm CT; 11-11:45 am MT; 10-10:45 am PT*

Favorite! Hot Picks for Community Classes

For Universities and Community Colleges. Bring 1, take home 19 more. *Wed, Nov 17; 1-1:45 pm ET; 12-12:45 pm CT; 11-11:45 am MT; 10-10:45 am PT*

New! MicroCredentials & Badges

Moderators, Chad Holbrook, Ogden, UT; Rod Holt, Red Deer, AB. *Wed, Nov 17; 1-1:45 pm ET; 12-12:45 pm CT; 11-11:45 am MT; 10-10:45 am PT*

Favorite! Hot Picks for Community Classes

For small programs with 5 or fewer FTE staff. Bring 1, take home 19 more. *Wed, Nov 17; 5:15-6 pm ET; 4:15-5 pm CT; 3:15-4 pm MT; 2:15-3 pm PT*



New! Engaging Older Adults

Panelists, Carlotta Wade, Riverdale, MD; Gary Girard, Omaha, NE. *Wed, Nov 17; 5:15-6 pm ET; 4:15-5 pm CT; 3:15-4 pm MT; 2:15-3 pm PT*

State of Higher Education

Moderator, Joe Miera, Las Vegas, NV. *Wed, Nov 17; 5:15-6 pm ET; 4:15-5 pm CT; 3:15-4 pm MT; 2:15-3 pm PT*

The Year of 2022

Your top 3 new things to do in 2022.

Discussions by constituency:

- Recreation Departments
- Public Schools
- Universities
- Community Colleges 5- Staff
- Community Colleges 6+ Staff

Thurs, Nov 18; 1-1:45 pm ET;

12-12:45 pm CT; 11-11:45 am MT;

10-10:45 am P

REGISTRATION INFORMATION

Send As Many People As You Wish

Included in the one fee of \$1,795 is your ability to send as many people from your same organization as you wish to the conference. Attendees may participate in as few sessions, or as many sessions, as each individual wishes. Consider sending:

- **Staff.** All of your lifelong learning programming, or continuing education, staff. This is an ideal situation to have all your staff get professional development.
- **Staff for CPP.** Any person on your staff who wishes to become a Certified Program Planner (CPP). At no additional cost (some optional awards such as a medal or plaque may require additional purchasing) your staff can take the sessions preparing them for the CPP, participate in the CPP study session, and take the CPP exam and become a Certified Program Planner.
- **Central Administrators.** There are certain sessions relevant and informative to your central administrators that will help them understand your program and environment better. Attendees may attend even just one session if they wish.
- **Teachers.** There are certain sessions relevant and informative to your teachers that will help them in their teaching and understanding their learners better. Your teachers may attend even just one session if they wish.

Our Guarantee

Your organization will receive an ROI of 10:1, or information worth \$20,000 or more to your organization in additional income,

registrations and/or saved costs. If you do not feel the Virtual Conference provided your organization with a 10:1 return, our professional staff will spend up to three hours with you and your staff giving you specific information and recommendations worth \$20,000 or more.

Substitutions/Cancellations

Substitutions and additional people are accepted at any time. Sign up as many people as you wish from the same organization. Understand “the same organization” is determined by LERN. As the conference is virtual, and the sessions will be recorded for viewing/listening afterwards, we do not anticipate any reason for the virtual conference being cancelled. Because of the financial situation all nonprofits are facing at this time, we do not anticipate providing any refunds for any reason.

The Same Organization

Sign up as many people as you wish from the same organization. The same organization is determined by LERN, not your institution or organization. If you have questions about whether a person qualifies as being from the same organization, simply email us at info@lern.org. Or call us at 800-678-5376. In general, people from the same organization have:

1. Offices in the same city.
2. Email addresses with the same suffix/organization.
3. The same website.

Social Events

Our virtual social events are optional, and attendees take full responsibility for their participation. If there is a cost to fully participate, the individual attendee or attending organization bears the

responsibility for the cost. In addition, LERN has no liability for anyone’s actions in participating in the virtual conference, including social events. LERN takes no responsibility for you following the laws of your area, state or province. LERN takes no responsibility for social events involving consuming alcohol, underage participants, or any events subsequent to participating in our optional activities.

Payment

Payment is due in full, in U.S. dollars, at or before the conference.

Purchase Orders

A purchase order will reserve your place, with payment due at or before the conference. Please fax your registration and PO to us and we will email you an invoice.

5 Easy Ways to Register

Register Online

Go to www.lern.org/conference

Register by Phone

Have your registration form ready and call us at 800-678-5376. The phones are open from 8 am to 5 pm CT Monday-Friday, with the exception of U.S. holidays.

Register by Email

Send your registration information to info@lern.org

Register by Fax

Complete the registration form and fax it, toll free, 24 hours a day, to 888-234-8633

Register by Mail

Simply fill in the Registration Form and mail it to:
LERN Conference PO Box 9 River Falls, WI 54022 U.S.A.

Questions? Email us at info@lern.org or call us at 800-678-5376 or Chat Live at www.lern.org

REGISTRATION FORM

2021 Annual Virtual Conference - - November 15-18, 2021

Register with LERN's new Member Portal. Just go to www.lern.org/conference.

Call us at 800-678-5376 for assistance in accessing your LERN Member Portal.

Or simply fill in the information below and fax to 888-234-8633 with your credit card information or purchase order. Or call us at 800-678-5376 with your information and credit card. Or mail the form, along with your check, to LERN Conference, PO Box 9, River Falls, WI 54022. Questions? Email us at info@lern.org or Call us at 800-678-5376 or Chat Live at www.lern.org

Member/Customer ID# (From top line of mailing label) _____

Primary Conference Point Person _____ Title _____

Department _____ Organization _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Email _____ Phone _____ Fax _____

Conference Fee

\$1,795. For as many people from your organization as you wish.

The first additional five people you list will be designated as Delegates and receive hard copy materials. We encourage you to send at least six people to the conference.

Additional people: Send the name and email of additional people (no other information is required) to us at info@lern.org. Your attendees may attend as few, or as many, sessions as they wish. We encourage central administrators and faculty to pop-in on certain sessions of relevance. You may send names anytime, as often as you like, but prior to Nov. 5 is preferred. Submissions received after the 5th may be delayed.

Delegates (in addition to your Primary Conference Point Person)

Name and email

2. _____

3. _____

4. _____

5. _____

6. _____

TOTAL AMOUNT DUE

\$ _____

Payment Method: Choose A, B, or C

A **Payment enclosed.**
Make checks payable to
LERN Annual Conference.

B **Bill my institution.**
Purchase order required.

C **Charge to my credit card.**
Visa, MC, AmEx, Discover

All fees are in U.S. dollars.

Account # _____

Exp. Date # _____ CVV # _____

Cardholder's Name (please print) _____

Cardholder's Signature _____

Mail to:

LERN Conference Registration
PO Box 9
River Falls, WI 54022
USA



"Information That Works!"
P.O. Box 9
River Falls, WI
54022 USA

*"The LERN Annual Conference is
the best I have ever attended."*

Terri House, Concord, CA

LERN 2021 Annual Virtual Conference

Monday, Nov. 15 – Thursday, Nov. 18, 2021



The Best Experts
Join the best practitioners, new successful
practitioners, terrific presenters and LERN experts.