22ND ANNUAL
CREATIVE TRAINING TECHNIQUES™ CONFERENCE
THE SPOTLIGHT’S ON YOU

PRE-CONFERENCE
SEPT 27–29, 2015
CONFERENCE
SEPT 30–OCT 2, 2015
MINNEAPOLIS, MN
Lights, Camera ... Action!

Put yourself center stage for an exceptional learning experience.

Like Hollywood, The Bob Pike Group knows success requires meeting the needs of our audience. That’s why at the 22nd Annual Creative Training Techniques™ Conference we use our participant-centered approach to put the spotlight on you and deliver an experience that will be personally fun and professionally fruitful.

A Star-Studded Cast
Our conference includes nothing but A-List trainers who have gone through a rigorous selection process to ensure you learn from the best of the best. They all have real-world, front-line experience practicing everything they preach. Don’t miss our red-carpet-worthy line-up!

Intimate Venues
We’ve designed everything about our conference — from general sessions to break-outs and social events — using smaller venues that help get you fully engaged with both the presenters and your fellow attendees.

The Networking Opening Act
We use social media platforms like Twitter and Facebook to help attendees connect even before our conference starts. That means you’ll arrive at the conference knowing at least some of your fellow conference attendees giving your ability to network and interact with others a jumpstart. Our kick-off event Wednesday is a great chance to meet your fellow cast members in this grand production, plus it will be easy to keep in touch long after final curtain falls on the conference! Just use the hashtag #CTTC2015 throughout your time at the event to connect with attendees, speakers and trainers.

A Full-Spectrum Production
Concurrent sessions are designed for trainers of every experience level and skill. Topics include training design, communication, digital learning technologies and strategies, coaching, productivity, time management and much more.

Help Your Star Shine Brighter
The greatest names in Hollywood invested years of hard work and honing their craft to transform themselves from unknowns to superstars. Our conference is a great chance for you to follow their example and invest in yourself to build your skills and effectiveness as a trainer.

The spotlight’s on you!
Don’t miss this chance to be a part of our grand production ... and become one of more than 200,000 trainers who have changed the way they’ve trained for the better.

Certification Tracks
VIRTUAL  DESIGN
DELIVERY  FACILITATION
PRE-CONFERENCE WORKSHOPS

SUNDAY–TUESDAY, SEPTEMBER 27-29

Instructional Design
SUNDAY 12–6 PM, MONDAY AND TUESDAY 8:30 AM–4 PM
Most training programs have it backwards: they focus on the instructor and his or her lecture when they should be focusing on the participants. This workshop shows you how focusing on meeting participants’ needs gets them fully engaged and ready to learn. Learn how to infuse your lessons with excitement and fun while still creating an environment that maximizes learning. Includes brain-based science and adult learning theory that you can use to create engaging, interactive training that truly makes a difference back on the job.

You will learn to:
• Analyze learner needs and understand how to fulfill them
• Implement a quick and comprehensive needs assessment
• Write measurable goals and objectives
• Plan design approach and lesson development
• Isolate content into need-to-know, nice-to-know and reference material
• Insert CORE (Closers, Openers, Revisitors, Energizers) into lesson development to make your training more engaging

Presentation Skills
SUNDAY 12–6 PM, MONDAY AND TUESDAY 8:30 AM–4 PM
Important information is lost on audiences that are distracted, bored, or disengaged. Likewise, if you’re very engaging but have no structure or serious content, your audience may feel like it’s all a big waste of time. Engagement is the answer to both challenges. Discover methods and strategies to capture interest, lock in attention, and clearly communicate valuable content in a way that audiences will remember and apply. You’ll also practice things like controlling your nerves, body language and vocal patterns, as well as organizing your thoughts and being persuasive. Includes time for practice, coaching, and feedback, to refine your own content into a powerful presentation you can use immediately back on the job.

You will learn to:
• Deliver a strong and engaging message
• Select effective openers, closers and energizers
• Outline and develop dynamic content
• Better manage any audience
• Analyze the use of props and analogies in your presentations

MONDAY–TUESDAY, SEPTEMBER 28-29

Train-the-Trainer Boot Camp
MONDAY 8:30 AM–4 PM, TUESDAY 8 AM–3:30 PM
Gone are the days of lecture-based, time-consuming and boring training sessions. Train-the-Trainer Boot Camp lets you experience how participant-centered, instructor-led training can engage audiences for incredible results and makes it fun for both you and participants.

Our expert trainer will model dozens of our Creative Training Techniques™ for you. You’ll learn practical, easy ways to get participants to take ownership of their own learning, causing them to remember twice as much and apply it back on the job. Includes expert strategies for dealing with difficult participants, how to cut your design time in half and more.

You will learn to:
• Create powerful new openers, closers, revisitors and energizers for your training
• Cut preparation time by 50 percent
• Use our exclusive eight-step design process to transform current courses into high impact learner-centered courses
• Apply the latest adult learning theories to design and delivery
• Accelerate learning in special situations such as computer training and technical training
• Create powerful new ways to measure and demonstrate the results of training

Advanced Train-the-Trainer
MONDAY 8:30 AM–4 PM, TUESDAY 8 AM–3:30 PM
You’re already experienced and competent and consistently a pretty outstanding trainer. Ready to take your skills to a whole new level? You’ll learn advanced techniques to overcome all of your training challenges. Includes the latest methods for helping people remember more and apply what they learn back on the job. It also models how to use social media in the training room and illustrates the importance of scaling content to participants’ needs. This program is for trainers who have already experienced our Train-the-Trainer Boot Camp and have a strong desire to push their training over the edge—in a good way!

You will learn to:
• Build successful social media tools that relate to your students and content
• Use new linking techniques to increase retention and improve quality of training
• Apply new presentation strategies to your own content during the session
• Scale your training based on the learning styles in your classroom

Webinars that Work
MONDAY 8:30 AM–4 PM, TUESDAY 8 AM–3:30 PM
In a virtual training session you have just 4 minutes before participants tune out and go all sorts of unproductive places: Facebook, email, video games or anywhere else their devices and imaginations may take them. This workshop teaches how to create webinars so engaging they defeat the 4-minute rule and keep participants from wandering off to unproductive digital places.

Explore four strategies for delivering interactive webinars with a WOW factor! Learn creative techniques that will drive employee engagement through the roof. Then, watch your participants apply what they learn back on the job like never before.

You will learn to:
• Draft a webinar project plan incorporating CORE (Closers, Openers, Revisitors, and Energizers)
• Evaluate quality of instruction and engagement before, during and after a webinar
• Encourage collaboration during a webinar
• Recognize strategies for asking and answering questions effectively
• Engage learners and add variety to a webinar

Fantastic info! Fantastic ideas! Networking opportunities galore! I have so many things to go back and implement.
-Diane Johnson, Amplifon USA
minimizing difficult behaviors and will model winning techniques that will help the entire audience. This session will equip you with proven strategies aimed at the use of visuals in training.

pictures, and visuals help with recall. This session will show you ways to leverage or the sweeping vistas from Sound of Music, our brains think in and react to what we observe. We can all learn from Hollywood’s visual artistry. Whether an animated classic supports using brain-friendly coaching techniques for more effective training. This session will help you learn and apply the basics of cartooning to create simple graphics for flipcharts that your audience will love. Leave the session with a ready-to-use poster for your next training.

Your Audience’s Attention | JANICE HORNE

If you want to create blockbuster training, you need an engaging opening act. So how can you get your audience in a good mood, get them prepared to learn, and get your presentation off to a star-studded start? Come experience more than nine new ways to get your audience’s attention so you can make your presentation award winning.

Think of the social and emotional skills of the trainer (or speaker or coach) directly impact the success experienced by participants. Learn and sharpen four of the top skills required to successfully train and influence others.

NEW #101: Assessment for Learning in Training | ADRIANNE ROGGENBUCK

Are you reaching your audience? Are the critics raving at your performance? Are you sure? Discover how you can improve both student learning and your instruction when you utilize assessment for learning. Formative assessments used throughout a training provide valuable information for the instructor to gauge levels of mastery and adjust their instruction accordingly. They also provide feedback to the learner without feeling like a test. Join this session to engage in several formative assessments that are easy to replicate, and even fun!

NEW #102: The Opening Act: Getting and Keeping Your Audience’s Attention | PRISCILLA SHUMWAY

If you want to create blockbuster training, you need an engaging opening act. So how can you get your audience in a good mood, get them prepared to learn, and get your presentation off to a star-studded start? Come experience more than nine new ways to get your audience’s attention so you can make your presentation award winning.

NEW #103: Using Coaching Skills to Train More Effectively | KATE LARSEN

Dramatically increase your effectiveness as a trainer by using a “coach approach” before, during and after your training. Learn masterful coaching skills to make a deeper, longer-lasting impression with your training. Discover how neuroscience supports using brain-friendly coaching techniques for more effective training. This session will also provide additional insight into developing your Influence-IQ™.

NEW #104: Visuals to Remember | JANICE HORNE

We can all learn from Hollywood’s visual artistry. Whether an animated classic or the sweeping vistas from Sound of Music, our brains think in and react to pictures, and visuals help with recall. This session will show you ways to leverage the use of visuals in training.

NEW #105: The Trainer’s First Aid Kit: 15 Ways to Manage Difficult Behaviors and Situations | MARC RATCLIFFE

Just like at the cinema, the difficult behaviors of a few can ruin the experience for the entire audience. This session will equip you with proven strategies aimed at minimizing difficult behaviors and will model winning techniques that will help any trainer to create a positive and exciting program for their entire audience.

NEW #106: Getting to Kirkpatrick® Levels 3 and 4: Creating Believable Value | SUSAN KIRKPATRICK MUEHLBACH

Training is still “on trial,” charged with incurring expenses in excess of the value it provides to the organization. Training must reinvent itself and transcend the classroom. This information-packed session to learn how to structure initiatives so they enhance on-the-job performance and impact the bottom line. Learn directly from the creators of the Kirkpatrick Model the newest way to implement the four levels. This program will focus on tactics at Levels 3 and 4 and provide ideas that all professionals can implement in their own organizations.

NEW #107: Discover Your Listening Style | RICH MEISS

Movie production is a giant exercise in communication. Same goes for any organization. This session reveals how effective listening leads directly to the great communication needed to make a positive organizational climate as well as bottom line results. Good listeners use a range of listening styles, from more feeling-oriented listening to more fact-oriented listening. In this session you’ll discover which of the five listening styles you tend to use and learn how to increase your listening effectiveness.

NEW #108: Webinars 101 | MICHELLE STIDWELL

Let your content shine on the small screen and get your online audience engaged with our crash course on designing creative webinars. Increase your participants’ retention and transfer of learning by exploring our four techniques for delivering interactive webinars. By the end of this session, you will feel confident that you can add a little Hollywood dazzle to your very next webinar.

NEW #109: Lessons from a Movie Trailer | JANICE HORNE

Ever wonder why a good movie trailer makes you want to see the whole movie? Wouldn’t it be great if your training could get the same reaction? In this session we will explore the components of a movie trailer and identify how you can use those same elements in training.

NEW #110: Cartooning for the Artistically Challenged | ADRIANNE ROGGENBUCK

Ever since Mickey Mouse came to life in 1928, cartoons have captured human imagination. Even if you’ve only dreamed of moving beyond stick figures this session helps you learn and apply the basics of cartooning to create simple graphics for flipcharts that your audience will love. Leave the session with a ready-to-use poster for your next training.

NEW #111: Making Meetings Work by Design, Not Default | RICH MEISS

In the movie business, nothing happens without a script. The same should go for meetings! This session gives you the script for effective use of meetings: what types of meetings matter, how often to meet and who should attend. You’ll walk away with a checklist of what to do before, during and after a meeting and at least 17 ideas to make your meetings more engaging and memorable.

NEW #112: Openers – The Art of Introduction | JASON ASH

This session will explore a variety of ways to engage an audience with powerful introductions that encourage participants to interact with you, the content, and each other. Includes specific tips on having the participants introduce themselves.
In this highly interactive session, you’ll learn 12 dynamic techniques that will make you the Master Chef of the training room. Get proven recipes for helping presenters to attract and maintain interest and increase participation in any type or size of environment, including online.

**10:30 AM—12 PM**

- **#206: Making Mandatory Fun | RICH MEISS**
  Captive audiences offer unique opportunities ... and challenges. Get best practices from fellow participants as well as the instructor for implementing instructor-led/participant-centered training in mandatory and new employee orientation classes. Learn how to deal with the “prisoners” who attend mandatory training, and help them want to be there. You’ll uncover the secrets to success and how to implement them. A can’t-miss session if you do mandatory or new-hire training of any kind.

- **#207: Three Pounds that Matter the Most | PRISCILLA SHUMWAY**
  If you’ve ever laughed or cried at the movies (and you know you have), you know strongly your three pounds of gray matter can react to things, fear, emotion, music and fun. Learn how and why your brain reacts to those elements and how the 12 principles of brain-based learning can transform your training.

- **#208: It’s Alive! Science Experiment Object Lessons | SCOTT ENEBO**
  Cue the lightning and Frankenstein’s monster! Take the lessons that you learn from simple science experiments to get your learners to better understand your content and message. Experience these experiments in action and dissect how to use them to ensure that our message and outcomes are achieved.

- **#209: PowerPoint Presentation Tips | BECKY PIKE PLUTH**
  The fundamentals of cinematography haven’t changed in decades, and yet Hollywood finds ways to keep it fresh. The same can go for PowerPoint. From high-tech to low-tech ideas, experience different ways to make this tool work for you. Examine tools to engage learners in real time. Use eight design tips to differentiate a good PowerPoint from a bad PowerPoint and select a strategy to begin applying to your own content.

**12–1:30 PM | LUNCH**

**1:30–3 PM**

- **#210: Games with Frontiers: Learn How to Use a Series of 60-Second Energizers | JASON ASH**
  Energy — the holy grail of entertainment industry — is also critical to your training success. In this hands-on workshop we reveal five secrets of effective interactive training that is faster, cheaper, and better. Participants will also rapidly explore and participate in at least 25 different 60-second energizers that will help you crank up the wattage on your training.

- **#211: Star-Studded Handouts | JANICE HORNE**
  We could learn a lot from movie posters: they capture the excitement, draw people in and enhance the experience. This session examines the seven different types of handout formats and considers in which situations each type will enhance your training production.

**NETWORKING RECEPTION**

Join The Bob Pike Group team for an informal time to mix and mingle with other conference attendees and presenters.

**THURSDAY, OCTOBER 1**

**8:30–10 AM**

- **NEW #201: Maximizing Learning Transfer Using the Kirkpatrick® Model | SUSAN KIRKPATRICK MUEHLBACH**
  Training is of little value if the learnings do not get applied on the job. In this session, you will learn directly from a leader in the training industry how to maximize learning transfer for any training program. Specific tactics to implement before, during and after training will be shared. You will come away from this information-packed session with ideas you can immediately apply to your work.

- **#202: Transforming Managers into Coaches | RICH MEISS**
  Behind all famous actors are people who coached them to greatness. This session shows you how turning managers into coaches can help employees and organizations become superstars. You will experience the value of three of the five coaching roles —cheerleader, confidant, and corrector — and help managers learn how to reinforce good performance, redirect poor performance, and realize the power of helping their people discover their own solutions.

- **NEW #203: Project Management Know-How for Trainers | MICHELLE STIDWELL**
  Feature film project managers somehow manage a million details and challenges without losing their minds. If you’ve ever felt overwhelmed by the challenges of designing and delivering training, come learn proven project management techniques that will make your next training mission less daunting.

- **#204: Training Hits for the Ages | DOUG MCCALLUM**
  Some training techniques are simply one hit wonders and don’t stand the test of time. Learn 45 of our Creative Training Techniques™ that have been tested and refined over a 30 year period to create a blend of training that can turn out one smash hit after another.

- **#205: The Trainer’s Cook Book: 12 Recipes for Learning Engagement Success | MARC RATCLIFFE**
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- **#113: Games and Contests | SCOTT ENEBO**
  Whether spinning the wheel or battling for the Bachelor, Hollywood knows the power of games and contests. Explore how you can tap into the appeal of games and contests in motivating learners while also encouraging an active and fun learning environment. Examine nine steps to facilitating activities and applying game and competition strategies to both virtual and classroom content.

- **NEW #114: Graphic Organizers: The How, What and Why | PRISCILLA SHUMWAY**
  Shapes, patterns, textures … pretty colors! The entertainment industry uses graphics to enhance audience engagement, and so can you. Learn how and why graphic organizers are so effective, and how to use them to help visually identify and classify ideas, communicate more effectively, problem solve, make decisions, revisit materials, and brainstorm.

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This conference really delivers results. Each instructor models the actions and behaviors that are the core of Creative Training Techniques™.

-Jeri Givens, Wells Fargo
#212: After Lunch Energizers – Handling the Hardest Part of the Training Day | DOUG MCCALLUM

Full belly … audience dozing in their seats … that’s a show-stopper. Get six energizers to handle the hardest part of the training day – AFTER LUNCH! Each incorporates the instructor-led and participant-centered methodology so come prepared to be energized.

#213: Add Sass and Sizzle to Your Synchronous Session Using Video and Object Lessons | BECKY PIKE PLUTH

Two mainstays of the movie world — video and props — can revive your tired training and increasing interactivity, engagement, and content interest. Come see how easy it is to including video or a physical metaphor to add a little Tinseltown to your training. Includes tips for strategically selecting and using pre made video clips and live video feed (web cams) for learners to experience props in a memorable way.

#214: Challenging Participant Share Session | RICH MEISS

Send in the clowns … unless you’re in training … then send them out! Most trainers have faced dealing with the class clown, the arguer, the complainer, the expert, the monopolizer, the sleeper, the texter and all the other challenging participant types. Share ideas with and learn from other trainers how to deal successfully with these types. Learn how to turn the negative energy of challengers into a positive experience most of the time – and what to do when you cannot win them over.

#215: Millennials: Myths and Truths in the Workplace | PRISCILLA SHUMWAY

KNOW YOUR AUDIENCE is the law of the movie jungle. Same goes for training. The US Bureau of Labor Statistics predicts that millennials will make up approximately 75% of the workforce by 2030. What are 8 things you need to know about this group that will help you manage and train them? What strategies work best for them in the learning and development arena?

#216: One-on-One Training | SCOTT ENEBO

In addition to designing and delivering classroom-based sessions, many trainers are being asked to deliver one-on-one training as well. This session teaches techniques that prepare you for up-close-and-personal sessions, including customizing training for each learner plus more tips and tricks that make for an effective one-on-one training program.

#217: Instructional Design—Fast | BECKY PIKE PLUTH

Never seem to have enough time to devote to training design? How far do you think a cast can go without a script? In this session you will explore a method of design that will help you quickly align content and activities to the behaviors necessary to reach your business goals.

The collaboration of the facilitators is contagious among the attendees. Content is well organized, clear and consistently modeled throughout.

- Ashley DiGrazia, Straumann
HEADLINER
WEDNESDAY KEYNOTE | KATE LARSEN

Kate is a professional speaker, workshop leader and executive coach with more than 25 years of experience. With an executive masters in the neuroscience of leadership, she specializes in emotional intelligence, professional and personal leadership, work and life balance, and coaching skills. She is the author of Progress Not Perfection: Your Journey Matters, and has been featured in more than 50 national magazines, television and radio broadcasts. She created Influence-IQ™: Intelligence That Matters to help leaders get results through others by using their brain and heart. Kate is an active member of the National Speakers Association and International Coach Federation, earning the designations of Master Certified Coach and Board Certified Coach. She is an advisor, faculty member and presenter for Wellcoaches Corp., and served as an executive coach and consulting associate for the Ken Blanchard Companies for 15 years.

REGISTRATION INFORMATION
CONFERENCE REGISTRATION INCLUDES:
• Access to all Conference handouts
• Your choice of 38 sessions
• Continental breakfast each day
• Lunch on Wednesday and Thursday
• Networking Reception Wednesday evening

FOUR EASY WAYS TO REGISTER:
• Online: Register at BobPikeGroup.com
• Fax: Download a copy of the registration form at BobPikeGroup.com and fax to 952.829.0260
• Phone: 844.BOB.PIKE (844.262.7453)
• Mail: Download a copy of the registration form at BobPikeGroup.com and mail it to: The Bob Pike Group, 14530 Martin Drive, Eden Prairie, MN 55344

REGISTRATION CANCELLATION POLICY: There is a $200 administration fee charged to all cancellations. Registrations cancelled after August 29, 2015 are subject to the full fee. A company may substitute one person for another. All substitutions or cancellations must be in writing. The Bob Pike Group reserves the right to make subsequent cancellations or changes and, should it do so, its liability is limited to the return of the enrollment fee. We reserve the right to correct any printed errors.

CONFERENCE HOTEL: The Hilton Minneapolis/St. Paul Airport Mall of America hotel is located three miles from the Minneapolis/St. Paul International Airport (MSP) and one mile from Mall of America. Complimentary shuttles to and from the Airport and the Mall of America.

The hotel is offering a reduced rate of $159 per night for guest rooms through August 21, 2015 or until the room block fills, whichever comes first.

To make reservations call (952) 854.2100 and ask for The Bob Pike Group (BPG) block of rooms or go to our personalized web page: tiny.cc/CTTConf2015Hotel

PRE-COMMITMENT SEPT 27–29, 2015
Without conference registration
Instructional Design
Presentation Skills
Train-the-Trainer Boot Camp
Advanced Train-the-Trainer
Webinars that Work

With conference registration
$1,795
$1,695
$1,495
$1,295
$1,595

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Train-the-Trainer Boot Camp
Advanced Train-the-Trainer
Webinars that Work

$1,495
$1,495
$1,595

$1,295
$1,295
$1,395

CONFERENCE REGISTRATION SEPT 30–OCT 2, 2015
Paid before 5/1/15
$1,395
Paid after 5/1/15
$1,595

Additional discounts are given for The Bob Pike Group Certification Program Graduates and groups of 3 or more. Call: 844.BOB.PIKE (844.262.7453) for more information.

PIKE'S PEAK AWARDS:
Do you know someone who has accomplished dramatic results with his or her training in the past two years? Give them the recognition they deserve. Nominate them for a Pike's Peak Performance Award! The Pike's Peak Award formally recognizes learning leaders and/or their organization for implementation of participant-centered training that has positively impacted performance. Winners receive a free conference registration. For more information or to nominate a candidate, go to BobPikeGroup.com and under the “About” tab on our homepage you will find the Nomination form.

CERTIFICATION TRACKS

Increase your credibility or even jumpstart your career by completing one of four certification tracks. Each track is carefully planned to give you a competitive advantage in your professional growth by achieving excellence in each of these designated areas.

For more information contact us at 844.BOB.PIKE (844.262.7453) or download the application at BobPikeGroup.com/Certificates and fax it to 952.829.0260.

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FREE $25 WEBINAR, WITH REGISTRATION, USE CODE: 101552