26TH ANNUAL
CREATIVE TRAINING
TECHNIQUES® CONFERENCE

INGENUITY EVERY TURN

Innovation Starts with You

CTT.BOBPIKEGROUP.COM
Innovation Starts with You

EARN YOUR CTT CERTIFICATION

Pre-Conference
September 22–24, 2019

Conference
September 25–27, 2019

MINNEAPOLIS, MN

THE CREATIVE TRAINING TECHNIQUES® CONFERENCE OFFERS:

- New ideas to develop exceptional trainers and world class programs
- Tactics to harness the power of digital learning with webinars and social media
- Four certification tracks and the debut of an exciting new workshop covering on-the-job training
- Tools to present with polish and poise
- Learning teams with built-in structure for networking and personal access to the facilitators
- Methods to measure the ROI of training
- Strategies to coach and manage today’s workforce
- Access to 1:1 ask-the-expert consulting sessions with master trainers and Chief Training Officer Becky Pike Pluth

EARLY BIRD SAVINGS THROUGH MAY 31ST

(See Page 15)
Train-the-Trainer Boot Camp

2 Day | $1,595 | $1,395  
3 Day | $1,895 | $1,695  

Early Bird*

Transform the Way You Train and Revolutionize Your Results.

Train-the-Trainer Boot Camp is the cornerstone of our innovative instructor-led, participant-centered methodology. In this two-day training transformation, you’ll be introduced to the Creative Training Techniques® that thousands of trainers all over the world have used to increase learning retention by 90% and on-the-job transfer by 75%.

Every aspect of Boot Camp is designed for one purpose: to help you deliver results in your training. You’ll leave Boot Camp with actionable strategies you can apply your very first day back on the job.

In this workshop you’ll discover:

- 20 step-by-step strategies for audience engagement
- 5 FUNdamental principles of participant-centered learning
- C.O.R.E. elements of content development
- E.A.T. model for structuring content
- 7 types of difficult participants and how to handle them
- Using the 90-20-10 rule for “chunking” content to boost retention
- How to apply participant-centered techniques to any content and any size audience

Boot Camp Plus

Boot Camp Plus workshops include a third day devoted to hands-on learning, practice, and feedback. This extended workshop gives you a chance to dive deep into the practical application of Creative Training Techniques® under the guidance of a Creative Training expert.

*Early Bird Registration: Register 45 days in advance to receive discounted pricing.
“I loved everything about the Boot Camp experience! I’m a seasoned educator, yet I walked away with new strategies and activities I could literally use the next day in my classroom and in-service teacher training. I can’t wait to attend another BPG course.”

- Kelly Capp, Director at Maranatha Academy

### 2019 Dates & Locations

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<tr>
<th>City</th>
<th>Dates</th>
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<tr>
<td>Phoenix</td>
<td>Apr. 11–12</td>
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<td>Charleston, SC</td>
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<td>Boston</td>
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<td>Washington, DC</td>
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**Tip:** Learn more about CTT® certification at [BobPikeGroup.com/certification](http://BobPikeGroup.com/certification).
On-the-Job Training

2 Day | $1,195 | $995  } Early Bird*

On-the-job training (OJT) is a proven way to quickly ramp up employees and minimizes the time needed by other employees to deliver training.

Done right, OJT makes employees more versatile, enhances self-esteem and personal growth, and encourages workplace values. Participant-centered OJT provides just-in-time solutions to ensure people have the knowledge and support they need to do their jobs.

This workshop is for anyone who designs or delivers training, subject matter experts who train new employees, and leaders who want a faster, better, easier onboarding process.

In this workshop, you will:

- Identify jobs best suited for OJT
- Recognize when to use structured vs. unstructured approaches
- Discover the 80/80 rule for design
- Create a draft behaviors checklist to shape learning objectives
- Follow the 7-step process for participant-centered OJT
- Choose transfer strategies to boost pull-through back on the job
- Discuss strategies for coaching, observation and feedback

2019 Date & Location

Minneapolis  Sep. 23–24

*Early Bird Registration: Register 45 days in advance to receive discounted pricing.
Gamification in Training

2 Day | $1,195 | $995  [Early Bird*]

Experience a simple, participant-centered approach to adding game elements to your classroom and online learning.

In this two-day workshop, BPG consultants model how games have the power to add to training without distracting. See how games make learning more fun, impactful, and can help increase retention. Discover how elements like badging and rewards dramatically increase engagement. (Hint: airlines and credit cards already do it!) You’ll grasp a framework to create your own games that promote friendly competition, recognize achievement, and reward learning and behavioral changes. From no-tech to low-tech, you will have the tools you need to add variety to your training immediately without expensive equipment or software.

Takeaways from this workshop include:

- Learn the what, why and how behind gamification in the classroom
- Discover a repeatable process to create your own games
- Design an original game to align with your own content
- Explore the brain-science behind the intrinsic attraction of gaming
- Examine no-tech and low-tech options to bring gaming elements to the classroom
- Practice methods to debrief and evaluate training games
- Choose ways to customize games for any size audience and setting
- Gain 10 tips for gaming in virtual classrooms

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*Early Bird Registration: Register 45 days in advance to receive discounted pricing.
Instructional Design

3 Day | $1,895 | $1,695  

Early Bird*

**Experience for yourself how instructor-led, participant-centered Creative Training Techniques® can transform training outcomes.**

Discover a 4-step process for creating training programs that engage learners, accelerate the learning process, and deliver results—every time. Using a repeatable formula, you will be able to reduce training time by 25-50% and cut prep time in half.

The 4-Step Instructional Design Process:

1. Identify your goals for training. What will success look like?
2. Generate results-driven training objectives.
3. Design and develop engaging training materials.
4. Measure and evaluate training results.

In this workshop, you will:

- Develop needs assessments to guide content
- Learn to write specific, measurable training objectives
- Insert C.O.R.E. elements to your own content
- Harness the social component of learning
- Use storyboarding to brainstorm and organize ideas
- Apply the 90/20/10 rule to course development
- Create effective job aides and leader guides

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**Tip:** Register for any workshop online at BobPikeGroup.com/WorkshopCalendar.

*Early Bird Registration: Register 45 days in advance to receive discounted pricing.*
Custom Training for Team Success

Interested in custom team training? Save time and money by bringing any workshop on location.

Call 866-262-7453 to discuss your training goals with one of our consultants.

We’ll help you identify the best workshop to suit your team’s needs.
Performance Consulting

2 Day | $1,195 | $995  Early Bird*

Position yourself as a performance consultant in your organization and industry.

Discover how to recognize and eliminate costly training that doesn't add value. You'll learn skills to identify performance solutions that lead to better results.

This workshop is for L&D professionals who would like to work as strategic partners in training and desire greater influence leading change.

In your workshop you’ll discover:

- 39 strategies to establish credibility as a consultant in any setting
- 10 tips to gain management buy-in and support
- A simple process to estimate the value of a project
- 3 ways to research any organization
- 42 concepts to improve organizational savvy
- Create stakeholder and implementation plans
- Acquire a repeatable 4-step performance consulting process

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*Early Bird Registration: Register 45 days in advance to receive discounted pricing.

Tip: Bring any workshop onsite to your location and receive customized training for groups of 6 or more.
Call 866-262-7453 to discuss your training needs with one of our consultants.
**Presentation Skills**

2 Day | $1,595 | $1,395  

*Early Bird*

**Become an affective and effective speaker who makes it look easy.**

In the safety of a small group, you'll practice and receive feedback with the guidance of a Creative Training expert. In two days, you'll refine your own content into an engaging presentation you can deliver with poise back on the job.

This workshop is for trainers, subject matter experts, managers, and people who speak to groups occasionally or as a regular part of their jobs.

You'll discover how to:

- Open strong and engage attention right away
- Structure your message around your audience's needs
- Establish credibility and authority, even with higher ups
- Better manage any size, age or level of audience
- Transform from subject matter expert to confident speaker
- Master methods to control nerves and present with polish
- Anchor your close and tie it all together

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*Early Bird Registration: Register 45 days in advance to receive discounted pricing.*
Microlearning
Just Enough, Just in Time Training

2 Day | $1,195 | $995  Early Bird*

The average microlearning takes 13 minutes to complete, but most users quit less than halfway through!

Discover practical ways to deliver content in smaller, specific bursts for “just enough, just in time” segments. Experience how fun and easy microlearning can be, and learn a repeatable process to create your own microlearning videos, self-paced e-learning, and visual tools.

This workshop is a creative lab experience—bring an existing program or new content, and leave with your first microlearning units 100% ready to launch. Explore platforms and tools like Raptivity and UMU and discover ways to integrate microlearning to online and live training.

In this workshop, you will:

- Determine when smaller is the right approach
- Discover the 8-step microlearning design process
- Tap into the brain science of spacing to improve retention
- Practice a variety of methods for chunking content
- Takeaway templates for immediate use
- Use voiceover PowerPoint technology
- Choose design strategies that best fit your objectives
- Integrate surveys, quizzes, and mini games into microlessons
- Learn how to make articles interactive for better retention
- Create your own microlearning units with expert guidance and feedback

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*Early Bird Registration: Register 45 days in advance to receive discounted pricing.
The Interactive Virtual Trainer

Online | $1,595 | $1,395 } Early Bird*

Experience how virtual training can be just as engaging and effective as classroom training when it’s participant-centered.

Learn how to engage your webinar audience right from the start. You only have four minutes to hold your audience’s attention during a webinar. After that, minds start to drift and attention fades.

In this live online workshop (three 3-hour sessions), you’ll explore the practical application of Creative Training Techniques® in webinar design and delivery.

In this online program, you will:

- Draft a webinar plan using C.O.R.E. elements to maximize engagement
- Effectively use polling, games and chat tools
- Discover 58 ways to add variety to your virtual training
- Practice strategies for asking and answering questions on live webinars
- Create handouts, PowerPoint presentations, planning templates, and online evaluations
- Apply participant-centered methodology to your virtual training
- Compose action-oriented learning objectives around your content

2019 Dates & Locations

Online, Three 3-hour Sessions Jul. 16–18
Online, Three 3-hour Sessions Nov. 5–7

*Early Bird Registration: Register 45 days in advance to receive discounted pricing.

Tip: Our training consultants host a free monthly webinar series featuring fresh, creative ideas on topics that matter to you as a trainer. Find upcoming webinars at BobPikeGroup.com/Webinars.
Instructional Design Services

Don’t have the resources to tackle your biggest training monster? The Bob Pike Group designs customized training programs around your content and goals.

Let’s get started!

It all begins with a free needs assessment to discuss where your business is going and the challenges standing in your way.

Call 800-262-7453 to schedule.
Earn Your Creative Training Techniques® Certification in Two Easy Steps:

Attend a pre-conference or public workshop. + Attend CTT 2019 to earn certification in one or more areas of concentration: Delivery, Design, Facilitation, Online = Professional Certification

Steps may be completed in any order. Your Creative Training Techniques® Certification is designed to be customized to help you meet your professional goals.

Benefits:

> Demonstrate your commitment to training excellence
> Develop new skills to enhance professional growth
> Open doors with a new credential on your resumé
> Receive a certificate to proudly display your achievement

Workshops available for each concentration:

**Delivery**
- Train-the-Trainer Boot Camp
- OR Gamification
- OR On-the-Job Training

**Design**
- Instructional Design
- OR Microlearning

**Facilitation**
- Performance Consulting
- OR Presentation Skills

**Online**
- Interactive Virtual Trainer
- OR Microlearning
ALL-NEW WORKSHOP FOR 2019!

On-the-Job Training
Free up valuable staff time with participant-centered, on-the-job strategies that deliver the knowledge and support needed to quickly ramp up employee skills.

See page 6 for dates and information.