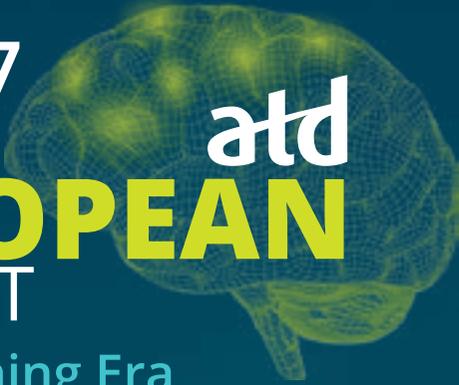


# 2017 **atd** **EUROPEAN** SUMMIT

New Learning Era



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Summit & Exhibition > **13 December 2017**  
Certificate Programs > **14 December 2017**  
Amsterdam Marriott Hotel, The Netherlands

## FEATURING INTERNATIONAL KEYNOTES



**TONY BINGHAM**  
President and CEO  
**Association for Talent Development (ATD)**  
USA



**SHANNON TIPTON**  
Certified ATD Trainer, Author,  
Owner and Chief  
**Learning Rebels**



**ANOUK KOUDIJS**  
HR Director EMEA  
**TOMS**



**ANDRE DE WIT**  
Vice President Learning  
**Carlsberg Group**

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# the event

## Europe's Most Prominent Event for Talent Development and Learning

The world's largest talent development association – ATD and KNect365 - an informa business, partner to bring you Europe's pioneering event for talent and learning professionals. ATD European Summit brings the learning and talent development community together to learn, network and innovate.

Technology continues to influence every aspect of work, from how people learn to how businesses operate and the way people learn is changing – it's a new learning era. With this new era, comes an increasing need for talent development efforts to align with business needs and strategies, operate as a business partner, and engage stakeholders throughout the organization.

Featuring high-level international keynotes, European top influencers and employers, and out-of-the-box innovators, the event promises to be the leading platform to accelerate the pace of talent development in Europe.

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## What's on the Agenda

The Summit brings together Europe's L&D community to share and discuss:

- Latest global and regional trends in talent development and learning and their impact on the region
- Strategies to align talent development as a business partner
- Best practices for introducing and integrating e-Learning and new learning technologies
- Measuring and evaluation the ROI of learning programs
- Linking performance management systems with talent management strategies
- Building the digital learner to drive the business forward
- Designing an integrated blended learning model to improve business performance



# speakers

## Global and Regional Talent Development Experts

Tony Bingham, President and CEO, **ATD**

Shannon Tipton, Certified ATD Trainer, Author, Owner and Chief Learning Rebel, **Learning Rebels**

Anouk Koudijs, HR Director EMEA, **TOMS**

Brandon Carson, Author and Learning Director, **Home Depot**

Carrie Addington, Certified Coach and Trainer, **ATD**

Andre De Wit, Vice President Learning, **Carlsberg Group**

Ria van Dinteren MA, Advisory Board, Managing Consultant Breinwerk, Head Editor, **TVOO**

Nina Olatoke, VP Human Resources Europe and EMEA, **BDP International**

Vivian Heijnen, Co-Founder 70:20:10 Institute/Managing Director Tulser, **70:20:10 Institute**

Floor Dijkstra, L&D Director, **Friesland Campina**

Jos Arets, Co-founder, **70:20:10 Institute**

Gianpaolo Barozzi, Senior HR Director, **Cisco**

David Smith, Global Managing Director, **Virtual Gurus Limited**

Rutger Barczuk, Senior Business Partner Learning & Development, **KPN Academy**

Ger Driesen, Learning Innovation Leader, **aNewSpring**

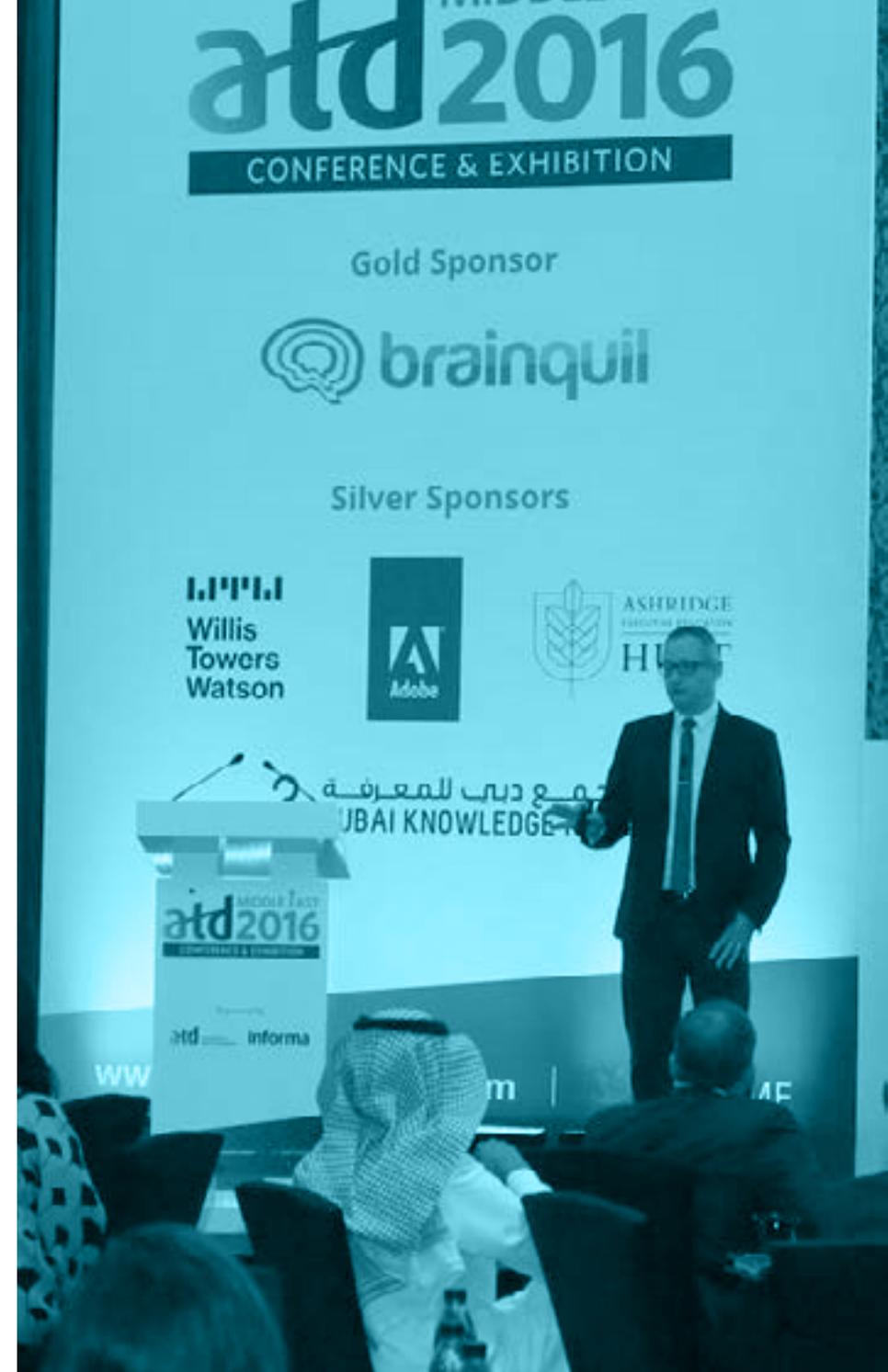
Stephen Van Hooydonk, Former CLO, **Flipkart**, Global Learning Innovation and Corporate University Advisor

Dr. Amparo Diaz-Llairo, Associate Professor at Master in Work, Organisational, and Personnel Psychology, **University of Barcelona**

Evert Pruis, Corporate Talent Development Specialist, Partner, **Forzes**

Dan Ward Jones, Head of Training, **Zurich Insurance Company**

Stephan Obdeijn, President of the Board, **NVO2**



## Two Days of Inspiring, Learning and Exclusive Networking

<b>WEDNESDAY</b> 13 December 2017	<b>THURSDAY</b> 14 December 2017
<b>Summit and Exhibition</b> Keynotes, Case Studies and Panel Discussions	<b>Certificate Programs</b> Two ATD Certificate Programs to choose from

### Event Snapshot



Inspirational keynotes



200 participants



25 top-level speakers



2 ATD Certificate Programs led by international accredited experts



Focus on the new and emerging trends and technologies



Interactive session formats to exchange best practices



## Day One

- 08.00 Registration and welcome coffee
- 08.50 Opening Remarks from the Chair  
**David Smith**, Global Managing Director, **Virtual Gurus Limited**
- 09.00 Welcoming Remarks from NVO2  
**Stephan Obdeijn**, President of the Board, **NVO2**
- 09.10 *ATD Address*  
**Driving Innovation Through Talent Development**  
 Senior leaders and talent development professionals overwhelmingly agree that innovation is a top priority and essential for success. Yet very few are satisfied with the level of innovation happening in their organizations. As the demand for training on teamwork, communication skills, leadership, and change management continues, programs on innovative thinking or managing innovative teams are in the least demand and rarely offered to staff. So how can an organization change its approach to think and operate more innovatively? How can the talent development function play a key role in driving innovative thinking and practices? In this session you will hear about organizations that have made innovation a top priority, are embracing it as part of their talent development strategy, and are driving more innovation through organizational culture, change management, and teamwork.  
**Tony Bingham**, President and CEO, **ATD**
- 10.00 *L&D Keynote*  
**Disruptive Learning: How the Digital Age and Newest Learning Technologies Have Transformed the Way we Learn**  
 In this session, HR professionals will understand the trends in technology, the impact it will have on employee expectation, performance and engagement and how to set up for success. Our employees are consumers, and consumer technology is outpacing organisational technology. This is putting extreme pressure on organisations to keep up as employees have higher expectations of what technology solutions the company delivers for employees to use. Andre will share an example of communication technology in performance management to demonstrate this.  
**Andre De Wit**, Vice President Learning, **Carlsberg Group**
- 10.30 **A Structured Networking and Refreshment Session**  
 This unique facilitated session will give you the opportunity to meet and engage with your peers from investors, incubators, corporate firms, starts-ups to social entrepreneurs, universities, NGOs, ministries and government. **Bring a lot of business cards!**

## Wednesday 13 December 2017

- 11.10 *Home Depot USA Case Study*  
**Learning Transfer: Sustainable Learning Practices to Maximise Business Performance**  
 The fundamental purpose of learning and development is to help people develop skills which, when applied to work, enhance job and organizational performance. While this is widely acknowledged, how businesses measure the success of learning is not often in alignment with this idea. Brandon will share how to link L&D programs to transfer learning to actual job performance, identify the learning transfer activities that drive business performance. This practical session will also explore the model that captures the essential components that support learning transfer most effectively.  
**Brandon Carson**, Author, Learning Director, **Home Depot USA**
- 11.40 *Case Study*  
**Redefining the Value of L&D: Creative Approaches to Win Stakeholder Buy-in**  
 L&D needs to build confidence as we approach business leaders with bold solutions to challenging business problems. Demonstrating value is just one characteristic of high performing learning organisations, it goes hand in hand with the ability to understand performance requirements. This session will explore defining what value L&D adds to the business, examining why it is so vital to demonstrate value, and identifying creative ways to engage our stakeholders.
- 12.05 *Panel Discussion*  
**Neuroscience: Harnessing the Science of Learning**  
 Is training worth the investment? Does training bring about a change in your bottom line results? Organisations are increasingly demanding justification for the training investment and its benefit towards the bottom line results. Today, it's about creating an environment and culture where people choose to learn. In this panel discussion, you will hear from experts on how neuroscience focuses on the brain and its impact on behaviour and cognitive functions. You will discover new possibilities in the way to engage and encourage a learning environment as well as cultivate creativity and innovation.  
**Shannon Tipton**, Certified ATD Trainer, Author, Owner and Chief, **Learning Rebels, USA**  
**Evert Pruis**, Corporate Talent Development Specialist, Partner, **Forzes**

12.45 *A KPN Case Study*  
**Sustainable Learning Practices to Drive Business Performance**  
 Customer Service is continuously changing. New channels are offering customers more access via more channels, and integration of new technologies has created a new dynamic which demands a different approach to learning. Rutger Barczuk, Senior Business Partner Learning & Development at the KPN Academy will share how KPN redesigned their approach to learning to drive sustainable business performance and futureproof their customer service. By being customer centric and modernizing the learning methods to serve the needs of the modern learner, they could bring new employees into position faster; optimise the learning on the work floor; re-vitalize and refocus employees around the desired behaviours and performance goals to drive business results; translate the learning strategy into practice; and creating a blended approach to serve the needs of the learners and the business.  
[Rutger Barczuk, Senior Business Partner Learning & Development, KPN Academy](#)

13.10 Networking lunch

The Modern Learner	Leadership, Business Alignment and ROI Measurement
<p>14.10 <i>Case Study</i>  <b>Human Network Intelligence - The New Era of Peer2Peer Learning</b>            What if you could access the collective knowledge of your organization? What if your employees could leverage the expertise of their colleagues when they need it? This session will demonstrate how organization's network analysis is augmented by natural language programming and machine learning, which can unveil and make available the collective knowledge of your teams and individuals. Gianpaolo will show how you can find and access expertise through a new approach to a peer2peer learning system.  <a href="#">Gianpaolo Barozzi, Senior HR Director, Cisco</a></p>	<p><i>Case Study</i>  <b>Change Management: How TOMS is Aligning Their Workforce to A Business Mindset While Keeping True to Their "Doing Good" Model?</b>            We have all heard of TOMS and maybe own a pair of their latest shoes, but the unconventional way they've scaled to a multi-million dollar business through their people whilst handling the current economic and market challenges is what this session about. Rethinking how the Giving Model can evolve into the future and in this times of uncertainty and performance pressure finding new ways to engage and retain key talent are the kind of challenges Anouk is facing with the current socio-economic climate. This session will explore how to implement change through the organisation by finding the right balance between aligning to a business mindset and keeping true to the core of the organisation.  <a href="#">Anouk Koudijs, HR Director EMEA, TOMS</a></p>
<p>14.40 <i>Case Study</i>  <b>MicroLearning: Delivering Bite-Sized Knowledge as Part of Your Talent Development Programme</b>            Shrinking attention spans, hectic schedules, and endless distractions are prominent in today's workplace and talent management have their hands full with developing and keeping employees. Bite-sized learning, or micro-learning is increasingly becoming a new tool for talent development for good reason; it enables employees to fit learning into their schedules when it works best for them; it's ideal to impact skills through mobile devices; and can be used to address varying levels of skills requirements. This session will explore how you can incorporate micro-learning tools into your talent development strategy to optimise learning outcomes.</p>	<p><i>Case Study</i>  <b>L&amp;D in Transition: From the Learning to The Performance Paradigm With 70:20:10</b>            Expanding beyond formal training and into all areas of the business to drive performance based frameworks is one of the stressing challenges for L&amp;D teams. How can L&amp;D professionals make a true difference to the workplace? How could L&amp;D make the shift from delivering structured learning interventions to performance based solutions and workplace collaboration? This practical co-presentation will help you apply a roadmap for your L&amp;D department to shift towards a performance based department. Vivian and Floor will share tips, tricks and lessons learnt to implement 70:20:20 roadmap in your organisation with measurable business impact.  <a href="#">Vivian Heijnen, Co-Founder 70:20:10 Institute/Managing Director Tulser, 70:20:10 Institute</a>  <a href="#">Floor Dijkstra, L&amp;D Director, Friesland Campina</a></p>

## Day One

15.10 **Talent 3.0: How to Attract Top Talent Utilising Digital and Social Media**  
 Despite current economic uncertainties, many companies are still recruiting, but in doing so they are seeking the best they can find. In the digital age, finding the right kind of talent through online, and from social networks in particular, is becoming increasingly important. For example, in the US, 92% of recruitment today has some form of web involvement. This session examines what the key success factors are behind hiring through social networks and other web networks. Moreover, how can companies present themselves and attract the best candidates through the web? This conference provides valuable insight into how companies recruit through the web.  
**Dr. Amparo Diaz-Llairo**, Associate Professor at Master in Work, Organisational, and Personnel Psychology, **University of Barcelona**

15.40 Coffee and networking break

16.10 *Panel Discussion*  
**Creating Business Impact with Emerging Learning Tools**  
 New L&D methods and practices are emerging every year making the L&D leader's job to find the best combination of learning tools difficult. Considering that technology-led learning has been an established and vital strategy for corporate learning for well over a decade, how can L&D accelerate business performance and strategy through an integrated learning framework? This expert panel will address how to enable and sustain business growth through new learning tools, and identify the skill-set needed for leaders to effectively implement and manage new learning tool sets.  
**Jos Arets**, Co-founder, **70:20:10 Institute**  
**Ger Driesen**, Learning Innovation Leader, **aNewSpring**  
**Daniel Jones**, Head of Training, **Zurich Insurance Company, Zurich**

16.50 *Closing Keynote*  
**Designing Your Company's Digital L&D Transformation**  
 There are a lot of new trends in learning, particularly in learning technology and business are exploring social, mobile and gamification – each hailed as the next 'big thing', but is this kind of solution needed by organizations to manage their learning transformation? With the need for companies to now become digital businesses, comes an accelerating need for digital transformation in learning too. In this session, L&D leaders will know how to manage this shift to impact the way their learners develop, where and how learners expect to engage, and the tools they use to manage, deliver, support and assess learning in their organisation. Stephen will share how blending business, technology and human values generates innovation in learning.  
**Stephen Van Hooydonk**, Former CLO, **Flipkart**, Global Learning Innovation and Corporate University Advisor

## Wednesday 13 December 2017

*Case Study*  
**Ensuring ROI and Delivering a Business Case for Innovative L&D Strategies**  
 Many HR and L&D professionals are still struggling with some of the basics when it comes to measuring the impact of learning programmes. This case study will explore the skills needed to create and deliver effective return on investment (ROI) evaluations for learning and performance, organization development and trainings. Nina will share how apply ROI techniques to learning and performance solutions and link training program objectives with business results.  
**Nina Olatoke**, VP Human Resources Europe and EMEA, **BDP International**

17.15 *World Café*  
**Make it stick! World Cafe Session on Global HRD**  
 This session will be based on the World café methodology to facilitate interaction and dialogue among participants. The group will be divided into several discussion tables where participants will discuss on the top challenges regarding the conference themes. They will start with some questions about the themes (poll using social media) and have the discussion with the people around them. Every discussion theme will be briefly presented. The group will come up with ideas and solutions on each table. Shared ideas will be captured at the end and presented in a plenary summary. Social media is used to speed up the process and make choices. In this practical session, participants will walk away with being able to:  
 • Achieve an international perspective in Training and Development  
 • Stimulate and facilitate global learning  
 • Engage international attendees to interact with each other  
 • Share challenges & trends among training and development professionals around the themes of the conference  
 • Embrace a co-creation approach to learning. Participants will co-create solutions on the top three challenges selected by the group.  
**Ria van Dinteren**, Advisory Board, **TVOO, University Amsterdam and O&O**

17.50 End of Summit and Closing Remarks from the Chair  
**David Smith**, Global Managing Director, **Virtual Gurus Limited**

Thursday 14 December 2017

Program starts at 8.30 and ends on 16.30

A

## Designing an Integrated Blended Learning Model

### Harnessing the Power of Blended Learning Solutions to Improve Business Performance

#### Learning Objectives

Blended learning occurs when the best delivery methodologies available for each specific learning objective are incorporated into a curriculum. While you may have been blending pre- and post-program elements into your training mix for years, the increasing prevalence of learning technologies and tools requires a more strategic look at the most effective ways to integrate delivery methodologies. This unique ATD program uses a blended learning approach to model the concepts taught in the workshop. You'll begin by completing a pre-work assignment that you'll continue to work with throughout the course. Following the classroom-based workshop, you'll reconvene with your peers in an online session. Throughout the learning experience, collaborate with your participants and the facilitator(s) in an interactive discussion forum. And finally, one of the most important elements of the workshop is the opportunity to bring your own training program to adapt to the blended format through various application activities.

### ATD Expert Facilitator



**Shannon Tipton**

As owner of Learning Rebels, Shannon Tipton knows what it takes for businesses to get real results from their training departments. Having spent over 20 years developing successful learning strategies and infrastructures, Shannon has helped businesses to realize their full potential.

Working throughout North America, Europe and Korea, Shannon has demonstrated an unrelenting passion for enabling business to achieve applicable business results. Shannon utilizes her extensive real-world expertise and integrates 21st century learning technologies and microlearning tools that drive workplace alignment, enhance collaboration and increase learning connectivity.

Shannon's book, "Disruptive Learning," is gaining momentum throughout the business industry as an innovative workplace learning strategy resource. As a result, Shannon has been named as one of eLearning's Top 100 Movers and Shakers. Her blog, "Learning Rebels" is also in the top 100 eLearning blogs and can be found at [learningrebels.com](http://learningrebels.com).

## B

## Innovative Learning Solutions and Tools for Effective Workforce Performance

### Learn about the Emerging Learning Strategies to Drive Performance and Productivity

#### Learning Objectives

Talent Development professionals can no longer provide the “same old, same old” learning solution be it simply a face to face class room training, a virtual learning, or coaching. Employers are demanding innovation so they can rapidly deploy new skills in their workforce to meet the competitive marketplace. But what are the right innovative tools for your learners and will it provide meaningful results? This hands-on case study based workshop will introduce you to several practical innovative learning solutions that you can immediately put to use as well as a method to determine if it is the good fit for your organisation. You will explore some of the latest trends in learning solutions from real world examples curated by ATD including micro-learning, storytelling, videos and cartoon, and other solutions. Leave this workshop with latest innovative learning tools that you can immediately put into use the next day. At the end of this workshop, you will be able to:

- Apply several new innovative learning solutions in your organization

- Understand what effective microlearning looks like and the resources needed to build a micro asset
- Articulate the secrets to effectively using storytelling, videos and other new media assets to increase learner retention
- Select an innovative solution that best meets your organization’s needs

#### ATD Expert Facilitator



**Carrie Addington**

Carrie Addington is a down-to-earth educator and people development coach with a passion for delivering effective communication solutions with a spirited energy. As a business consultant and educator for the past 10 years, Carrie has worked with a wide variety of business segments including retail, beauty, education, and nonprofits, and has worked with C-level executives, directors, managers, and high potentials. She has experience designing and delivering customized management and self-development programs, including personal coaching on strategy and communication.

# exhibition

## Be at the Europe's Leading Learning and Development Event

Spending on learning and development continues to be one of the biggest items on HR and training budgets.

The event brings together L&D and HR decision makers to exchange insights and collaborate. They will also be looking for innovation in learning design and delivery, technologies and holistic solutions. Vendor categories include:

- HR and Talent Consultants
- E-Learning Design/Development
- Technology / Software / Assessments
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- Training Platforms and Tools
- Business Schools and Executive Education
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- Leadership Development Providers
- Experiential Learning

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# about us



The Association for Talent Development (ATD) is a professional membership organization supporting those who develop the knowledge and skills of employees in organizations around the world.

The association was previously known as the American Society for Training & Development (ASTD). We support the talent development profession by providing trusted content in the form of research, books, webcasts, events, and education programs. We host a variety of conferences several times a year, including the premier international gathering for talent development practitioners.

For more information: [www.td.org](http://www.td.org)



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## Event at a Glance

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ATD Members	Super Early Bird Book By 23 October 2017	Early Bird Book By 10 November 2017	Final price from 10 November 2017
Summit	\$499	\$549	\$699
Summit and Certificate Program	\$1,199	\$1,249	\$1,399
Non-Members	Super Early Bird Book By 23 October 2017	Early Bird Book By 10 November 2017	Final price from 10 November 2017
Summit	\$599	\$649	\$799
Summit and Certificate Program	\$1,449	\$1,499	\$1,649

21% VAT will be added to the above prices upon registration

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