Learning & Development

SUMMIT

Innovative Strategies for Developing Individuals and Organizations

November 19 – 20, 2019
The Conference Board
Conference Center
New York, NY

www.conferenceboard.org/learning

Agenda

Day One,
Tuesday November 19, 2019

9:00 – 9:15 am
Opening, Introductions and Program Highlights

Barbara Lombardo, Program Director, **The Conference Board**

9:15 – 10:15 am
Safety Training Using Virtual Reality Technology at FedEx Ground

With a workforce of over 80,000 front-line employees at 43 hubs throughout the US and Canada, FedEx Ground needed an effective, scalable solution to evolve safety training that would appeal to its predominantly Millennial and Gen Z workforce. Jeff will share how FedEx Ground University built the business case for, piloted and implemented an immersive training experience using virtual reality technology that has already demonstrated significant ROI. He'll also provide a demo of the learning experience as well as insights about the development journey involved in creating these new learning solutions.

Jefferson Welch, Managing Director, **FedEx Ground Corporate University**

10:15 – 10:30 am
Networking Refreshment Break

10:30 – 11:15 am
Learner Centric Design: Applying Product Innovation Approaches to Learning at Colgate-Palmolive

As a consumer products company, Colgate-Palmolive relies on research & innovation to constantly develop new and improved products. Their learning organization has revolutionized its entire approach to learning development by adopting the proven design-thinking methods of product development and innovation and applied them to learning. Yelena and Brian will describe how their respective organizations of Learning and Global Technology (formerly known as R&D) partner to bring learner-centric learning to the innovators at Colgate-Palmolive.

Yelena Mammadova, Learning Partner, **Colgate-Palmolive**
Brian Slezak, Director of Scientific Capability Development, Global Technology, **Colgate-Palmolive**

11:15 am – 12:00 pm
How SAP Uses 60 Second Videos to Teach Employees How Brand Drives Business

SAP uses a series of weekly one-minute videos to teach their time-pressed employees about the power of their brand. This has enabled SAP employees to create distinctive and compelling SAP brand experiences to engage customers and has contributed to a 27% increase in SAP's brand value over the past two years, according to Brand Z's Top 100 Global Brands Report. Joe will describe how SAP develops and produces these videos quickly and inexpensively, how executives and peers play a critical role in their narration, and how SAP measures their impact.

Joe Pantigoso, Senior Director, Global Brand, **SAP**

12:00 – 1:00 pm
Networking Luncheon

1:00 – 1:45 pm
Learning Analytics: Measuring and Demonstrating Impact

At this session we will hear about findings from recently published Conference Board original research on how companies are using analytics to design, deliver, and/or assess their learning programs and measure their impact on business priorities and KPIs. The session will also address what organizations are currently doing to measure the business impact of formal learning, and how learning analytics compares with traditional approaches to measuring learning outcomes.

Amy Lui Abel, Vice President, Human Capital, **The Conference Board**

1:45 – 2:45 pm
Micro-Learning and Mobile Learning: Panasonic's Innovative Strategies for Meeting Learners Where They Are

Learners are increasingly mobile, highly distracted, and short on time. Jim will address the innovative content packaging strategies and delivery tools that Panasonic is using to meet them where they are, and anticipate and serve their needs. He will also share insights about the impact of these innovations, and how that impact is being measured.

Jim Stefanchin, Director, Talent, Learning & Organizational Development, **Panasonic**

2:45 – 3:00 pm
Networking Refreshment Break

3:00 – 3:45 pm
Industry Insights through Immersion Learning: How Procore Technologies Prepares its Tech-Centric Workforce to Serve the Construction Industry

As a rapidly growing technology company serving the construction industry, Procore Technologies needed to create an innovative approach to educating its tech-centric workforce about the world of construction. Greg and Kassy share the story of how L&D partners with the business to design and deliver an immersive learning experience for all new employees, from interns to C-suite executives, to understand the industry they serve.

Gregory Gills, Senior Director, Organizational Development, **Procore Technologies**
Kassy Morris, Construction Education Program Manager, **Procore Technologies**

3:45 – 4:45 pm
Learning X: Cultivating Innovation in Learning at Google

For Google, innovation is a critical strategic differentiator. They seek to cultivate innovation in all that they do, including learning & development. Google's Learning X is a new, bold experiment in incubating innovative approaches to

learning. Tara will address how they set up their learning incubator team within the learning & development organization, describe some early experiments they have run and the impact they have had, and share lessons learned to date. This session promises fresh insights for learning practitioners seeking to foster innovation within their L&D functions.

Tara Higgins, Learning X Lead, **Google**

4:45 – 5:00 pm
Day One Recap

Barbara Lombardo, Program Director, **The Conference Board**

5:00 – 6:00 pm
Networking Reception

10:45 – 11:00 am
Networking Refreshment Break

11:00 – 11:45 am
Innovation Inspiration
The summit will close with a facilitated interactive discussion with the speakers. This is your opportunity to seek advice on the innovations you are inspired to try, the challenges you should anticipate, and tips for selling your ideas and demonstrating impact.

11:45 am – 12:00 pm
Close

Barbara Lombardo, Program Director, **The Conference Board**

Day Two
Wednesday November 20, 2019

8:45 – 9:00 am
Opening Remarks

Barbara Lombardo, Program Director, **The Conference Board**

9:00 – 9:45 am
Leveraging Technology to Achieve Better Outcomes for Sailors
The Navy is undertaking an ambitious long-term project to evaluate a range of training technologies including virtual reality, facial recognition, simulation and gaming to identify ways to achieve even better outcomes for sailors and meet them at their point of need. Michele will address some of the technologies being considered, the challenges they need to overcome, and methods for evaluating outcomes.

Michele Harrison, Innovation, R&D, Strategy & Analytics Branch Head, Naval Education & Training Command, **US Navy**

9:45 – 10:45 am
The LaunchPoint Leadership Experience: Learning to Create a Culture of Innovation at Progressive
The Launchpoint Leadership Experience is an immersive learning program that uses the future of space flight as a metaphor for innovation and change leadership, helping leaders create strategies to overcome the challenges of rapid change, uncertainty, and shifting customer trends. In this interactive session, Ryan and Anna will describe how Progressive partnered with Experience to Lead to help its leaders learn to create a culture of innovation, create networks to optimize collaboration, and manage the human side of change. You will learn about why Progressive took this approach, how they did it, and the impact it is having.

Anna Bracco, Leadership Facilitator, **Experience to Lead**
Ryan Smith, Director, Professional and Leadership Development, **Progressive Insurance**

REGISTRATION INFORMATION

Online www.conferenceboard.org/learning
Email   customer.service@conferenceboard.org
Phone   212.339.0345
        8:30 am – 5:30 pm ET, Monday – Friday

Pricing: REGISTER EARLY AND SAVE!	
Members	**$1,795**
Non–Members	**$1,995**

Fees do not include hotel accommodations.

Location
The Conference Board Conference Center
845 Third Avenue
(Between 51st and 52nd), 3rd Floor
New York, NY 10022
Customer Service: **212.339.0345**

Cancellation Policy
Full refund until three weeks before the meeting. $500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person
For a team of three or more registering from the same company at the same time, take $150 off each person's registration. One discount per registration. Multiple discounts may not be combined.

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