

# Register NOW for the Virginia Training Conference: Tools of the Trade

May 10, 2002  
7:30 am - 6:00pm

## J. Sargeant Reynolds CC - Parham Road Campus - Building B (Parking Provided)

*This program is co sponsored by the Virginia Department of Human Resource Management (DHRM), the Richmond ASTD Chapter (RASTD), and J. Sargeant Reynolds Community College. Direct any questions to Susan Luck 804-225-2016 or [sluck@dhrm.state.va.us](mailto:sluck@dhrm.state.va.us)*

### Registration Fee - Prepayment Required

\$85 ASTD Member      \$100 Non-ASTD Member      \$130 Attend & Join  
RASTD

Register on-line at <http://www.regonline.com/default.asp?Event=5224>

(Credit cards accepted online - Note: Your Credit Card Statement will show a charge from Effective Information Technologies. This is the charge for the Virginia Training Conference registration fee.)

Registration payment by check: Make check payable to RASTD and mail the check to The Virginia Training Conference, Attn Cheryl Bryant, 13616 Sovereign Court, Richmond, VA 23233

### Agenda

7:30 - 8:30am	Continental Breakfast & Registration
8:30 - 9:00am	Opening & Welcome
9:00 - 10:15am	Concurrent Session I
10:30 - 11:45am	Concurrent Session II
12:00 - 12:45pm	Lunch (provided)
12:45 - 1:30pm	Keynote Speaker
1:45 - 3:00pm	Concurrent Session III
3:15 - 4:30pm	Concurrent Sessions IV
4:30 - 6:00pm	Closing, Closing speaker & Networking Social

(sponsored by RASTD)

### Keynote Speaker

Keynote - Matt Thornhill

Title – “Just Do It: Use the Secrets of Advertising to Motivate, Persuade and Inspire People”

This presentation taps Matt Thornhill's 20 year advertising career. In this presentation you will learn how advertisers find sneaky ways to get their

message across and modify behavior. The information is presented with real demonstration and a lot of humor. This is a session that you can't miss!

**Concurrent Sessions** - These workshops do not repeat. Four program tracts are offered through these concurrent workshops: Basic Skills, Human Resource Development, Innovative Training Programs, and Technology.

### **Basic Skills Tract**

- Are You a Coach or a Roach?
- Creating Record-Breaking Attendance with you Email, Web-based or Paper Brochure
- High Impact Training: Using Facilitation Skills
- Instructional Design and Development Primer
- It's Not (Just) about Learning! Instructional Design for Training that Sells Itself
- Keeping Your Image Bright: Elevator Speeches, Business Cards, Working A Room - Networking Techniques You Need to Get Ahead
- Negotiation Skills
- Strategic Influencing Skills

### **Human Resource Development Tract**

- Action Learning
- Business Coaching: What's all the buzz about?
- Consulting Skills
- How and Why to Develop Your Managers in a Tough Economy
- It's Not What You Said, It's How You Said It
- Leading Change in Human Resources
- What Employers Want! The Real Story About Job Readiness and Workplace Principles
- When you need an extra pair of hand" - Creating Win/Win Consulting Relationships

### **Innovative Training Program Tract**

- Chesterfield University, Learning for a Lifetime
- Commitment to Achieving Goals
- Customer Service, 2002: It's More Than Training
- If you are considering restructuring . . . ?
- Once Upon a Time - Using Storytelling in Training
- Spirituality in The Workplace: 10 Practices that make the Workplace more productive, healthier, happier, cure warts and grow hair
- Using Acting Techniques to Improve Business & Sales Presentations

### **Technology Tract**

- High Powered Training Tools at a Low Power Price: Updated!

- How to Create an Interactive Simulation in ONE HOUR with Opus Pro

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When you register you will be asked to select one concurrent session for each time slot.

Handouts from all the concurrent sessions will be available to conference participants. Participants will be notified how to receive those handouts.

For directions to J. Sargeant Reynolds Downtown Campus, click on <http://www.jsr.cc.va.us/locations/parham.htm>

A map and written directions are provided at their website.

We hope to see you there!

Susan R. Luck

Susan Mongold

Claude Stevens