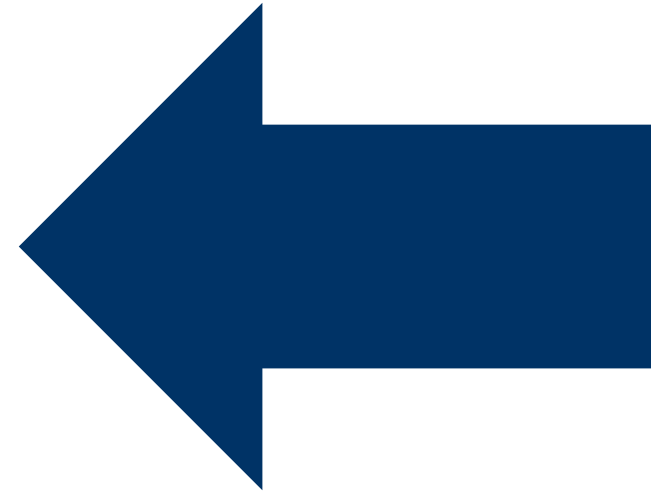


Virtual Conferences Real Results

Celisa Steele



Jeff Cobb



Marketing Presence

Marketing Presence: Overview

- Dedicated event Web site (ltd.tagoras.com) separate from main Web site (www.tagoras.com)
- WordPress and a paid theme (developed for conferences)
- WP Engine for hosting

Marketing Presence

home page



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ABOUT

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WHAT

Learning • Technology • Design™ (LTD) is designed specifically for professionals in the business of continuing education and professional development. The goal of the event is to help attendees find new and better ways to engage learners and create lasting impact through the effective use of technology.

LTD offers educational sessions covering topics key to the success of a learning business—like effective marketing, designing for learner engagement, and learning business strategy.

LTD 2018 is an extended virtual conference. Live sessions took place in February, but access to recordings and the event community continue through May.

[Learn More](#)



WHO

Learning • Technology • Design is for anyone who works in the business of lifelong learning, continuing education, and professional development and who wants to find better ways to engage learners and create lasting impact through the effective use of technology.

The content is most suited for individuals at an intermediate to advanced level of knowledge when it comes to the use of technology to enable and enhance learning. While we do not necessarily discourage beginners participating, we will not cover basic terminology (e.g., learning content management system or SCORM) or concepts (e.g., hybrid events or blended learning) during the sessions.

[Learn More](#)



WHY

There are conferences that focus on the role of technology in learning, but nearly all are aimed at corporations or academic institutions.

While some events aimed at the association sector provide content related to learning and technology, they aren't the primary focus of these events.

Learning • Technology • Design was born of the recognition that organizations in the *business* of lifelong learning have different needs than their corporate and academic counterparts.

[Learn More](#)

"LTD was time well spent! The quality of the presentations, the practical applications, and the actionable ideas are already making a difference in our education."



"LTD was time well spent! The quality of the presentations, the practical applications, and the actionable ideas are already making a difference in our education."

Jessica Pagel, eLearning Manager, American Industrial Hygiene Association



"The LTD virtual conference was a high-quality experience—the speakers and content were great. For a small nonprofit, the virtual experience allows us to get more education than if we had to travel...a real time saver."

Kathy Nicholson, Director of Education, Iowa Society of CPAs



"It was a wonderful experience. I loved the ability to network with fellow association professionals in the learning. You can see we all have similar problems and struggles, and we can learn from each other. My time at LTD was invaluable."

Adam Larson, Senior Manager of Educational Technology Enablement, Institute of Management Accountants



Tiffany Crosby, Senior Manager of Learning, Ohio Society of CPAs, on her experience at LTD 2016



Carol Abel, Vice President of Learning, Food Marketing Institute, on why she decided to attend

See what other LTD 2016 and 2017 participants have to say about the value of

REGISTER NOW

Reserve your spot for Learning • Technology • Design 2018.

ORGANIZATIONAL REGISTRATION

695.00 USD

Featured!

Organizational registration provides full access for up to five people from the same organization to all Learning • Technology • Design 2018 recordings as well as to the online community for the event through May 31, 2018.

REGISTER NOW

INDIVIDUAL REGISTRATION

395.00 USD

Individual registration provides full access for one person to all Learning • Technology • Design 2018 recordings as well as to the online community for the event through May 31, 2018.

REGISTER NOW

"Attending LTD with Tagoras gives me an opportunity to learn from other like minded professionals. Gaining practical take-aways from each other's successes and failures is invaluable."

Stephanie Owen Director of Education,
National Wood Flooring Association



SELFIES AND SUCH FROM LTD 2017



Marketing Presence

program & schedule

PROGRAM

Covering topics that help you improve the reach, revenue, and impact of your educational and learning offerings

The program for the Learning • Technology • Design 2018 virtual conference was built based on input from learning professionals about their top challenges and opportunities and the insight gleaned from Tagoras's years of working with organizations in the business of lifelong learning. Here you see a high-level schedule as well as the topics offered at Learning • Technology • Design 2018. The LTD 2018 experience also includes a community aspect to enable participants to connect with peers, ask questions, and build on the learning provided through session content. Click the titles below to learn more about the sessions and session leaders. [A detailed calendar-view schedule for Learning • Technology • Design 2018 with links to full session descriptions is also available.](#)



WORKSHOPS

Four Thursdays in February, 11:30 to 3:00 pm Eastern

In-depth workshops will cover topics essential to the success of a learning business and emphasize case studies and actionable, practical approaches. Two of these 90-minute applied-learning opportunities will be offered live online each Thursday in February. The workshops will also be recorded.

- Simple Solutions for Boosting Learning and Learner Engagement
- When Less Is More: Identifying and Implementing Microlearning Opportunities
- Simple, Cost-Effective Design Changes for Improving Your Online Courses



High-Level Schedule

Learning • Technology • Design 2018 took place entirely online in February and all sessions were recorded. In addition to the high-level schedule that follows, [please see the schedule for a more detailed look at the sessions that make up Learning • Technology • Design 2018.](#)

- **All four Thursdays in February** (February 1, 8, 15, and 22), **11:00 am to 3:30 pm Eastern**
 - Priming: 11:00 to 11:30 am Eastern
 - First workshop: 11:30 am to 1:00 pm Eastern
 - Break: 1:00 to 1:30 pm Eastern
 - Second workshop: 1:30 to 3:00 pm Eastern
 - Synthesis: 3:00 to 3:30 pm Eastern
- **First three Tuesdays in February** (February 6, 13, and 20), **12:30 to 1:30 pm Eastern**
 - Two or three Content Pods, offered back to back

SCHEDULE

The full schedule for Learning • Technology • Design

Learning • Technology • Design 2018 is an extended virtual conference. Live online sessions were held during the month of February. Recordings of all sessions and access to the online event community are available through May 31. Details for all sessions are available below. Click the Day 1, Day 2, etc., tabs to toggle between views of the sessions held each day, and click the title or the Read More link of each session to view the full description. A one-page, high-level schedule for LTD 2018 is also available.

DAY 1 01 Feb 2018	DAY 2 02 Feb 2018	DAY 3 06 Feb 2018	DAY 4 08 Feb 2018	DAY 5 09 Feb 2018	DAY 6 13 Feb 2018
DAY 7 15 Feb 2018	DAY 8 16 Feb 2018	DAY 9 20 Feb 2018	DAY 10 22 Feb 2018	DAY 11 23 Feb 2018	

🕒 11:00 AM - 11:30 AM EASTERN

📶 ONLINE

👤 CELISA STEELE
CO-HOST & SPEAKER-FACILITATOR

JEFF COBB
CO-HOST & SPEAKER-FACILITATOR

PRIMING

Jeff Cobb and Celisa Steele, creators of Learning • Technology • Design, will offer a brief opening session to prime participants for what's to come and to them in a learning frame of mind. [Read more.](#)



Marketing Presence *faculty*



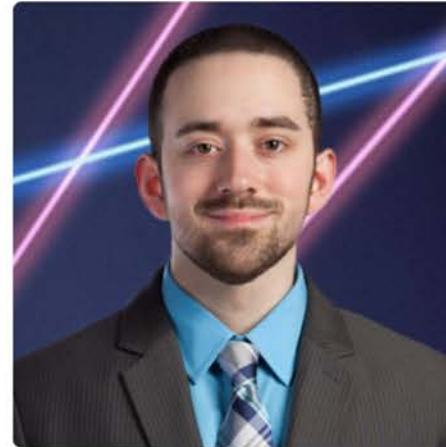
GAYLE CLAMAN
SPEAKER-FACILITATOR

*Chief Learning Officer, Association for
Research in Vision and Ophthalmology*



CATHY CONLEY
SPEAKER-FACILITATOR

*Senior Instructional Designer, Association
for Research in Vision and
Ophthalmology*



TONY PAILLE
SPEAKER-FACILITATOR

VP of Marketing, AIIM International



CHRISTINA HOLLOWAY
SPEAKER-FACILITATOR

Principal, Senoble Consulting



MARK NILLES
SPEAKER-FACILITATOR



CELISA STEELE
CO-HOST & SPEAKER-



JEFF COBB
CO-HOST & SPEAKER-

Registration

Registration: Overview

- WooCommerce integrated with event Web site (ltd.tagoras.com)
- PayPal for merchant account

ORGANIZATIONAL REGISTRATION

Home / Uncategorized / Organizational Registration



Organizational Registration

\$695.00

The organizational rate provides up to five people from the same organization with access to all of Learning • Technology • Design 2018, including the live sessions held in February and access to session recordings through May 31, 2018.

1

ADD TO CART

Category: Uncategorized

ABOUT US

Learning • Technology • Design is brought to you by Tagoras. Tagoras helps you maximize the reach, revenue, and impact of your continuing education

WHO SHOULD ATTEND

Learning • Technology • Design is for anyone who works in the business of lifelong learning, continuing education, and professional development and wants

HOW TO REGISTER

Learn how to reserve your spot at Learning • Technology • Design 2018.

Online Hub for Registrants

Online Hub for Registrants: Overview

- WordPress site hosted with WP Engine
- BuddyPress (community plug-in for WordPress)
- bbPress (WordPress plug-in for forums)
- LearnDash (a WordPress-based LMS)
- Social Learner for LearnDash theme (by BuddyBoss, pre-integrated with LearnDash)
- BuddyBoss Wall (plug-in to make the profile area more like Facebook)
- BuddyBoss Media (plug-in to allow registrants to be able to upload photos to their activity streams)
- BuddyPress Members Only (WordPress plug-in to restrict access to content in the site to registered members)
- WP Mail SMTP (plug-in to help increase deliverability of e-mail that gets sent automatically by the site)

Online Hub for Registrants

home page

- 📁 My Sessions
- 📁 My Recordings
- 📁 My Forums
- 📁 LTD Leaderboard



A Learning Community

for Learning Business Professionals



A Community for Learning Business Professionals

Access live sessions and recordings from Learning · Technology · Design™ (LTD), the virtual conference designed specifically for professionals in the business of continuing education and professional development.

Connect with peers at other learning businesses to share strategies and practices. Learn from each others' successes (and, of course, the occasional failure), and gain insights to grow and improve your educational offerings.

Experience first hand what works (and what doesn't!) in a growing learning community, and leverage this experience to find new and better ways to connect with and help the learners your organization serves.


100+


11+


7


1

- My Sessions
- My Recordings
- My Forums
- LTD Leaderboard


100+

Professionals in
Learning Businesses


11+

Instructors and
Facilitators


7

Discussion Forums


1

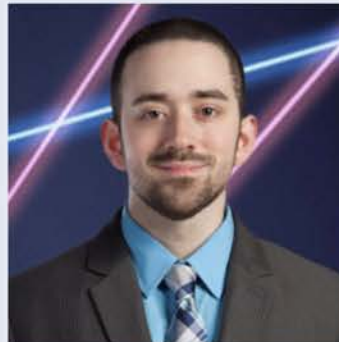
Place to Connect with
Peers (Here!)

Featured Instructors and Facilitators



Nancy Bacon

Director of Learning & Engagement at
Washington Nonprofits



Tony Paille

VP of Marketing at AIIM International



Gayle Claman

Chief Learning Officer at the Association
for Research in Vision and
Ophthalmology



Stephanie Rizk

Director of Marketing and
Communications at NASPA – Student
Affairs Administrators in Higher
Education

Online Hub for Registrants

my profile



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- 📁 LTD Leaderboard



Celisa Steele, @csteele

680
Points

81
Friends



- WALL PROFILE NOTIFICATIONS MESSAGES FRIENDS GROUPS FORUMS ...

- Wall News Feed My Likes

— EVERYTHING —



Jeff Cobb replied to the topic **Authority to Grant Credits** in the forum **Portfolio** 21 days ago

Hi Eric – Hopefully others who know more about this will jump in, but what I can say is that for granting IACET CEUs, you need to go through the IACET application process (<https://www.iacet.org/ce-t-accreditation/application-process/>). IACET itself is ANSI accredited.

I am not aware that ANSI itself directly sanctions CPE, but a CPE certifying... [\[Read more\]](#)



Jack Coursen replied to the topic **Blue ocean is a(nother) fav strategy resource: more on Thursday** in the forum **Strategy** a month ago

Great webinar on this and a really interesting strategy.

I'm still having a very hard time imagining a new market (blue space) that would plausible stay blue for long. Our competition is hyper-aware of what we do and flattered isn't the takeaway when they mirror our every big move.

The areas we've gone blue for –recently are online... [\[Read more\]](#)



Jeff Cobb started the topic **Finding a Blue Ocean for Your Learning Business (Recording)** in the forum **Strategy** a month ago

Below is the recording from our April 2018 Webinar on blue ocean strategy. You can also **download the slides** and the **chat transcript**. We encourage you to use this discussion thread to comment on or ask questions about the Webinar.

Resource Links

The following resource links were or mentioned shared during the Webinar:

Learning Business...

MEMBERS

Newest Active Popular



Jeff Cobb
87 friends



Mel Smith
85 friends



Celisa Steele
81 friends



Jackie Harman
79 friends

FROM THE BLOG



How to produce a tiger in your marketplace

We first posted this on the Tagoras blog quite a... [Marketing](#)



The Need for Business Development

We originally published this post on the Tagoras blog. Given... [Marketing](#)

Online Hub for Registrants






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Forums

Home › Forums

Search Forums...

FORUM	TOPICS	POSTS	FRESHNESS
ANNOUNCEMENTS Here's where we make announcements about anything that may impact community members. While we recommend subscribing to all of the forums, we particularly recommend subscribing to this one. You never know what you might miss!	10	26	 Celisa Steele 1 month, 2 weeks ago
LEADERSHIP Learning is fundamentally about change. It's about helping individuals, organizations, and communities change in positive ways. Naturally, making that happen requires a certain amount of leadership. How are you developing leadership in your learning business? What questions do you have about developing your own capabilities as a leader – whether of your organization, your learning business, your team, or yourself. This forum leads the way for exploring leadership.	6	26	 Jeff Cobb 4 weeks, 1 day ago
STRATEGY What are your questions about formulating and implementing strategy? Growing an existing learning business or starting a new one? What new approaches are you trying? What's worked and what hasn't? Use this forum as a place to discuss all aspects of strategy for your learning business.	8	46	 Jeff Cobb 3 weeks, 2 days ago
CAPACITY How are you and your organization building the resources and capabilities to drive the success of your learning business? How are you leveraging technology – or at least trying to? What are your struggles and where could you use some advice (or a shoulder to cry on)? This forum is the place to talk about how to get the right people, technology, and other resources in place – and then keep them and grow them.	9	33	 Jeff Cobb 1 month ago
PORTFOLIO	14	67	 Jeff Cobb

Online Hub for Registrants

my recordings



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- My Activity
- My Settings
- LTD Leaderboard

Recordings

Recording for all of the live sessions scheduled for LTD 2018 are posted below. Additional recordings have also been posted under the "Extras" section at the end of this page.

February 1

- Priming
 - Chat transcript
- The Anatomy of a Learning Business Strategy: How to Create It and Make It Happen
 - Slides
 - Handout
 - Chat transcript
- Chunk Flip Guide Laugh: Creating Learning Tools That Lead to Action
 - Slides
 - Worksheet
 - Chat transcript
- Synthesis
 - Chat transcript

February 2

- Follow-Up Friday
 - Chat transcript

February 6

- Content Pods: Mentoring for Today's Generation(s) at Scale | Collaborative Coaching
 - Slides for Mentoring for Today's Generation(s) at Scale
 - Chat transcript

February 8

- Priming
 - Chat transcript
- New Products, New Markets, New Business Models: Successfully Growing Your Learning Business
 - Slides
 - Chat transcript
- When Less Is More: Identifying and Implementing Microlearning Opportunities
 - Slides
 - Resource list
 - Sample product tracking sheet

MEMBERS

Newest Active Popular



Celisa Steele
active 2 minutes ago



Brie Barker
active 22 hours, 10 minutes ago



Katie C. Alexander
active 2 days, 17 hours ago



Jeff Cobb
active 3 days, 14 hours ago



Jack Coursen
active 5 days, 23 hours ago

RECENT FORUM TOPICS

Finding a Blue Ocean for Your Learning Business (Recording)

Authority to Grant Credits

Lead or Lose: Seven Principles of Learning Leadership (Recording)

Blue ocean is a(nother) fav strategy resource: more on Thursday

Redesigning Work

RECENT BLOG POSTS



How to produce a tiger in your marketplace

We first posted this on the Tagoras blog quite a...
[Marketing](#)



The Need for Business Development

We originally published this post on the Tagoras blog. Given...
[Marketing](#)

Online Hub for Registrants *leaderboard*



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- 📁 My Recordings
- 📁 My Forums
- 🗨 My Activity
- ⚙ My Settings
- 📁 LTD Leaderboard

LTD 2018 Leaderboard

	USER NAME	POINTS	BADGES
1	Jack Coursen	2950	1
2	Celisa Steele	680	2
3	Julie N Webber	585	1
4	Brie Barker	490	1
5	Jeff Cobb	490	2
6	Carol Abel	440	2
7	Nancy Bacon	430	1
8	Kathi Edwards	380	1
9	Megan Moore	380	2
10	Mel Smith	350	2

[Edit](#) [Edit with WPBakery Page Builder](#)

MEMBERS

[Newest](#) [Active](#) [Popular](#)

- Celisa Steele
active 57 seconds ago
- Brie Barker
active 22 hours, 9 minutes ago
- Katie C. Alexander
active 2 days, 17 hours ago
- Jeff Cobb
active 3 days, 14 hours ago
- Jack Coursen
active 5 days, 23 hours ago

RECENT FORUM TOPICS

- Finding a Blue Ocean for Your Learning Business (Recording)
- Authority to Grant Credits
- Lead or Lose: Seven Principles of Learning Leadership (Recording)
- Blue ocean is a(nother) fav strategy re-source: more on Thursday
- Redesigning Work

RECENT BLOG POSTS

- How to produce a tiger in your marketplace**
We first posted this on the Tagoras blog quite a...
[Marketing](#)
- The Need for Business Development**
We originally published this post on the Tagoras blog. Given...
[Marketing](#)

Live Sessions & Recordings

Live Sessions & Recordings: Overview

- Zoom for live sessions (audio, video, slides, chat, Q&A, polls)
- Zoom to capture recordings of live sessions (audio, video, slides only)
- AWS for storing recordings (linked to from online hub for registrants)

Live Sessions

*video, audio, slides, chat,
Q&A, polls*

Live Sessions: Zoom

Note: We did not capture any screen shots of the interface during live sessions from our virtual conference, so this is a low-resolution image from Zoom. The main area is presenters with video on. The participant and chat windows are on the right, and other host tools appear in the black bar at the bottom.



Recordings

*video, audio, & slides
only*



“Should I advertise in the college paper?”

“How important is it to get to know the regulars?”

“Should I stay open longer hours?”

“Should I put some items on sale each week? Which ones?”

“Should I focus on low prices?”

“Should I add parking in the alley?”

“What color should I paint the ceiling?”

“Would adding a second checkout stand pay off?”

“Should I stock fresh organic produce?”

Contact Us

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