



## 2011 Lectora User Conference Schedule

### Monday, May 9

9:00 am to 5:00 pm

**Lectora Fundamentals Training\***

9:00 am to 5:00 pm

**Instructional Design Training for the Everyday Developer\***

### Tuesday, May 10

9:00 am to 5:00 pm

**Lectora Intermediate Training \***

1:00 pm to 6:00 pm

Conference Registration – METS Center

6:30 pm

Shuttles Leave METS Center for Welcome Reception

7:00 pm to 10:00 pm

**Opening Reception at the Newport Aquarium** – Includes access to more than 60 exhibits along with dinner, drinks, music, and a few surprises!

### Wednesday, May 11

7:30 am to 8:30 am

Continental Breakfast & Conference Registration

8:30 am to 9:00 am

Welcoming, Opening Comments, and Special Announcements

9:00 am to 10:15am

**Keynote Presentation:** Elliott Masie, The MASIE Center

As the Keynote Speaker, internationally recognized Elliott Masie will present a perspective on the opportunities, innovations and challenges that organizations face in these changing times. He will focus on the key mixture of learning content, development strategies, knowledge architectures and social learning mechanisms.

10:15 am to 10:30 am

Break with Refreshments

10:30 am to 11:45 pm

### Concurrent Sessions 1

#### **A Conversation with Elliott Masie, Elliott Masie, The MASIE Center – General Session**

Enjoy a candid conversation with this internationally recognized futurist, analyst, and researcher on the critical topics of workforce learning, business collaboration and developing technologies. Tap into the brain of Elliott Masie by asking your most sought after eLearning questions in this Q & A session. As the author of a dozen books and a regular columnist in professional publications, Masie will share his extensive knowledge with you on learning trends, the future of eLearning and other training topics.

#### **Creating Video with Camtasia, Tara Roe, Trivantis – Novice-Intermediate Level**

Camtasia for Lectora makes it easy for anyone to produce a sleek and professional looking video. Record your screen and synchronize audio to create video tutorials that will both engage and educate your users. Edit videos to include zoom and pan effects, text, captions, arrow highlights and more.

In this session you will learn the best practices for planning, recording and producing video content with Camtasia. Learn from a variety of tips and tricks to enhance the quality of your video and shorten production time.

#### **Get Connected with Lectora Online, Heidi DeCastro and Mary Gontero, Cincinnati Children's Hospital Medical Center – Novice Level**

Are you thinking about using Lectora Online? Then this session is for you. Find out how Lectora Online works for rapidly creating eLearning utilizing collaborative review and development. This presentation will discuss the process of creating this eLearning with the use of storyboards, review process and Lectora Online development as well as the pros and cons of using Lectora Online versus the desktop version of Lectora. Through examples this session will also provide the tips and tricks of using Lectora Online, the pitfalls of using a new tool from the introduction of the tool to the public, and the benefits of the Lectora Support to hear feedback and work through the kinks of the tool.

11:45 pm to 1:00 pm

**Lunch**

1:00 pm to 2:15 pm

### Concurrent Sessions 2

#### **Build It and They Will Come, Jane Peller, Northeastern Illinois University – Novice Level (Computer Lab)**

Lectora is the program that will make your 'field of dreams' come true. Academic leaders in online education espouse that one of the top methods to increasing knowledge and interactivity in an online class is by creating flash animations of content with reflection. The "power of Lectora" is that it can do that, and more, with simple actions. This session is created for novice users who learn best through pairing seeing with doing. The first 20-25 minutes will demonstrate the "power of Lectora" to build academic modules, interactive environments and

professional portfolios. The second half will be a hands-on workshop. If you are a novice user, this session is for you because we will put together the three ingredients to mastering Lectora: technical skills, instructional design components and confidence.

**Be a Video Vignette Maestro, Kristi Lozano, Baptist Health South Florida – Intermediate Level**

In our busy lives, people have adapted to communicating and receiving communication in small chunks. Asking someone to take an hour to watch a video to learn something is not effective educationally or time wise. Passively watching a video amounts to about 30-50% retention, whereas participating in a video simulation bumps the retention up to 75-90%. This presentation will cover the steps and best practices for chunking long videos, designing screens for video, adding video to Lectora, creating interaction around the video, and creating video events to drive the interactivity. The latter involves setting events in the video to call actions such as pausing the video to pose a question that requires an answer before the video will continue.

**Rapid eLearning Made Easy, Tanya Seidel & John Blackmon, Trivantis – Novice Level**

As training demands increase and workers are forced to do more with less, eLearning developers are tasked with creating eLearning content quickly and affordably. This session will teach you how to crank out content in little time without the need for advanced development skills. With the right tool, even those new to eLearning can create engaging content with minimal effort. Join in on this session to learn how you can join the rapid eLearning revolution.

**Creating Virtual Maintenance Trainers with Lectora, Teo Huey Chin, eLc – Advanced Level**

This presentation by the eLC Team will demonstrate the possibilities of creating Immersive Interactive learning by integrating HMI software with Lectora's content authoring features to create Virtual Maintenance Trainers. The session aims to demonstrate the capability of Lectora supporting more advanced software technologies through the use of Java platform. Not limiting ourselves to using just conventional supporting software like Adobe Flash and its suite of related products, this session explores the use of Incorporate 2D and 3D geometry that are generally found in HMI software with Lectora.

2:15 pm to 2:30 pm                      Break with Snacks and Refreshments

2:30 pm to 3:45 pm                      **Concurrent Sessions 3**

**Lectora Online Deployed in the IBM Portal, Bert De Coutere, IBM – Novice Level**

This session will cover the decisions leading up to and the benefits gained from the deployment of Lectora online in the IBM Knowledge Portal. Lectora Online is now not only available to IBM-ers worldwide for content development, and a 'better than PowerPoint' experience, but is the tool being used by the learning group to create over 80 initial modules of eLearning for the IBM Business Partner Community, or "Know Your IBM" program as it is called. This session will include the technology and social collaboration functionality deployed in the portal where IBM-ers are being brought together daily to learn about learning and eLearning creation.

### **Using Flypaper to Create Flash Animations Without Flash Skills, Tara Roe, Trivantis – Novice - Intermediate Level**

Lectora Inspire includes this easy-to-use Flash creation tool so anyone, even without Flash skills, can develop appealing animations. Take advantage of Flypaper's extensive template gallery or create custom animations from scratch. The inclusion of animations in course development will take your content to the next level. Flypaper animations will provide a more interactive and engaging learning environment for your end users.

In this session learn how to create custom, professional-quality interactive animations with Flypaper. No Flash knowledge required!

### **Graphic Design for the Rest of Us, Joseph Suarez, Micro Center – Novice Level**

Want to add a more professional designed look and feel to your Lectora courses, but lack the expertise, staff, or budget? Join this session as a graphic designer specializing in eLearning walks us through five basic design elements (color, line, shape, type and space) and how each can easily be applied to your next Lectora course. Attendees will also learn valuable tips and tricks for creating better looking courses using only Lectora Publisher.

### **Can a Course Be 508 Compliant and Still be Engaging? Rhonda Willis, Northrop Grumman/Ginn Group – Advanced Level**

This presentation will focus on creating a 508 compliant course that is still engaging to the learner. Using Lectora X, this session will showcase several examples of how using actions and variables will allow a developer to create interactive training that will still meet 508 compliance requirements. The presentation will provide step by step instructions, and it will also create one of the examples from scratch, step by step. Some examples of what can be expected in the presentation include creating a do not auto play functionality if using audio/video and creating "fake Flash" events. Attendees will leave with an appreciation of why we need to develop with 508 compliance and accessibility in mind, and some tips and tricks on how to make their courses 508 compliant, fun, and interactive.

3:45 pm to 5:30 pm

**Ask the Experts Cocktail Hour**

Trivantis is one of the few software companies that offer you the opportunity to be in direct contact with the team who develops the software. This session exemplifies Trivantis' reputation as a company that truly listens to its customers, which is why it has proven to be one of the most popular at previous conferences. Enjoy cocktails and ask questions while interacting directly with Lectora and CourseMill developers. Don't forget to look for question boxes throughout the event where you can drop in your questions for developers to answer during this session.

6:00 pm to 12:00 am

Transportation provided by Trivantis from the METS Center and official conference hotels to your location of choice: [Downtown Cincinnati](#), [Newport on the Levee](#) or [Hollywood Casino](#)

## Thursday, May 12

8:00 am to 9:00 am Continental Breakfast

9:00 am to 9:45 am **Keynote Presentation: Tim Ferguson, Chief Information Officer, Northern Kentucky University**

In this presentation, Tim Ferguson will discuss emerging mobile technologies that continue to impact our society, businesses, and education. Attendees will learn about mobile learning trends and recent developments such as tablets and the latest Smartphones. Ferguson will discuss the NKU "Learn Anywhere, Anytime, Anyway" mobile learning principles and give attendees a glimpse into the demands of the mobile-connected world.

9:45 am to 11:00 am **Concurrent Sessions 4**

### **50 Time-Saving Tips for Lectora Development, Diane Elkins, Alcorn, Ward & Partners - Intermediate Level**

The number one expense in developing eLearning is not your authoring tool, it is the time that your designers and developers spend in putting it together. This fast paced session you will learn 50 tips that will help you develop your Lectora courses more quickly. In this live demonstration participants will be able to learn key ways on how to work more quickly in Lectora, reducing the time it takes to create courseware, resulting in faster turnaround times and lower production costs.

### **How to Create Effective Exercises and Simple Games, Ben Pitman, eProficiency – Intermediate Level**

The goal of eLearning is to get learners to change their behavior in some way, not simply be familiar with some material. Exercises and games are essential if you want to see behavior change. Unfortunately, too many exercises and games are not effective because of poor instructional design. In this session you will learn the six keys to designing great exercises, how to develop flexible exercises in Lectora, and an easy seven-step process to convert several Lectora exercises into a game.

### **Making Training Accessible for People with Disabilities, Joe Koller, Tiffany & Co. – Novice Level**

Not all eLearning developers are required to be 508 Compliant but this session will show participants the benefits of disability accessible training. Some key concepts that will be covered will be how to use hot keys, transcript boxes, closed captioning, acceptable use of color, the use of alt tags, and Lectora's 508 Check. Examples of interactions and what techniques can be used to help increase learning retention.

### **Going Mobile! Tanya Seidel, Trivantis – Novice Level**

Developers and consumers of eLearning are adapting to the rise of mobile eLearning, or mLearning, at an astonishing rate. Learners now need to be able to access just-in-time information on the go by accessing learning content on mobile devices. But, to ensure the content is usable on a variety of Smartphones, eLearning authors must design and create the content with the device in mind. In this session, you'll learn how Lectora and CourseMill meet the growing demands of the mobile world. Learn how to avoid common mobile learning pitfalls and gain tips and tricks to enable your workforce to train on the go.

11:00 am to 12:15 pm

**Concurrent Sessions 5**

### **Five Steps You Shouldn't Skip in Your Rapid Lectora Project, Jay Lambert, Integrated Learning Services – Novice Level**

This session will overview the five most important steps that are sometimes overlooked when conducting a rapid development project in Lectora. Each step corresponds to a part of the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). General guidelines that you can follow for each step will be discussed as well as where they can be found in Lectora. As participants move further into the ADDIE model recommended techniques will be demonstrated in a Lectora title.

### **Integrating Interactive 3D Animations and Graphics in Lectora, Lee Griffin, Jim Benedict, Eric Esser, P&H Mining – Intermediate Level**

P&H Mining is a worldwide leader in manufacturing, servicing and distributing equipment for the surface mining industry. Because of the physical location, large size, and increasing costs to customers for removing equipment from production it became imperative that P&H Mining find a way to develop training materials without having to rely on having actual equipment available. Interactive 3D animations and graphics were the answer. This session will show how P&H Mining integrated interactive 3D animation and high definition 3D graphic in Lectora. Several examples of the 3D content within Lectora developed eLearning will be shown.

### **Considering ISO Standards: Producing Interactive Software Simulations with Lectora, Brian Roland, AIU – Intermediate Level (Computer Lab)**

Not all advanced technology looks and feels like Windows; however many industries would like to take advantage of personal computers for various training scenarios. While more technology roles are filled with a mouse, QWERTY keyboard, and Windows-like OS each year, root ISO standards still do not and should not go away. This presentation is intended to encourage Lectora authors to think beyond Windows style menus and text based instruction alone. Lectora authors have the ability to implement a wide variety of real time assessments beyond text based multiple choice and matching.

### **Current and Upcoming CourseMill LMS Features, Tim Verrelli, Jim Jones, and Kevin Race, Trivantis – Novice Level**

CourseMill LMS is one of the most affordable and flexible learning management systems on the market and the latest version, CourseMill 6, provides users with more customizable, easy-

to-use features. This session will take a high-level look at the benefits of CourseMill 6 and will dive deep into new features that were released earlier this year. In addition, attendees will be the first to get an exclusive sneak peek at upcoming new features.

12:15 pm to 1:30 pm                      Lunch

1:30 pm to 2:45 pm                      **Concurrent Sessions 6**

**Lectora as the Centerpiece for Knowledge Management in the US Army, Stephan Wilcox, Soldier Support Institute, US Army – Intermediate Level**

The US Army has stretched the use of Lectora past its developmental roots to connect and refine distributive learning, institutional training, lessoned learned, collaborative development between customers and developers, course completion status, and leadership involvement. In this session, you'll learn how the Soldier Support Institute leveraged Lectora across several Army Enterprise systems such as SharePoint, the Army Learning Management System, Blackboard, and the Web. You'll discover how the US Army provided worldwide availability of content regardless of device or connection speed and how to change training on the fly to accommodate real world issues faced by employees.

**Evaluating the User Experience, Peter Sorenson, Quizzicle; Bradley Fredrick, Correctional Medical Services; Michelle Allen, Pfizer – Advanced Level**

Evaluating the experience of the online learner affords benefits for everyone involved, both learner and developer. This session will cover understanding how each individual learns exposes the option to building training tailored to the needs of each learner. Developers will gain insight to what really works in web-based training by evaluating how often content is accessed and how effective it is in supporting training goals. Two case will also be presented wherein learners engaged in courses developed in Lectora, had their experiences captured to a database in real time providing data for a robust a thorough evaluation.

**Top Underutilized Tips and Tricks from Lectora Developers, Daryl Fleary, Trivantis – Intermediate Level**

In this session, experts from the Trivantis development team will discuss Lectora features, which are often underutilized, misunderstood, or able to be used in "outside-the-box" ways. You'll learn creative applications for items such as progress bars, menus, dynamic titles/content, questions/survey items, and actions. This session will

**Lectora and Flash, the Dynamic Duo, David McIntyre, Beckman Coulter – Intermediate Level**

The combination of Lectora and Flash is extremely powerful for producing dynamic, interesting, eye catching presentations that will take your eLearning courses to the next level. Lectora provides all the framework, navigation and control tools. Flash adds animation. The two together allow you to: illustrate concepts, show component operation, map out a flow such as a fluidic operation, illustrate service procedures, create software simulations, etc. This session will show you examples of this dynamic duo in action!

2:45 pm to 3:30 pm

**Closing Session** – Includes a surprise performance you won't want to miss!

3:30 pm to 5:00 pm

**One-On-One Sessions**

Sign up to meet with Trivantis' Lectora experts so you can ask specific questions, troubleshoot issues, get tips and tricks, and more. To sign up, please visit the registration desk at the event.

### **Friday, May 13**

9:00 am to 5:00 pm

**Lectora Extreme Training\***

9:00 am to 5:00 pm

**Lectora Inspire Tools Training\***

\* Training sessions are not included in the conference registration fee. You must purchase training separately.

\*\*Trivantis reserves the right to make changes to this schedule.