



## LEARNING TECHNOLOGIES TRACK

Picture

**Katie Smith**

Catalina Marketing

*10:30 am – 11:30 am*

### **Creating a Culture of Learning: Socializing Your L&D Department**

You create and develop rich content for your organization, but learners often don't engage with it unless it's assigned in a specific learning plan. This lack of awareness can hinder cultivating and creating a culture of learning.

In this session, you will hear specific ways to socialize your learning and development content using social media, thought leadership, and content marketing. The session will cover various ways you can use social tools and video to build engagement and use of learning content. You will also see examples of how to market your L&D department internally.



**JD Dillon**, Axonify

**David Glow**, Restaurant Magic

*12:30 pm – 1:30 pm*

### **The People v LMS - A Learning Technology Story**

The learning management system is under indictment. It has been charged with failing to provide value to our organizations. The evidence seems clear: poor engagement, difficult upgrades, huge price tags. But why? Is the LMS really the guilty party, or is something else within our L&D strategy to blame? Let's put the LMS on trial and finally reach a verdict on why our primary L&D technology can't support a modern workplace ecosystem.



**Diane Elkins**

E-Learning Uncovered

*1:45 pm – 2:45 pm*

### **E-Learning Authoring Tool Comparison**

What's the best e-learning authoring tool out there? That's a lot like asking, "What's the best car on the road?" The answer can be very subjective, and in the end, it's based on what matters most to you. In this session, you'll learn what key features and characteristics can be used to differentiate tools (such as price, ease of use, interactivity, accessibility, and mobile compatibility) so you can make the best choice for your needs. Plus, you'll get some perspective on how popular e-learning authoring tools such as Storyline, Captivate, and Lectora stack up in these different categories. You'll also get a quick under-the-hood look at some of the major tools to give you a general sense of what it's like to work in them.