“This amazing conference captures the essence of what we do, and tools to move forward in our work.” -Janet Foreman, Mesquite, Texas
2022 LERN Virtual Conference
November 14 – 17, 2022
“The most exciting week of the year in lifelong learning”

What’s New This Year
Reinvent!

Coming out the pandemic, your program will not be the same. Marketing is shifting. There’s New Staffing Issues. Hybrid is becoming a permanent part of your programming mix. Now is the time to reinvent and reposition your program for success moving forward. Stay current on the latest issues from the most successful practitioners. Our all-new themes this year:

- How Marketing Is Shifting
- New Staffing Issues
- Programming for 2023
- Data for Decision Making
- Reinvent!

The Best Experts and the most successful practitioners give you the latest, most advanced, practical how-to information in the field. Only the LERN Virtual Conference has it.

The LERN Difference: ROI

What’s the same this year: a 10:1 or greater return on your investment from the conference.

As the leading association in the world in lifelong learning programming and the largest continuing education association, LERN will give you and your program a 10:1 return worth $20,000 or more to your organization.

“By far the most interactive and fully realized virtual conference I’ve seen.”
– Zahiya Rimawi, Winston-Salem, North Carolina

Only In The Virtual Conference

Only in the LERN Virtual Conference do you and your whole staff get:

- **Front row seat.**
  Attend up to 15 concurrent sessions live. You don’t miss a word.

- **Attend every session.**
  You and your staff can attend all 45 sessions, archived, for the next 89 days.

- **Presenters Not Available Anywhere Else.**
  The Best Experts from all over North America present. You won’t hear them anywhere else.

- **Your whole staff can attend.**
  Your whole staff are included, up to 30 at the same Organization. Get the best professional development for your staff.

- **Interact with over 1,700 professionals.**
  The largest conference in the field, network with others, meet new colleagues.

- **Ave. cost just $89.**
  The average Organization sends 20 people, making it just $89 per person.

- **Become a CPP.**
  Train new staff in one week. Take the Certified Program Planner (CPP) exam the next week at no extra charge. It’s the leading designation in the field.

Everyone Can Attend
One Low Price

- **BEST OF ALL,** up to 30 people from your organization as want may attend the virtual conference! The average organization sent over 20 people to last year’s virtual conference.

- **Just one low price of only $1,795 for up to 30 people** from the same organization; more on Special Request. Invite central administrators, faculty, and of course your whole staff.

- **Your colleagues at your organization can pop-in on one or two sessions,** or attend as many as they want.
More Practitioners
You asked for it. You got it. More practitioners from the most successful programs are presenting and on Panels than ever before.

Professional Development For Your Whole Staff
Tailor tracks and sessions for each of your staff’s particular needs and interests. From the fundamentals to the cutting edge, get levels and specialties not found anywhere else.

Train your whole staff to become Certified Program Planners (CPP), the most widely recognized training and designation in the field. Tap into our Executive Leadership for the most current thinking on issues and strategic planning.

45 Concurrent Sessions!
Some 45 concurrent sessions in all, plus discussions, keynote, awards, and more.

Attend 15 sessions live. View all the sessions later. Tracks:
• How Marketing is Shifting
• Reinvent!
• Post-Pandemic Programming
• Staffing Shortages
• Operations
• Contract Training
• Core Skills

Plus Fun
Optional social events end each day with fun interactive events.

Conference Outcomes
1. What worked in 2022, what didn’t.
3. ROI. Big impact sessions to give you 10:1 return ($20,000)

Who Should Attend
Anyone from the same organization may attend one or more sessions.

Staff should plan to spend a good deal of time attending the Virtual Conference. Also invite central administrators, faculty and teachers for certain sessions.

Zero Zoom Fatigue
Not one of our 1,750 participants got Zoom Fatigue last year. You will remain energized and engaged for the whole Virtual Conference.

Interactive Sessions
• Your colleagues are sharing info and chatting continuously. It’s fun!
• Q&A every session.
• 15 minute breaks between every session.
• Discussion Group sessions.
• Take an hour break. It’s that easy.
• No one gets tired of making money!

What You Should Do Now
1. Please spend a few minutes with this brochure. Give your program a 10:1 return and ROI from this conference. It will make your program $20,000 or more in increased registrations, higher income, and/or saved costs.

2. Check out monthly updates and news about the conference at www.lern.org/conference.

3. Register Now! Your organization’s primary contact should register your organization now. One low fee. One easy process. Go to www.lern.org/conference. Or call us at 1-800-678-5376.

4. Questions? We’re always glad to talk to you. Call us at 800-678-5376. Email us at info@lern.org. Chat live on www.lern.org

5. Invite others to attend. You can have as many people from your organization attend as you wish. They can attend one session, or all of them. Get it on each of your staff’s schedules immediately!
Friday, November 4
How to Attend the Virtual Conference
Get your questions answered and make sure you are Ready-to-Rock!
Friday, 2 – 2:30 pm ET, 1-1:30 pm CT, Noon-12:30 pm MT, 11-11:30 pm PT

Monday, November 14
Visit with Virtual Exhibitors
Visit our virtual exhibitors
2-3 pm ET, 1-2 pm CT, Noon-1 pm MT, 11 am-Noon PT

50th LERN Conference!
Pre-Opening Session
Relive the early days of the field. Celebrate how far we have come.
3:40 – 3:45 pm ET; 2:40 – 2:45 pm CT; 1:40 – 1:45 pm MT; 12:40 – 12:45 pm PT

Opening Session Welcome, Amy Lasack, Cedar Rapids, Iowa, LERN Chair of the Board of the Directors
“The State of Lifelong Learning,” with William A. Draves, CAE, CPP, LERN President
3:45-4 pm ET, 2:45-3 pm CT, 1:45-2 pm MT, 12:45-1 pm PT

Keynote: “Power Programming: Hacking Your Head for Health, Wealth and Happiness”
with Richard Hardon, a dynamic motivational leadership and business transformation expert. Practical steps for leaping to the next level with daily disciplines you can implement immediately. Take away the mindset to manage the mundane and escape mediocrity.
4-5 pm ET, 3-4 pm CT, 2-3 pm MT, 1-2 pm PT

Pet Parade!
Parade your pet online. Last year had snakes, birds, and much more.
5-5:30 pm ET; 4-4:30 pm CT; 3-3:30 MT; 2-2:30 pm PT

Tuesday, November 15
Visit with Virtual Exhibitors
10:15-10:45 ET; 9:15-9:45 CT; 8:15-8:45 MT; 7:15-7:45 PT

Concurrent Sessions #1
11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #2
12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT

Discussions
-What worked in 2022
-What did not work in 2022
1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT

Concurrent Sessions #3
2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT

Stretch Break (led by someone who stretches; no LERN liability)

Concurrent Sessions #4
3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT

Concurrent Sessions #5
4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT

Discussions
“Trends and Issues in the Field”
5:15-6:00 ET; 4:15-5:00 CT; 3:15-4:00 MT; 2:15-3:00 PT

Music Trivia!
Take back some ice-breaker ideas to your program, plus have fun. Facilitated by Tim Litfin of Minnetonka, MN. This event a smash hit last year. Sign up in teams of two. If you cannot, Tim will match you up. No cost.
6 -6:30 pm ET; 5-5:30 CT; 4-4:30 MT; 3-3:30 PT

Wednesday, November 16
Concurrent Sessions #6
11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #7
12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT

AGENDA
AGENDA

Not Available Anywhere Else

You won’t find this research, survey results, trends and best new practices anywhere else.

International Award winning ideas for 2023.


ShowStoppers: Pioneering breakthrough strategies from the last six months.

The New Era
Balancing your online product mix with in-person classes.

Five Star Presenters: the top practitioners from last year’s conference.

The new numbers, ratios and benchmarks for success in our new times.

LERN’s latest research and Forecasts for the field.

“Discussions
“Hot Classes”
Bring 1 idea, take back 19.
1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT

Concurrent Sessions #8
2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT

Stretch Break (led by someone who stretches; no LERN liability)

Concurrent Sessions #9
3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT

Concurrent Sessions #10
4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT

Discussions
“Top Challenges Moving Forward”
5:15-6:00 ET; 4:15-5:00 CT; 3:15-4:00 MT; 2:15-3:00 PT

Wine Tasting!
LERN’s resident wine connoisseur, Bill Strehl, offers five-six different wines for you to taste. Get his insights on each wine, and participate in the feedback on what you like best. Participants pay for their own wine. Group participation (and cost sharing) recommended.
6-6:30 pm ET; 5-5:30 CT; 4-4:30 MT; 3-3:30 PT

Thursday, November 17

Concurrent Sessions #11
11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT

Concurrent Sessions #12
12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT

Discussions: The Year 2023
“Your Top 3 New Things to Do and/or Offer in 2023”
1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT

Concurrent Sessions #13
2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT

Stretch Break

Concurrent Sessions #14
3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT

Concurrent Sessions #15
4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT

International Awards for 2023
(Best-of-the-Best innovative practices. Steal these ideas.)
5:15-5:30 ET; 4:15-4:30 CT; 3:15-3:30 MT; 2:15-2:30 PT

Virtual Dance Social Event
Celebrate your good work in 2022. Dance to our virtual DJ.
5:30-6:00 ET; 4:30-5:00 CT; 3:30-4:00 MT; 2:30-3:00 PT

“I left feeling inspired and excited about my work!”
– Carley Misanchuk, Red Deer, AB, Canada
Tuesday Agenda Overview

10:15-10:45 ET; 9:15-9:45 CT; 8:15-8:45 MT; 7:15-7:45 PT
Visit with Virtual Exhibitors

11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT
Concurrent Sessions #1

12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT
Concurrent Sessions #2

1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT
Small Group Discussions, by Constituency
“Trends and Issues in the Field”
-What Worked for Fall 2022
-What did not work in Fall 2022

2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT
Concurrent Sessions #3

Stretch Break
(led by a yoga teacher who stretches;
no LERN liability)

3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT
Concurrent Sessions #4

4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT
Concurrent Sessions #5

5:15-6:00 ET; 4:15-5:00 CT; 3:15-4:00 MT; 2:15-3:00 PT
Group Discussions

6:00-6:45 ET; 5:00-5:45 CT; 4:00-4:45 MT; 3:00-3:45 PT
Social Events
## TUESDAY: CONCURRENT SESSIONS

### New! Staff and Volunteer Recognition Events
#### That Build Community
Recognize and retain great volunteers and staff. That’s what you need to do. Your teams will thank you for it. The time is now. Be remembered for what you did, not for what you could have done.

*Tim Litfin, Minnetonka, MN*

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### New! Paradigm Shifts and Productivity
Paradigm thinking significantly hinders innovation by creating habits that stick beyond policy change, turnover, and advances in technology. Learn engaging ways to push your program past traditional, ordinary thinking into a new realm of possibilities.

*Travette Webster, Houston, TX*

### New! Recruiting and Keeping Instructors
Programs are reporting more difficulty in recruiting and keeping instructors now than in pre-pandemic years. Come explore innovative ways to motivate and find new instructors, as well as reward and keep motivated your current instructors.

PANEL led by *Leslie Brock* (photo), Edwardsville, IL; *Darby Lanpher*, Palatine, IL; and *Tim Frenzel*, Overland Park, KS.

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### Easy & Effective E-Marketing
Dive into domain names and creative marketing, including e-mail newsletters, that will give your programs brand recognition and boost enrollment. Tips, tricks, & templates to best e-market your programs.

*Melissa Torres, Laguna Woods, CA*

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### New! Segmenting Your Email List
Segment your email list and unleash its power! Learn how segmenting your list will help send the right messages to the right customers to optimize results. Find out how this program successfully segmented its contact list and improved the effectiveness of email campaigns.

*Belinda Elliott-Bielecki, Fredericton, NB, Canada*

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### New! Marketing to Baby Boomers
Baby Boomers remain a huge market for avocational, recreation and leisure classes. The world’s leading authority on generations tells you what to do, and what not to, to attract them. Tip No. 1: don’t call them seniors.

*Julie Coates, Senior Vice President, LERN, Presque Isle, WI*

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### New! Marketing to Baby Boomers
New Markets

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### New! Coordinating while Staying In the Game
What have I said goodbye to, what am I focusing on, where am I taking risks, what am I rooting into for the future as a Program Coordinator while staying in the game.

*Leanne LaBrash, Red Deer, AB, Canada*

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### New! Building Your Social Media Community
Social Media Marketing has become more than running digital advertising campaigns; it allows your business to build a following of loyal customers through authentic posts and interactions creating excitement for your business as it grows.

*Melissa Torres, Laguna Woods, CA*

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### New! Reinvent!
With the external environment considerably changed by the last few years, top practitioners are undertaking efforts to reinvent their programs with offerings, organization, staffing and marketing to respond to the new workplace and community needs. Come discuss and share experiences.

PANEL led by *Elisa Waldman* (photo), Overland Park, KS; *Joe Miera*, Las Vegas, NV; *Gary Girard*, Omaha, NE.
Wednesday Agenda Overview

10:15-10:45 ET; 9:15-9:45 CT; 8:15-8:45 MT; 7:15-7:45 PT
Visit with Virtual Exhibitors

11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT
Concurrent Sessions #6

12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT
Concurrent Sessions #7

1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT
Group Discussions

2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT
Concurrent Sessions #8

Stretch Break
(led by a LERN member who stretches; no LERN liability)

3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT
Concurrent Sessions #9

4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT
Concurrent Sessions #10

5:15-6:00 ET; 4:15-5:00 CT; 3:15-4:00 MT; 2:15-3:00 PT
Group Discussions

6:00-6:30 ET; 5:00-5:30 CT; 4:00-4:30 MT; 3:00-3:30 PT
Social Events
(optional; if a cost, at your own cost; no LERN liability)

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**Talk to Your Customers**
Frustrated with not knowing what new courses to offer? Canceling too many events? Talk with your customers. It takes the same amount of time to set up a successful course as one that fails. Your customers will tell you what you should be doing. Take away the tools to make your needs assessments work for you.

*Brendan Marsello, LERN, Washington, DC*

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**Developing the Best Programs**
Promotions and pricing are the two things programmers blame for unsuccessful courses. This is a myth. Know what you should focus on to improve your offerings. Understand the criteria for what you should repeat and selecting new courses.

*Brendan Marsello, LERN, Washington, DC*

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**New! Community Needs**
Discover new community needs for your program to serve. Strengthen existing relationships and build new ones for greater service, and involvement. Take home techniques and experiences from your panelists, then share your own suggestions.

PANEL led by *Scott Silverman, Santa Monica, CA; Tricia Scepansky, Media, PA; Gary Girard, Omaha, NE.*

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**Keep Customers Coming Back**
The best way to grow your program is to get your current customers to come back next time. Customer service is essential to boosting your repeat rate. A few tweaks and you can transform your customer service into something extraordinary.

*Brendan Marsello, LERN, Washington, DC*

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**New! External Community Partners**
Tips for success, including holding regular check-ins. Identify risks, assess costs, and then remain flexible in making adjustments and changes along the way for a win-win.

PANEL led by *Leanne LaBrashe, Red Deer, AB; Elisa Waldman, Overland Park, KS; Paula Hogard, Framingham, MA.*

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**Core Skills**

**Latest Digital Marketing**

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**Core Skills**

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**Core Skills**

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**Core Skills**

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### New! Working From Home Is Here to Stay
During the pandemic many were faced with figuring out how to make the work from home situation work for their department. Now it’s a permanent part of your organization. We’ll look at what has happened at Harper College as we implement a formal work from home policy.

*Scott Cashman, Palatine, IL*

### Generating Administrative Support
Gaining support from your central administration, including your institution’s CEO, is now critical to having a successful lifelong learning or continuing education program. Our panel has successfully worked with their central administrations to enable growth.

PANEL led by *Aaron Sauerbrei* (photo), Waterloo, IA; *Daniel Thorpe*, Vancouver, BC.

### New! Home Page Metrics
Pioneering new session on what metrics to collect and what to do with them to improve your website effectiveness in generating registrations. A panel from some of the most successful programs explores this breakthrough topic for the field.

PANEL led by *Kiel Cross*, Palatine, IL; *Tom Leaverton*, Cedar Rapids, IA; *Deanne Belshe*, Overland Park, KS.

### New! Latest 7 Hot Marketing Tips
Low and no-cost marketing tips from the latest review of successful marketing strategies in the field. This session alone will make your conference ROI worthwhile.

*William A. Draves, LERN, River Falls, WI*

### Centralized Operations
Centralizing your operations tasks is critical for efficiency, maximum resource utilization, and exceptional customer service. Join this session to learn how to develop a transition plan, overcome obstacles, and successfully shift to a centralized operations model.

*Travette Webster, LERN, Houston, TX*

### Always New! The Top eTools for 2023
Discover the latest new eTools to boost staff productivity. Your presenter spends hours every day researching the web. Just one eTool can make a huge positive difference for your program.

*Dan Belhassen, Neovation, Winnipeg, MB, Canada*

### Always New! Brochure Trends for 2023
A whole new more successful brochure format is emerging right now. Take home the best new brochure ideas from LERN’s top brochure and design experts for lifelong learning programs. The print brochure generates 70% of your registrations and income. It is the most essential marketing piece you do.

*Julie Coates, LERN Senior Vice President, Presque Isle, WI; Jordan Kivley, LERN, Portland, OR*

### New! Marketing to Teens
Discover proven techniques in reaching this underserved but challenging audience. From influencers to designing current and relevant, your presenter has generated thousands of teen registrations for her events.

*Carlotta Wade, Riverside, MD*

### New! Marketing to Teens
Discover proven techniques in reaching this underserved but challenging audience. From influencers to designing current and relevant, your presenter has generated thousands of teen registrations for her events.

*Carlotta Wade, Riverside, MD*

### New Markets
Discover proven techniques in reaching this underserved but challenging audience. From influencers to designing current and relevant, your presenter has generated thousands of teen registrations for her events.

*Carlotta Wade, Riverside, MD*

### Best Practices
Gaining support from your central administration, including your institution’s CEO, is now critical to having a successful lifelong learning or continuing education program. Our panel has successfully worked with their central administrations to enable growth.

PANEL led by *Aaron Sauerbrei* (photo), Waterloo, IA; *Daniel Thorpe*, Vancouver, BC.

### Best Practices
A whole new more successful brochure format is emerging right now. Take home the best new brochure ideas from LERN’s top brochure and design experts for lifelong learning programs. The print brochure generates 70% of your registrations and income. It is the most essential marketing piece you do.

*Julie Coates, LERN Senior Vice President, Presque Isle, WI; Jordan Kivley, LERN, Portland, OR*

### Best Practices
Low and no-cost marketing tips from the latest review of successful marketing strategies in the field. This session alone will make your conference ROI worthwhile.

*William A. Draves, LERN, River Falls, WI*

### Best Practices
The best promotional, orientation, how to register, and testimonial video clips in the field. Every year, your presenter researches the best in videos for lifelong learning programs. Join ‘The Siskel & Ebert’ of our field for the most thorough and insightful review.

*Betty Sedor, El Camino, CA*
Thursday Agenda Overview

11:00-11:45 ET; 10:00-10:45 CT; 9:00-9:45 MT; 8:00-8:45 PT
Core Skills

Evaluating, Training and Growing Great Teachers
Grow the best instructors by following key guidelines. Know where to find them and the best onboarding processes. Explore ways to evaluate your instructors and how to offer professional development for them. The biggest factor in your program quality is your instructors.

Brendan Marsello, LERN Staff, Washington, DC

Contract Training

Contract Training Tips, Tools, Strategies Panel
Stay in front of your future clients. Acquire tips from contract training leaders as they share their tips, tactics, and tools for contract training sales. Leave with 10 ideas you can implement immediately.

PANEL led by JoAnn Hall, Fond du Lac, WI

Contract Training Trends
Prepare your contract training units for the future! Hear from a panel of experts on what is the hot new trends in Contract Training and what will they are preparing for next.

PANEL led by Amy Lasack, Cedar Rapids, IA; JoAnn Hall, Fond du Lac, WI; Rodney Holt, Red Deer, AB; Charlene Hurdle, Middletown, VA

New Staff Issues

The State of Higher Education
Major issues are facing institutions in higher education, and those challenges affect continuing education units. Come explore the status of change and likely outcomes.

PANEL by Paula Hogard, Framingham, MA; Joe Miera, Las Vegas, NV

12:00-12:45 ET; 11:00-11:45 CT; 10:00-10:45 MT; 9:00-9:45 PT
Concurrent Sessions #11

1:00-1:45 ET; 12:00-12:45 CT; 11:00-11:45 MT; 10:00-10:45 PT
Group Discussions
The Year 2023: Your Top 3 Things to Do in 2023

2:00-2:45 ET; 1:00-1:45 CT; 12:00-12:45 MT; 11:00-11:45 PT
Concurrent Sessions #12

Stretch Break
(led by a LERN member who stretches; no LERN liability)

3:15-4:00 ET; 2:15-3:00 CT; 1:15-2:00 MT; 12:15-1:00 PT
Concurrent Sessions #13

4:15-5:00 ET; 3:15-4:00 CT; 2:15-3:00 MT; 1:15-2:00 PT
Concurrent Sessions #14

5:15-5:30 ET; 4:15-4:30 CT; 3:15-3:30 MT; 2:15-2:30 PT
International Awards for 2023
(Best-of-the-Best innovative practices. Steal these ideas)

5:30-6:00 ET; 4:30-5:00 CT; 3:30-4:00 MT; 2:30-3:00 PT
Virtual Dance Social Event
Celebrate your good work in 2022. Dance to our virtual DJ. (Optional; no cost)
### THURSDAY: CONCURRENT SESSIONS

#### New Markets

**New! The Equalizer: Leveraging Equitable Solutions**
Explore the equity gaps and data of racial divide in workforce and professional certifications. Learn how to reinvest and leverage state and federal resources to upskill to career opportunities with sustainable wages.

*Crystal Gardner (left) and Terryn Batiste, Houston, TX*

**New! How We Made Music & Arts our Top Program**
For ten years our enrollment was static. Then our growth accelerated making it our top program. We’ll look at what is included in the program and what we did to cause growth of over 20% in five years.

*Issa Boulos, Palatine, IL*

**Marketing Essentials**
Everything you do is marketing. Yet in our field we need to pay attention to the most important strategies. The average person spends just 3 seconds to decide whether to open your brochure. You should not be marketing to everyone. Do you know what makes your program different from every other program? Understanding these important marketing concepts and strategies are essential to your career, and your program’s growth.

*Travette Webster, LERN Staff, Houston, TX*

**Effective Promotions**
Discover the key promotion techniques to increase your registrations. Understand the essential task that most programs neglect that will increase your bottom line. Then know the different promotions to use and when to use them. These actions lead directly to income.

*Brendan Marsello, LERN Staff, Washington DC*

**Always New! LERN Forecasts 2023**
Society’s leading futurist delivers fast hard hitting predictions on what’s next for the field of lifelong learning programming and continuing education. He’s been interviewed with co-author Julie Coates by the BBC, NY Times, Advertising Age, and many more.

*William A. Draves, LERN President, River Falls, WI*

#### Best Practices

**Latest! Digital Marketing**
Discover how you can start (or enhance) your digital marketing immediately following this session to (1) grow your customer base, (2) improve engagement, and (3) increase retention. Keep up with this ever-changing and now-integral way to market your programs. Free and cost-effective campaigns methods are included.

*Anna Wojewodzki Hunter, Columbia, MD*

**New! How Communication Creates Efficiencies**
Avoid costly miscommunication, delays and improve the interaction of your staff with more effective communication strategies. Staff productivity, morale, and savings will follow.

*Brenda Marshall, Baltimore, MD*

**New! Staff Shortages**
The Great Resignation, low unemployment, wage increases, tight budgets and options to work from home. It has created staff shortages for many programs. Share ideas for addressing the issue.

*PANEL led by Angie Lipschuetz, San Francisco, CA; Nicola Morgal (photo), Columbia, MD; Kevin Hahn, Palatine, IL.*

**New! Micro-Credentials**
Micro-credentials are short, focused credentials designed to provide in-demand skills, know-how and experience. Get the latest update on where the field is at in terms of standards on the emerging area of micro-credentials and badging.

*PANEL led by Chad Holbrook (photo), Ogden, UT; Rahsaan Dawson, Dallas, TX.*

#### Operations

**New! How Communication Creates Efficiencies**
Avoid costly miscommunication, delays and improve the interaction of your staff with more effective communication strategies. Staff productivity, morale, and savings will follow.

*Brenda Marshall, Baltimore, MD*

**New! Building a Trusted System for Personal Productivity**
How to organize the mound of information we all have to deal with these days, retrieve what you need, and get your work done.

*Daniel Thorpe, Vancouver, BC, Canada*

### 2023 Programming

**New! How We Made Music & Arts our Top Program**
For ten years our enrollment was static. Then our growth accelerated making it our top program. We’ll look at what is included in the program and what we did to cause growth of over 20% in five years.

*Issa Boulos, Palatine, IL*

**Marketing Essentials**
Everything you do is marketing. Yet in our field we need to pay attention to the most important strategies. The average person spends just 3 seconds to decide whether to open your brochure. You should not be marketing to everyone. Do you know what makes your program different from every other program? Understanding these important marketing concepts and strategies are essential to your career, and your program’s growth.

*Travette Webster, LERN Staff, Houston, TX*

**Effective Promotions**
Discover the key promotion techniques to increase your registrations. Understand the essential task that most programs neglect that will increase your bottom line. Then know the different promotions to use and when to use them. These actions lead directly to income.

*Brendan Marsello, LERN Staff, Washington DC*

**Always New! LERN Forecasts 2023**
Society’s leading futurist delivers fast hard hitting predictions on what’s next for the field of lifelong learning programming and continuing education. He’s been interviewed with co-author Julie Coates by the BBC, NY Times, Advertising Age, and many more.

*William A. Draves, LERN President, River Falls, WI*

### New Staffinga Issues

**New! Staff Shortages**
The Great Resignation, low unemployment, wage increases, tight budgets and options to work from home. It has created staff shortages for many programs. Share ideas for addressing the issue.

*PANEL led by Angie Lipschuetz, San Francisco, CA; Nicola Morgal (photo), Columbia, MD; Kevin Hahn, Palatine, IL.*

**New! Micro-Credentials**
Micro-credentials are short, focused credentials designed to provide in-demand skills, know-how and experience. Get the latest update on where the field is at in terms of standards on the emerging area of micro-credentials and badging.

*PANEL led by Chad Holbrook (photo), Ogden, UT; Rahsaan Dawson, Dallas, TX.*

## LERN VIRTUAL CONFERENCE 11
MORE CONFERENCE BENEFITS

Post Conference
Top 40 Ideas
A post conference report will be sent to you with the Top 40 Ideas of the conference.

Virtual Exhibitors
Visit our virtual exhibitors for products and services of interest to your organization.

Int’l Awards
Steal these ideas. The 20 most innovative and cutting edge new practices for 2023.

Master’s Degree
Learn about our joint Master’s Degree with the Univ. of South Dakota.

UGotClass
Visit with our staff about making big money with UGotClass.

Your Conference App!
Updates, chat and more on LERN’s conference app. Access to every session. Available on laptop or cell phone.

Why This Conference is Unique
You said last year’s Virtual Conference was awesome. You were engaged. You contributed. You shared. You had fun. And then you told us how valuable it was in your testimonials.

This year experience all-new sessions and more ROI for your program. We’ve made the Virtual Conference the most specialized, advanced, how-to practical Professional Development event in the field. Give yourself and your whole staff the professional development you deserve. Give your program the competitive edge only LERN can provide.

An independent study shows LERN members have 10% more registrations, resulting in $25,000 or more additional income for you every year.

Bank on the LERN advantage. I look forward to seeing you at the conference.

Amy Lasack, Chair of the LERN Board of Directors, Cedar Rapids, IA

“I loved the ability to participate in a world class conference from the comfort of my home office!”
- Jenny Pirie, Prince George, BC, Canada

CPP TRAINING AND EXAM

Come to the LERN conference and come away a Certified Program Planner (CPP).

Get the best professional training in the field of lifelong learning programming. Earn the recognition you deserve by passing the exam and becoming a CPP.

Here’s how it works:
Attend the Core Skills sessions at the conference. They prepare you for the exam. Attend the optional Study Session for the exam. Then on the week of Nov 28 take the CPP exam online. You just have a proctor certify that you took the exam by yourself without notes. For those not passing the exam the first time, there is no additional charge or penalty to take the exam a second time.

Core Skills Sessions
To best prepare for the CPP exam, these sessions will best prepare you:

- Key Benchmarks
- Marketing Essentials
- Finding & Keeping Great Instructors
- Keep Customers Coming Back
- Effective Promotions
- Developing the Best Programs
- Needs Assessment
- Optimizing Prices

No additional Cost
There is no additional cost to take the exam and become a CPP. You will get a certificate and the right to the designation CPP after your name.

Optional Cost
To receive your certificate on a plaque, and to get a CPP medal, $100 U.S./ $125 CAD.

For More Information
If you have additional questions, feel free to contact us at info@lern.org or by calling us at 800-678-5376.
What You Said About Last Year’s Virtual Conference

“Bravo Zulu LERN for a job very well done.” – Margarita Silva, Rockville, Maryland

“My first time attending the LERN conference and boy am I so glad I did!”
– Sarah Mylcraine, Killeen, Texas

“Crucial information. I will attend in 2022.” – Darryl Stowe, Riverdale, Maryland

“We were able to involve more people than money or time would have allowed if in person.”
– Lynette Jensen, Ogden, Utah

“Jam-packed with valuable learning and networking opportunities. I’m very impressed and will attend next year.” – Emma Baumann, North Mankato, Minnesota

“I am beyond satisfied.” – Evelyn Garcia, Las Vegas, Nevada

Sponsors

Platinum Sponsor

Registration System

K-12 Graduate Credit

Online Courses & Certificates
Send Up to 30 People
Included in the one fee of $1,795 is your ability to send up to 30 people from your same organization to the conference. Attendees may participate in as few sessions, or as many sessions, as each individual wishes. Consider sending:

- **Staff.** All of your lifelong learning programming, or continuing education, staff. This is an ideal situation to have all your staff get professional development.
- **Staff for CPP.** Any person on your staff who wishes to become a Certified Program Planner (CPP). At no additional cost (some optional awards such as a medal or plaque may require additional purchasing) your staff can take the sessions preparing them for the CPP, participate in the CPP study session, and take the CPP exam and become a Certified Program Planner.
- **Central Administrators.** There are certain sessions relevant and informative to your central administrators that will help them understand your program and environment better. Attendees may attend even just one session if they wish.
- **Teachers.** There are certain sessions relevant and informative to your teachers that will help them in their teaching and understanding their learners better. Your teachers may attend even just one session if they wish.

**Our Guarantee**
Your organization will receive an ROI of 10:1, or information worth $20,000 or more to your organization in additional income, registrations and/or saved costs. If you do not feel the Virtual Conference provided your organization with a 10:1 return, our professional staff will spend up to three hours with you and your staff giving you specific information and recommendations worth $20,000 or more.

**Substitutions/Cancellations**
Substitutions are accepted at any time. Understand “the same organization” is determined by LERN. As the conference is virtual, and the sessions will be recorded for viewing/listening afterwards, we do not anticipate any reason for the virtual conference being cancelled. Because of the financial situation all nonprofits are facing at this time, we do not anticipate providing any refunds for any reason.

**The Same Organization**
Sign up to 30 people from the same organization. The same organization is determined by LERN, not your institution or organization. If you have questions about whether a person qualifies as being from the same organization, simply email us at info@lern.org. Or call us at 800-678-5376. In general, people from the same organization have:
1. Offices in the same city.
2. Email addresses with the same suffix/organization.
3. The same website.

**Social Events**
Our virtual social events are optional, and attendees take full responsibility for their participation. If there is a cost to fully participate, the individual attendee or attending organization bears the responsibility for the cost. In addition, LERN has no liability for anyone’s actions in participating in the virtual conference, including social events. LERN takes no responsibility for you following the laws of your area, state or province. LERN takes no responsibility for social events involving consuming alcohol, underage participants, or any events subsequent to participating in our optional activities.

**Payment**
Payment is due in full, in U.S. dollars, at or before the conference.

**Purchase Orders**
A purchase order will reserve your place, with payment due at or before the conference. Please fax or email your registration and PO to us and we will email you an invoice.

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**5 Easy Ways to Register**

**Register Online**
Go to www.lern.org/conference

**Register by Phone**
Have your registration form ready and call us at 800-678-5376. The phones are open from 8 am to 5 pm CT Monday-Friday, with the exception of U.S. holidays.

**Register by Email**
Send your registration information to info@lern.org

**Register by Fax**
Complete the registration form and fax it, toll free, 24 hours a day, to 888-234-8633

**Register by Mail**
Simply fill in the Registration Form and mail it to: LERN Conference PO Box 9 River Falls, WI 54022 U.S.A.

**Questions?** Email us at info@lern.org or call us at 800-678-5376 or Chat Live at www.lern.org
REGISTRATION FORM

2022 Annual Virtual Conference - - November 14-17, 2022

Register with LERN’s new Member Portal. Just go to www.lern.org/conference. Call us at 800-678-5376 for assistance in accessing your LERN Member Portal.

Or simply fill in the information below and fax to 888-234-8633 or email it with your credit card information or purchase order. Or call us at 800-678-5376 with your information and credit card. Or mail the form, along with your check, to LERN Conference, PO Box 9, River Falls, WI 54022. Questions? Email us at info@lern.org or Call us at 800-678-5376 or Chat Live at www.lern.org

Member/Customer ID# (From top line of mailing label)

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Primary Conference Point Person Title

Department Organization

Address

City State/Province Zip/Postal Code Country

Email Phone Fax

Conference Fee

$1,795. For up to 30 people from your organization.

Additional people: Send the name and email of additional people (no other information is required) to us at info@lern.org. Your attendees may attend as few, or as many, sessions as they wish. We encourage central administrators and faculty to pop-in on certain sessions of relevance. You may send names anytime, as often as you like, but prior to Nov. 7 is preferred. Submissions received after the 7th may be delayed.

First 5 Attendees (in addition to your Primary Conference Point Person) Name and email

2. __________________________________________________________

3. __________________________________________________________

4. __________________________________________________________

5. __________________________________________________________

6. __________________________________________________________

TOTAL AMOUNT DUE

$__________________________

Payment Method: Choose A, B, or C

A □ Payment enclosed. Make checks payable to LERN Annual Conference.

B □ Bill my institution. Purchase order required.

C □ Charge to my credit card. Visa, MC, AmEx, Discover

All fees are in U.S. dollars.

Account #

Exp. Date # CVV #

Cardholder’s Name (please print)

Cardholder’s Signature

Mail to:
LERN Conference Registration
PO Box 9
River Falls, WI 54022
USA
The LERN Annual Conference is the best I have ever attended.

Terri House, Concord, CA

LERN 2022 Annual Virtual Conference
Monday, Nov. 14 – Thursday, Nov. 17, 2022

The Best Experts
Join the best practitioners, new successful practitioners, terrific presenters and LERN experts.