

November 18-21, 2024

Gen **Z**  
and the  
Changing  
Workplace



2024 LERN Annual Conference. Online.

# Gen Z and the Changing Workplace

Meet Andrea Matzke of Portland, Oregon. She is a skilled manager at supervising employees, mainly younger Gen Y and Gen Z workers. And she can run the show.

Andrea is also one of the first Gen Z managers in the workforce. She manages differently.

She will be interviewed in our pioneering session on “Gen Z As Managers” session on Thursday, Nov 21, *Session #14*. Julie Coates will interview her on why and how she manages differently, and why the whole generation of Gen Z managers coming soon will manage.

Ms. Coates will also present an all-new companion session “New Management for the New Workplace,” Tuesday, Nov 19, *Session #4*.

Gen Z is here and changing the workplace of your customers, and yours.



*Your LERN staff*

## Come Join Us

Once again, your LERN staff, the best experts and top practitioners have all-new advanced, practical, how-to sessions to make you big money. We guarantee it.

Just one pioneering breakthrough session can make, or save, your program \$20,000. It's a 10:1 return on your investment.

You have told us this is the most interactive online conference you have experienced. Which is why it is also the largest conference in the field, with over 1,500 participants.

Please spend a minute with all the exciting new sessions. Then join other successful organizations at the conference.

William A. Draves CPP, CAE, LERN President

P.S. This is where the best new practices premiere. Don't miss it.

## Only In The Virtual Conference

Only in the LERN Conference do you get:

- **Front row seat.**  
Attend up to 15 sessions live. No rows. You don't miss a word.
- **Attend every session.**  
You and your staff can attend all 45 sessions, archived, for the next 90 days.
- **Presenters not available anywhere else.**  
The Best Experts from all over North America present. You won't hear them anywhere else.
- **Professional Development for your whole staff.**  
For new and experienced staff alike.
- **Earn CEU's.**  
Hundreds of you earn CEU's every year.
- **Interact with over 1,500 professionals.**  
It's the largest conference in the field.

### The LERN Difference: ROI

Your program will get a 10:1 return that is worth \$20,000 or more.

See our Guarantee on page 14.

## Everyone Can Attend One Low Price

- Best of all, up to 30 people from your organization may attend the online conference! The average organization sent over 20 people to last year's conference.
- Just one low price of only \$1,795 for up to 30 people from the same organization.

## What's New This Year

Digital Marketing, 5  
Authentic programming by neighborhood, 7  
AI Update, 6  
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Articulating Your Program's Value, 6  
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Relationship Marketing, 8  
Intergenerational Programming, 9

### All-New Sessions

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### Core Sessions, page 11

What every staff person should know. And 50% of staff do not know these essential ratios and benchmarks for running a successful program.

The Core Sessions, which prepare you and your staff for the CPP, are the most popular sessions every year. Because you need to know this stuff.

## What to do Now

1. Review 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](http://www.lern.org/conference).
3. **Register Now!**  
One low fee. One easy process.  
Go to [www.lern.org/conference](http://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](mailto:info@lern.org).
5. Invite others to attend. You may have as many as 30 people attend from your same Organization. They can attend one session, or all of them. Get it on each of your staff's schedules immediately!

## Hot New Topics for 2025



### Advanced Marketing

No-cost search optimization, latest on social media, Instagram reels, how to cut brochure pages without losing registrations, and much more. Page 5



### Reaching Diverse Audiences

Authentic programming by neighborhood, serving neurologically different youth, case studies of best new programs reaching diverse audiences, and more. Page 7



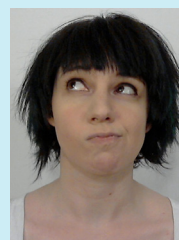
### Leadership for a Changing Workplace

Communicating visually, automating processes, course-correct burnout, and more. Page 6



### Ace Your 2025 Programming

Getting your teachers back, a better way to offer new classes to reduce your cancellation rate, employer focus groups, and more. Page 9



### Issues

You selected the top issues of the year. Here they are. Page 8

# Agenda

Friday, November 8

## How to Attend the Conference

Get your questions answered and get ready to rock.  
2 – 2:30 pm ET, 1-1:30 pm CT, Noon-12:30 pm MT, 11-11:30 pm PT

Monday, November 18

## New! Best

### Brochures

Pre-Opening Session

The best brochure covers.

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, Jill Korsok, Pepper Pike, Ohio, 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: “Creating DifferenceMaker Leaders” with Austin Franklin**

Tuesday, November 19

Concurrent Sessions #1 -#5  
Wednesday, November 20  
Concurrent Sessions #6 - #10

Thursday, November 21

Concurrent Sessions #11 - #15

### The 20 Best Ideas for 2025

Best-of-the-Best innovative practices. Steal these ideas from this year’s International Awards Winners.  
5:15-5:30 ET; 4:15-4:30 CT; 3:15-3:30 MT; 2:15-2:30 PT



“I left feeling inspired and excited about my work!”  
- Carley Misanchuk, Red Deer, AB, Canada

## Concurrent Sessions Timetable

Tuesday, Nov 19

### 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

### Concurrent Sessions #3

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

### 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

Wednesday, Nov 20

### 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

### Concurrent Sessions #8

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

### 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

Thursday, Nov 21

### 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

### Concurrent Sessions #13

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

### 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

## Think Like a Difference Maker Leader

*with Austin Franklin*

You have the ability to make a meaningful difference. When we make a meaningful difference, lives become inspired, situations positively shift, and desired results are often achieved. For a future-ready and thriving workplace, grow your career and elevate your program to achieve your personal and professional goals.



A dynamic motivational leadership and business transformation expert, Austin J. Franklin is a renowned keynote speaker, author, and leadership strategist. He was named as a “Leader Under 40 Changing Lives.”

With a media presence that spans radio and television, as well as appearances in notable publications such as CEOWorld Magazine and Yahoo Finance, Austin’s impact and influence continues to resonate on a global scale.

Monday, Nov 18. 4-5 pm ET, 3-4 pm CT, 2-3 pm MT, 1-2 pm PT

# All-New Sessions

## Digital Marketing

### No-cost Search Optimization

Secrets for boosting your page views and visibility. An expert practitioner in the field shows you no-cost ways to boost your unpaid search. Do this before your competition does. Don't let this session pass you by.

*-Goher Murtaza CPP, New York, NY; Tues. Nov. 19, Session #2*

### Latest Social Media and Digital Marketing Tips

Update your grasp of the latest best tips in the fast changing world of social media and digital marketing. Find out what promotions are most effective, how to use visuals, scheduling posts, and the best platforms for your audience. Then take back some new software recommendations, info on QR code success, what landing pages to create, and more. Your presenter astonished you the last time he presented.

*-Jake Hopkins, Fountain Valley, CA; Tues. Nov. 19, Session #4*

### Data-based Email Promotions

A new advanced approach to targeting your emails better using the data behind them. Your statistics show how each email is directly related to registrations.

Dig a bit deeper and improve your results.

*-Dawn Prosser, Fredericton, NB; Wed. Nov. 20, Session #6*

## SuperStar Les Howles

Les Howles and his colleague at Les Howles Associates are the foremost authorities of communicating visually in the field. Les has that unique ability to communicate visual concepts and practices in simple language and how-to steps. An author, teacher, and consultant in education and the corporate world, he will inspire and focus you in designing visual slides for your next presentations.



## Leveraging Social Media to Understand and Engage Your Customers

Social media can be harnessed as a strategic tool to not only reach clients but also deepen understanding of their evolving needs and preferences. Leverage your social media channels to actively listen to clients, solicit feedback, and conduct sentiment analysis. Valuable insights promised and actionable strategies delivered for your needs assessment in the digital age.

*-Dr. Travette Webster, Houston, TX; Tues. Nov. 19, Session #1*

## Advanced Marketing

### Cut Your Pages, Not Your Registrations!

Your brochure mistakes are costly. Your customers are sophisticated. If your brochure is behind-the-times, they think your classes are old as well. Show them you are current. Keep up with the trends for 2025. Take home our Exclusive 11 Tips to cut your pages without losing registrations.

*-Julie Coates is The Fabulous Brochure Babe; Jordan Kivley critiques hundreds of brochures every year; LERN, Portland, OR; Wed. Nov. 20, Session #9*

### SuperStar Presenter

#### Communicating Visually

Make your presentations more meaningful and memorable through the power of effective visual communication. In this session you'll learn to uproot poor message design habits by skillfully combining elements of a visual language to create presentation slides that not only amplify your ideas but also engage and impact your audience.

*-SuperStar presenter Les Howles, Madison, WI; Wed. Nov. 20, Session #6*

#### Setting Marketing Expectations

Tracking year-over-year registration and participation data is the key to setting marketing strategies and achieving them. This is where your organization needs to be as it sets an expectation, an understanding, as well as a comfort level for where you are, so that you know you are heading in the right direction.

*-Tim Litfin, Minnetonka, MN; Wed. Nov. 20, Session #7*

#### Marketing Micro-credentials

Marketing micro-credentials with ads, events, sponsorships, and working with associations. Take back the data on each marketing effort's success with enrolment.

*-Adrian Lipsett, Vancouver, BC; Wed. Nov. 20, Session #10*

# All-New Sessions

## Advanced Carrier Route Analysis

Trim and target. Trim your promotion costs and increase registrations by targeting your best prospects. This no-cost service can save you up to 20% on marketing and increase registrations at the same time. A must-attend session for U.S. programs.

- *Brendan Marsello, Jackson, NH; Thurs. Nov. 21, Session #11*

## Leadership

### Ambidextrous Leadership

As leaders in lifelong learning, we are often asked to balance two distinct leadership practices: (1) the need to execute and (2) the need to explore. Our ability to balance the requirement to drive and deliver results and lead with an entrepreneurial mindset can feel overwhelming. Unearth proven strategies to help you strike that balance with intentional purpose and clarity for your team.

- *Rodney Holt, Red Deer, AB; Tues. Nov. 19, Session #3*

### Course-Correct Burnout

Stress, depression, and anxiety have increased. However, the most notable increase among employees is burnout. Across industry landscapes, over 70% of the world's workforce are navigating burnout.

Uncover the causes and impact of burnout. Then build practical ways to recognize and course-correct.

- *Dionne Felix, Collegedale, TN; Tues. Nov. 19, Session #5*

### AI Update and the Top eTools for 2025

One year into AI, update yourself on the status of AI in boosting staff productivity. Your presenter spends hours every day researching the web. Plus find out about more eTools. Just one eTool can make a huge positive difference for your program.

- *Dan Belhassen, Neovation, Winnipeg, MB; Wed. Nov. 20, Session #7*



*The changing workplace demands new leadership skills.*

### Taking Strategic Planning to Implementation

There's a lot of mythology around Project Management, but you don't need special software or a certified PMI to execute a strategic plan. Develop and lead your team to success with the simple, practical organizational and management tips we'll explore in this practical session.

- *Daniel Thorpe, Vancouver, BC; Thurs. Nov. 21, Session #15*

### 50<sup>th</sup> Anniversary Session Lessons Learned Over 50 Years

Discover the 19 most essential and practical leadership lessons. On LERN's 50<sup>th</sup> Anniversary, a co-founder shares the best of what he has learned over the last 50 years. Take back these lessons as guidelines for appraising the performance of your program.

- *Greg Marsello, Jackson, NH; Thurs. Nov. 21, Session #15*

### Articulating Your Program's Value

Advocating for your program is one of the most critical issues for leaders in the field today, according to LERN's survey of members.

Acquire the tips and techniques that work with selling your program's value to administrators, stakeholders, and important allies in the community.

- *William A. Draves, Presque Isle, WI; Wed. Nov. 20, Session #10*

# All-New Sessions

## Reaching Diverse Audiences

### Programming Authentically for Your Community

When it comes to programming, one size does not fill all. Authentically programming for multiple communities with different demographics results in increased participation. Learn how we create tailor made programs for each neighborhood in Minneapolis.

-Aviva Hillenbrand, Minneapolis, MN; Tues. Nov. 19, Session #1



Marlena Myles teaches Dakota culture in Minneapolis.

### Reaching Diverse Audiences

Step out and serve more of the diverse audiences in your area. Lifelong learning is for everyone in this century. Top practitioners tell their stories. Each a different audience, a different approach, to help you put your dream into action.

-PANEL. Beth Pinargote CPP, Glencoe, IL; Gary Girard, Omaha, NE; Erin Powers Daley, Calmar, IA; Carlotta Wade, Riverside, MD

### Meeting the needs of Autistic Youth in Summer Kids Programs

In the last few years we have seen an increase in the number of autistic students who enroll in our summer kids' program. This can create some challenges for untrained staff. In this session, you will learn to meet the needs of autistic students who are in your programs.

- Kevin Hahn CPP & Eric Wiebe, Palatine, IL; Thurs. Nov. 21, Session #12



Young people manage differently.

## Gen Z and the Changing Workplace

### Gen Z As Managers

They may be the best managers for the 21<sup>st</sup> century. Explore managing in a society where 'no one is normal.' These young adults have new strategies for retaining workers and responding to impromptu workplace situations.

We will talk with a Gen Z manager with first hand experience. Get insights from a young manager who has implemented innovative strategies to successfully manage a multi-generational workplace.

- Andrea Matzke, interviewed by Julie Coates, Senior Vice President, LERN, Portland, OR; Thurs. Nov. 21, Session #14

### New Management for the New Workplace

The workplace has changed dramatically over the past five years. Gen Z is entering the workforce in larger numbers, demanding new approaches to management. And the impact of the pandemic has significantly altered the way that all employees think about work.

Baby boomers are leaving the workplace in large numbers, sometimes leaving big experience gaps. Those who are staying are still mostly in positions of authority that often run counter to the values of younger employees.

The workplace has never been more diverse or complicated. This session will provide managers with tips on how to successfully address the complexities of the new workplace paradigm.

- Julie Coates, Senior Vice President, LERN, Portland, OR; Tues. Nov. 19, Session #4

### Developing Young Leaders

Developing and mentoring your talent is a core responsibility for any leader. The field is now recruiting a wave of younger staff. They will become the next generation of leaders. What are young people looking for in their professional careers, and what do they need from you as they prepare to become the next generation of leaders?

-Daniel Thorpe, Vancouver, BC; Tues. Nov. 19, Session #1

# All-New Sessions

## Issues

### Next Generation of Leaders

Your next generation of leaders will have some different expectations. They also bring new talents and expertise. Join in discussing how best to develop your next generation of leaders.

PANEL led by *Paula Hogard, Stroud, UK; Jill Korsok, Pepper Pike, OH; Scott Cashman, Palatine, IL; Elisa Waldman, Overland Park, KS; and Joe Miera, Las Vegas, NV; Thurs. Nov. 21, Session #13*

### How Programs Are Using AI

Update your view of using AI. One year into AI, the scene and scenario has changed. Relate to other colleagues in using AI for your program, and offering AI classes for your audience.

PANEL led by *Scott Silverman, Santa Monica, CA; Joe Miera, Las Vegas, NV; Billie Diaz, Palatine, IL; Tues. Nov. 19, Session #5*

### Changing Customer Interests

Customer interests are changing hourly, or so it seems. Hear insights from panel members. Then discuss with your colleagues ways to stay connected with your customers' changing interests.

PANEL led by *Tricia Scepansky, Media, PA; Darby Lanpher, Palatine, IL; and Brad Gast, Wausau, WI; Wed. Nov. 20, Session #2*

### Relationship Marketing

Deepen your participation with the emerging trend of relationship marketing. A panel of your colleagues explore and reveal their experiences and expertise with relationship marketing.

PANEL led by *Elisa Waldman, Overland Park, KS; Brad Gast, Wausau, WI; Thurs. Nov. 21, Session #14*



*Tackle today's top issues and challenges with panel sessions featuring leaders in the field.*

## Live Chat

You and your colleagues respond to the moderator. Share one idea. Take back 19.

### Trends and Issues in 2024

What worked in 2024, what did not. Meet with your colleagues from the same institution to discuss. Choose one: Recreation Departments; Public Schools; Community Colleges; Universities.

*Moderated by your LERN Leaders. Tuesday, Nov 19; 1-1:45 pm ET; 12 – 12:45 pm CT; 11-11:45 am MT; 10-1045 am PT.*

### Hot Community Classes

A favorite for decades. Share one hot class. Bring home 19.

*Moderated by your LERN Staff. Wednesday, Nov 20; 1-1:45 pm ET; 12 – 12:45 pm CT; 11-11:45 am MT; 10-1045 am PT.*

### Your Top 3 New Things to Do in 2025

Tell us your top 1-3 new things to do in 2025. Then see what actions others are planning.

*Moderated by your LERN Staff. Wednesday, Nov 20; 1-1:45 pm ET; 12 – 12:45 pm CT; 11-11:45 am MT; 10-1045 am PT.*



# All-New Sessions

## Programming for 2025

### Getting Your Instructors Back

Entice your former instructors with this new strategy to come back and teach with you. Plus tips to retain your current instructors, and how these two strategies gain new instructors for you.

-Leslie Brock, Edwardsville, IL; Tues. Nov. 19, Session #4

### SuperStar Presenter

#### Experience Design

Experience Design (XD) is an emerging approach used in diverse professional fields for creating more meaningful, engaging, and successful programs centered around “experiences” people desire. In this session you’ll learn practical strategies that go beyond delivering functional value of services and programs to connecting with the emotional and aspirational needs of your participants.

-Les Howles, Madison, WI; Wed. Nov. 20, Session #8

### Employer Focus Groups

Not keeping a pulse on what is happening in the workforce is a critical mistake that many teams make. This can easily be prevented through well planned employer feedback. In this session learn the who, what, when and why employer focus groups can make or break your programming success.

-Amy Lasack, Dubuque, IA; Tues. Nov. 19, Session #5

### Contract Training Trends 2025

Prepare your contract training unit for the future. Hear from the top contract trainer on the hot new trends in 2025. Get a report on the big contract training conference and what to anticipate next.

-Jo Ann Hall, Fond du Lac, WI; Thurs. Nov. 21, Session #15

### Planning Summer Camps

It’s never too late to plan your next season of summer camps. And it’s never too early to improve and enhance your next season. Join two young and experienced summer camp practitioners in gaining secrets, tips and expertise to ignite your planning.

-AJ Corona and Bri Hustak, Pepper Pike, OH; Wed. Nov. 20, Session #10

### Profitable Programs for Boomers

Older adults have 70% of the wealth. They love classes, and have the money to spend. Connect with others in reporting and exploring profitable programs for Boomers.

PANEL led by Nicola Morgal, Columbia, MD; Tues. Nov. 19, Session #3

### Intergenerational Programming

Deliver a fresh experience for your audience. Create more classes with participants from different generations. Your panel cites their own successes. Then you can contribute your own success story.

PANEL led by Jenny Bodurka, Minnetonka, MN; Kelly Borders and Bri Hustak, Pepper Pike, OH; Scott Silverman, Santa Monica, CA; and Nicola Morgal, Columbia, MD; Wed. Nov. 20, Session #8

### Hot Experiential Events

Design your next new event with interactive experiences. Creating immersive experiences resonates with attendees. Your panel of colleagues share tips.

PANEL led by Carlotta Wade, Riverside, MD; Tricia Scepansky, Media, PA; Jenny Bodurka, Minnetonka, MN; Thurs. Nov. 21, Session #11

### Offer More Successful New Classes

Reduce your cancellation rate and offer more successful new classes. An advanced yet no-cost divisional analysis takes only a few hours once a year. Yet it saves wasted staff time. Cut your cancellation rate. Offer more successful new classes.

-William A. Draves CPP, Presque Isle, WI; Thurs. Nov. 21, Session #12



The top programmers in the field delve into emerging new audiences and topics. Nicola Morgal, left, of Columbia, Md, looks at Profitable Programs for Boomers. Leslie Brock, middle, from Edwardsville, Il, talks about Getting former Instructors Back. And Jennifer Bodurka, right, of Minnetonka, Mn, leads a panel on Intergenerational Programming.

# All-New Sessions

## Streamline

### Organizational Efficiency through Centralized Processes

In today's dynamic business landscape, optimizing process efficiency is paramount for organizations striving to stay competitive. One critical aspect to achieving this is aligning staff tasks effectively through centralization. Using CCBC's real-world case study and practical examples, this session delves into the strategies and techniques necessary to streamline core operational processes.

*-Dr. Heather Currey, Baltimore, MD; Thurs. Nov. 21, Session #13*

### Automating Processes

Save your students and staff lots of time by moving a paper form to an electronic version. Taking the workflow behind the scenes, make it pretty much seamless. Press your Microsoft Suite to do all the work.

*-Ian Allen, Fredericton, NB; Wed. Nov. 20, Session #8*

### Nurturing Staff Buy-In for Process Changes

The ability to adapt and innovate is paramount for organizational success. Implementing process changes can often be met with resistance from staff members who are comfortable with the status quo. Delve into the crucial aspect of garnering staff buy-in for process changes and explores strategies to effectively navigate this transition.

*-Dr. Travette Webster, Houston, TX; Thurs. Nov. 21, Session #11*

### Premier Benefits Included

Attend the LERN Annual Conference and automatically move up your membership benefits to Premier Membership.

New services include:

- Cohort Consulting  
Ask your toughest question of our LERN consultant.
- Market Segmentation Analysis  
Cut your promotion costs by 20%.

See all the Premier benefits included on Page 13.



## 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 Dec 2 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

### Optional Cost

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

### 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.

### For More Information

If you have additional questions, feel free to contact us at [info@lern.org](mailto:info@lern.org) or by calling us at 800-678-5376.



## Core Skills

Knowledge everyone on your staff needs to know to be successful. Take these sessions to prepare for the Certified Program Planner (CPP) exam. No extra cost !

### Key Benchmarks

Acquire the key indicators you should monitor to judge your program's success. Whether it's performance or financial success, you will explore the best numbers to monitor.

This data allows you to check your past success and plan for your next sessions. These numbers will simplify your decision making.

*-Brendan Marsello, LERN, Jackson, NH; Tues. Nov. 19, Session #2*

### Optimizing Prices

It's not an art form. It's a process. Know how to determine the best price to maximize both income and registrations.

Discounts, competition pricing, and image pricing will also be covered. Don't guess about your prices. Know the steps to the best price.

*-Travette Webster, LERN, Houston, TX; Tues. Nov. 19, Session #3*

### 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, Jackson, NH; Wed. Nov. 20, Session #6*

### 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, Jackson, NH; Wed. Nov. 20, Session #7*



*Just two of the practitioners who have received their CPP designation.*

### 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, Jackson, NH; Wed. Nov. 20, Session #9*

### 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, Jackson, NH; Thurs. Nov. 21, Session #12*

### 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; Thurs. Nov. 21, Session #13*

### 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, Jackson, NH; Thurs. Nov. 21, Session #14*

# 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!”

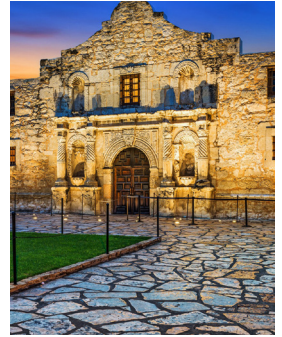
– Sarah Mylcraine, Killeen, Texas

“We were able to involve more people than money or time would have allowed if in person.”

– Lynette Jensen, Ogden, Utah

“I am beyond satisfied.”

– Evelyn Garcia, Las Vegas, Nevada



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## Sponsors



Platinum Sponsor



LERN Masters Degree



Registration System



K-12 Graduate Credit



Online Courses & Certificates

## More Conference Benefits In-Person 2025 Conference Big Discount

Get the best of both worlds. Come to the Annual Conference, online. Then engage with your colleagues and leaders in the field with our San Antonio in-person conference.

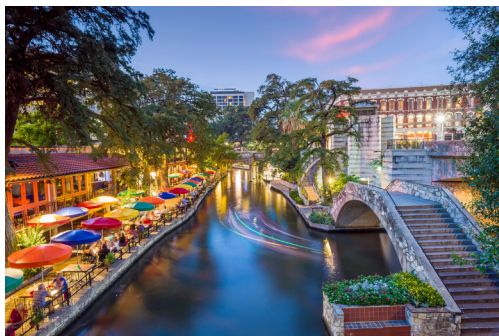
Experience the intimate networking and discussion with your colleagues and leaders in the field with our in-person conference in San Antonio, Texas, March 18-20, 2025.

Right on the famous Riverwalk, Embassy Suites San Antonio offers a casual setting in the middle of the history and tradition of old San Antonio.

Get the best of both worlds. Come to

the Annual Conference, online. Get the most advanced hard hitting practical info.

Then engage with your colleagues and leaders in the field with our San Antonio in-person conference.



### San Antonio Conference Registration Discount

Your Organization	Attending Annual Conference Online	Not Attending Annual Conference
University or Community College	\$695 per person	\$995 per person
Recreation Dept. or Public School	\$195 per person	\$495 per person

Register for the Annual Conference first. Then register for the San Antonio in-person conference anytime afterward and get the Annual Conference discount rate.

Another great reason to register for the Annual Conference now.

## Move Up to Premier Membership

Attend the LERN Annual Conference online and automatically move up your Essential Membership to the next level, Premier Membership.

Additional Free Services for your organization include:

**New! Complimentary Cohort Consulting.**

Ask your toughest question of your LERN consultant. Then hear the answers to your other cohort colleagues' toughest questions.

PLUS

- Exclusive Report: The Top 40 Tips from this Year's Conference
- Brochure critique priority
- Website critique priority
- Your LERN Dashboard analysis
- Other LERN Conference Discounts
- Presentation opportunities
- Market Segmentation. Cut Brochure Promotion Costs 20%



## 5 Easy Ways to Register



QR Code



Register Online Go to  
[www.lern.org/conference](http://www.lern.org/conference)



Register by Phone  
Have your registration form ready  
and call us at 800-678-5376.  
Phones are open from 8 am to 5 pm CT.



Register by Email  
Send your registration  
information to [info@lern.org](mailto:info@lern.org)



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.



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



### *Questions?*

Call Roy Singleton or Gale Hughes  
at 800-678-5376 or email them at [info@lern.org](mailto:info@lern.org)  
We are happy to talk with you.

## Registration Information



### **Our Guarantee**

Your organization will receive an ROI of 10:1. You get information worth \$20,000 or more to your organization in additional revenue, registrations and/or saved costs.

If you do not feel the 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 recommendations worth \$20,000 or more.

### **Substitutions/Cancellations**

Substitutions of individuals attending are accepted at any time. Understand “the same organization” is determined by LERN.

The conference sessions will be recorded for viewing afterwards for 90 days.

We do not foresee any reason for the Annual Conference to be cancelled. We do not anticipate providing any refunds for any reason.

### **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, mail or email your registration and PO to us and we will email you an invoice.

# REGISTRATION FORM

## 2024 LERN Annual Conference - - Nov. 18-21, 2024. Online

Register with LERN's Member Portal. Just go to [www.lern.org/conference](http://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](mailto:info@lern.org) or Call us at 800-678-5376 or Chat Live at [www.lern.org](http://www.lern.org)

Contact Person Name \_\_\_\_\_

Title \_\_\_\_\_ Department \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

### Conference Fee

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

Don't forget to send us the names of your organization's attendees. Send in your participants list in the form of an excel spreadsheet. You will be sent instructions on the format when your registration is received. If you have questions, just email us at [info@lern.org](mailto:info@lern.org).

Your attendees may attend as few, or as many, sessions as they wish. 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.

### 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

LERN ANNUAL CONFERENCE **15**



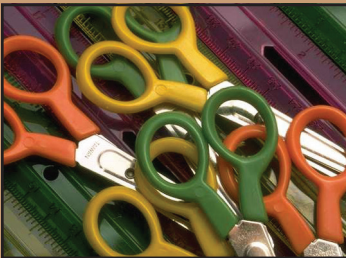
PO Box 9  
River Falls, WI  
54022 USA

*“The LERN Annual Conference is  
the best I have ever attended.”*

*Terri House, Concord, CA*

# LERN 2024 Annual Conference

Monday, Nov. 18 - Thursday, Nov. 21, 2024



**Cut Pages, Not  
Registrations**

5



**Staff Buy-in for  
Process Changes**

10



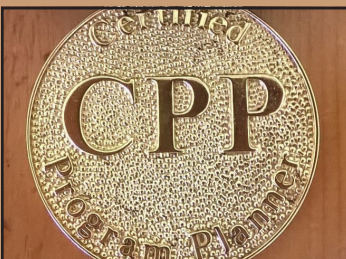
**Leverage Social  
Media for Needs  
Assessment**

5



**AI Update  
and New eTools**

6



**Core Sessions to  
Become a CPP**

11



**Hot Experiential  
Events for All  
Ages**

9



**Intergenerational  
Programming**

9



**Developing  
Young Leaders**

8