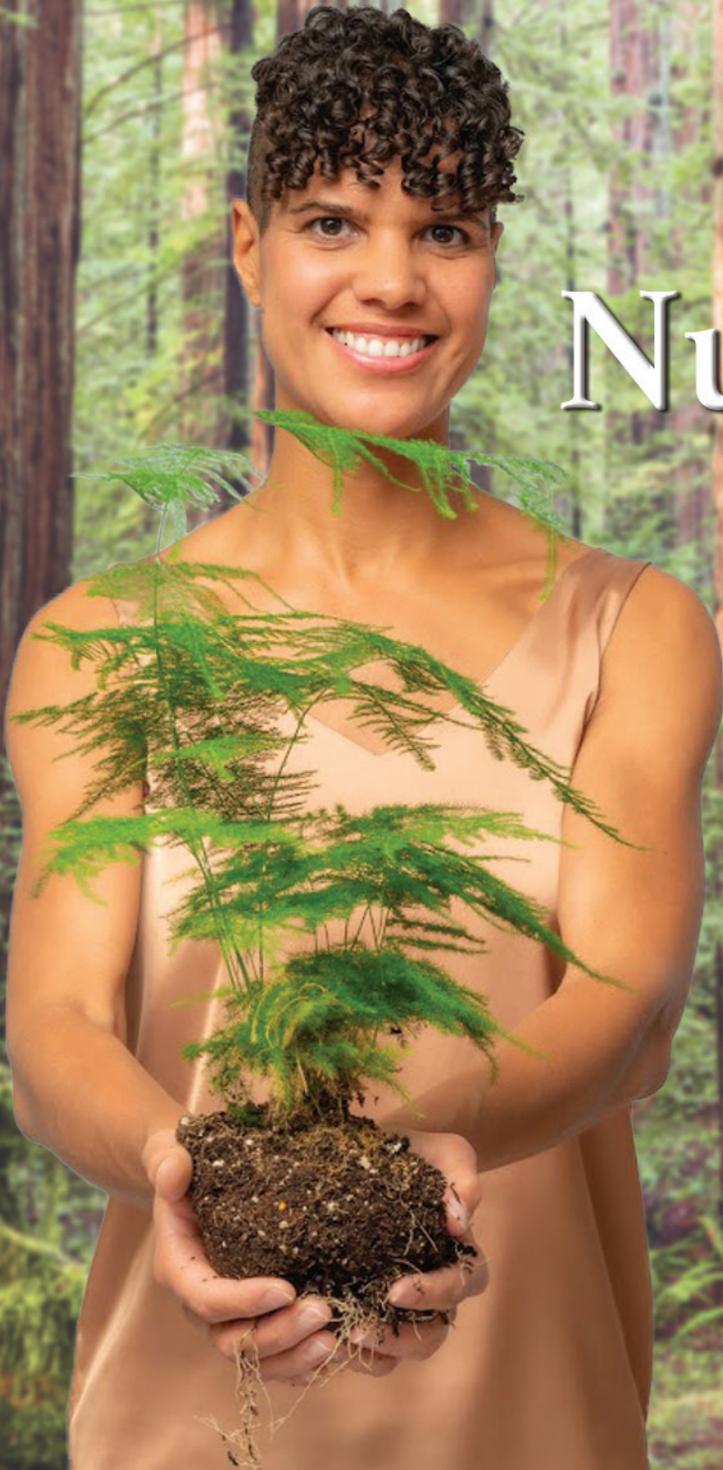


November 17-20, 2025

Nurturing Staff



2025 LERN Annual Conference. Online.

On The Cover

Meet Starlight, teacher, model, and creative artist. She makes \$30 an hour to teach and \$100 an hour for modeling.

When she is not teaching mindfulness in public schools in Oregon, she can be seen sitting crossed-legged with a stack of papers in her lap and working on lesson plans, or meditating. She also loves to write poetry and songs, as well as play her flute.

Starlight has lived in Mongolia, Japan and New York City, and came back to enjoy the great outdoors and go hiking weekly.

But her passion is the same as yours: nurturing her students and making a difference in their lives.

She writes, "I am passionate about inspiring others to honor themselves and shine their true light."



"LERN gets better and better every year!"
-Minerva Correa Torres,
Kansas City, MO

Nurture Your Staff

Give all of your staff the best professional development experience of the year. New staff, administrative staff, part-time staff, professional staff.

Give your staff the best training for our field. Give your administrative staff an understanding of our business. Your professional staff will upskill with the most advanced new tips and strategies.

Last year's data:

- 94: Sessions attended per organization
- \$19: Cost per session per person
- 4,328 Messages exchanged among participants
- 440 Questions asked. Presenters provided 620 answers
- 8,426 Times the handouts were viewed

Train, retain, be sane. We know this works.

Make their week more productive, and your entire program will be more productive.

William A. Draves

William A. Draves, CAE, CPP, LERN President
P.S. This is where the best new practices premiere. Don't miss it.

Only In The Online 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 and CPP.**
Hundreds earn CEU's and CPP every year.
- **Interact with over 1,500 professionals.**
It's the largest conference in the field.

The LERN Difference: ROI

Your program gets 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, send your whole staff. Up to 30 people from your organization may attend! The average organization sent 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

Connecting Website and Brochure Design, 5
Know Your Value to the Institution, 9
Nurturing Instructors, 7
Your New Partner: Hotels, 6
Future-Proof Your Program, 9
AI: Latest for 2026, 6
Know-Before-You-Go Communication, 9
Beyond the Business Card, 5
Brochure Trends for 2026, 5
Advanced Customer Targeting, 5

All-New Sessions

pages 5-10

Core Sessions, page 11

What every staff person should know. Some 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.

Become a Certified Program Planner (CPP), the most recognized training and designation in the field. No extra cost for the Study Session, Exam, and Designation.

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

3. **Register 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.

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 2026



Nurturing Staff

Nurturing staff, the new nurturing management style, nurturing instructors, and more. Page 7



Digital Marketing

Digital marketing KPIs, creative and effective email promotions, social media KPIs, info on no-cost search engine optimization, and more. Page 5



Ace Partnerships

Meeting with new partners, your new partner: hotels, building partner relationships with meaningful relationships, and more. Page 6



New Programming for 2026

AI courses, 60+ classes, hybrid and online, sustainability programs, hot professional development classes, hot new community classes, and more. Page 8



Acquire Core Skills

Optimizing prices, key benchmarks, keep customers coming back and the other essential core practices for every program in our field. Page 11



Working Smarter

Do your best work, winning the instructor recruitment battle, centralizing operations without burnout, and more. Page 6

Agenda

Friday, November 7

How to Attend the 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 17

Best Home Pages

Pre-Opening Session

Slide show of the best home or landing pages.

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, Beth Pinargote, Glencoe, Illinois, 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: “Redesigning Your Journey”

with Dr. Destry Dokes

Leading Change, Embracing Complex Decision Making , and Fostering Emotional Wellness Dr. Destry Dokes is Founder and CEO of Dokespartners, LLC 4-5 pm ET; 3-4 pm CT; 2-3 pm MT; 1-2 pm PT

Tuesday, November 18

Concurrent Sessions #1 -#5

Wednesday, November 19

Concurrent Sessions #6 - #10

Thursday, November 21

Concurrent Sessions #11 - #15

International Award Winners

The 10 best ideas for 2026. Steal these innovative practices from this year’s 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

Redesigning Your Journey

with Dr. Destry Dokes

Leading Change, Embracing Complex Decision Making , and Fostering Emotional Wellness

You can help lead change in a time of uncertainty. In today’s fast-paced world, leaders are constantly challenged to drive change, make high-stakes decisions, and support the emotional well-being of their teams—all at once. Explore how to lead effectively through uncertainty by embracing complex decision-making frameworks, cultivating emotional intelligence, and creating a culture of resilience. Gain practical tools to navigate change with confidence, foster wellness in the workplace, and lead with authenticity in times of transformation.

Dr. Destry Dokes is an author, keynote speaker, leadership coach, presenter, and entrepreneur. He is Founder and CEO of Dokespartners, LLC.

Monday, Nov 17. 4-5 ET, 3-4 CT, 2-3 MT, 1-2 pm PT



Concurrent Sessions Timetable

Tuesday, Nov 18

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 19

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 20

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

All-New Sessions

Digital Marketing

Digital Marketing KPIs

First-ever session exploring the digital marketing key performance indicators (KPIs) we should be measuring for websites and email for our field. From the many data points we could measure, find out the most important data to track, and why. Then help us improve our research with your questions, reactions and sharing.

-Jorey Scott, CPP, Concord, CA; Tues. Nov. 18, Session #2

Connecting Website and Brochure Design

Your brochure and website are your two most important promotions. Find out how to design both to complement and reinforce each other. See a model layout for both with techniques to steal for your organization. The presenter won an international award last year for her design of both.

-Jane Rutman, Radnor, PA, Tues. Nov. 18, Session #4

Social Media KPIs

The first exploration of what key performance indicators look like for our field. The thinking on what data is the most important and relevant. Investigate engagement rate, reach and impressions, follower growth, click-through-rate and conversion rates. The presenter is an expert on social media and teaches nationally on the topic

-Melissa Baker, Laguna Beach, CA; Wed. Nov. 19, Session #6

SuperStar Melissa Torres

Melissa Torres of Laguna Beach, California, is a cutting edge social media expert. She spent several years in our field doing social media for a local program. Her class on 'Marketing Using Social Media' is hugely popular for UGotClass.

Torres reports, "A big trend is the focus on authenticity—people are responding more to behind-the-scenes content and less-polished posts that feel more real and relatable."



Creative and Effective Emails

Direct and simple emails often work. But then there's those creative emails that attract your attention. And get even higher Open and Click-through outcomes. Come and grab tips from your colleagues who have done creative emails that produce higher results.

-Lisa Robertson, York, Maine; Tawana Flood, Bermuda; Tues. Nov 18, Session #3

Advanced Marketing

Advanced Customer Targeting

Acquire the data and analysis for advanced targeting of customers geographically. Lower costs, increase registrations.

- Where to distribute brochures and flyers for your best programs, like 60+ or professional development classes.
- Best emerging zip codes for targeting new audiences.
- Targeting digital marketing.

The data and analysis is provided free to organizations registered for the conference utilizing LERN's exclusive software and your program's customer database.

Brendan Marsello, CPP, Jackson, NH, Thurs. Nov 20, Session #11

Beyond the Business Card

Deepen relationships with employers with innovative strategies for meaningful employer engagement. Build long-term partnerships that support student success, drive regional impact, and strengthen your institution's value to industry. Walk away with practical tools, real-world examples, and ideas you can implement right away.

-Amy Lasack, Dubuque, IA, Thurs. Nov. 20, Session #12

Brochure Trends for 2026

Your print brochure is your most important marketing, generating 70% of registrations and income. Get the newest design, copy, image and layout best practices to Zing your audience and bring in more income. Plus, cut your pages, not your registrations, to make this essential investment pay off even more.

-Julie Coates is the foremost expert on brochures; Jordan Kivley critiques more brochures than anyone in the field; Portland, OR; Wed. Nov. 19, Session #9

All-New Sessions

Latest Best Marketing Tips for 2026

Cutting edge practices from the most successful programs. SEO, pricing, web sites, single program marketing, and more. Plus get an inside look at what LERN is researching now with your LERN leaders.

-William A. Draves, CPP, Presque Isle, WI; Wed. Nov. 19, Session #10

Working Smarter

Do Your Best Work

Tips and the latest neuroscience on how to reduce digital distractions and create an environment in which you can do your best work. Take away techniques to carve out enough undisturbed time for the real deep work we're paid to do.

-Daniel Thorpe, Vancouver, BC; Tues. Nov. 18, Session #1

The Power of Power BI

One of the most popular recent software tools is also one of the best for lifelong learning programs. Power BI has superior ability to connect to numerous data sources, create interactive dashboards and reports, and share insights with others. With non-technical plain English explanations, find out the advantages and features of Power BI, and why it makes sense for your program.

-Erik van Renselaar, Providence, RI; Thurs. Nov. 20, Session #14

AI: Latest for 2026

Update yourself on the status of AI in boosting staff productivity from the leading researcher and practitioner for the field. Your presenter spends hours every day studying the latest developments in AI. Plus find out about more new eTools. Just one eTool can make a big difference for your program.

-Dan Belhassen, Neovation, Winnipeg, MB; Wed. Nov. 19, Session #7



Your LERN Staff is excited to have you at the Annual Conference. We all will be serving you the entire week.

Partnerships

Meetings with New Partners

Meaningful meetings in the development of new partnerships from ground zero to confident delivery are critical. Mutually beneficial goals, revenue shares, timelines, marketing and other considerations all need to be addressed in order to arrive at something all partners are excited about. Take the pain out of meeting mania by envisioning partner meetings to minimize problems and surprises later.

-Lorraine Carter, Hamilton, ON; Wed. Nov. 19, Session #10

Your New Partner: Hotels

Local hotels offer a comfortable setting for some of your classes. The benefits of partnering with a hotel extend far beyond just a room. Scout out this win-win idea with your presenters. They made it happen.

-Benjamin Lincoln, Santa Fe, NM; Wed. Nov. 19, Session #8

All-New Sessions

Nurturing Staff

Nurturing Staff

A pioneering session on the innovative work being done in the field to increase retention, reward staff, and lower stress. Explore the creative new approaches that three different programs are taking, plus get info on what they are planning next. Enhancing employee job enjoyment is a big win for everybody, especially your participants.

-Angela Freitag, Concord, CA; Austin Howe, Cary, NC; and Krista Billingsly; Tues. Nov. 18, Session #3

Nurturing Instructors

Retain, recruit and even get back your former teachers by developing nurturing strategies. Instructors need as much love as participants, your presenter forcefully says. Throwing stuff at the wall doesn't work any longer. Develop a simple and fruitful set of instructor communications, benefits and recognition to keep your program's instructors engaged, happy and teaching next year.

-Leslie Brock, Edwardsville, IL; Wed. Nov. 19, Session #6

The New Nurturing Management Style

A whole new management style has been created for the 21st century. It will likely replace others and dominate the workplace. This breakthrough session reveals the exciting new strategies and their rationale. Be the first to take home the principles and strategies for your organization, for your customers' companies, and for the workplace.

-Julie Coates, Portland, OR; Tues. Nov. 18, Session #4

Issues for Frontline Staff

Customers are more demanding. Your frontline staff face new pressures, new technology, and staff shortages. Yet they are so important for recruiting and retaining participants. Take away the latest on issues and responses for helping your frontline staff.

-Kristi Flack, Calmar, IA; Kevin Hahn, Palatine, IL; Brad Gast, Wausau, WI; Wed. Nov. 19, Session #10

“Dozens of ideas to improve your program.”

-Brad Gast, Wausau, Wisconsin



Redesigning Processes

Winning the Recruitment Battle

Flip your staff and instructor recruitment process to achieve greater success. Whether you need to hire 10 or 100+ instructors or other program staff this year, this session will equip you with an innovative process and tools you can implement right away.

-Michael Seppi, St. Louis, MO; Tues. Nov. 18, Session #1

Centralizing Operations Without Burnout

Running lean doesn't mean running your staff into the ground. Learn how one small program centralized operations, cross-trained staff, saved a full-time salary, and built a stronger team — without burning anyone out. Leave with a process model to help your team work smarter, stay motivated, and actually enjoy their jobs.

-Amy Fleshner, Champaign, IL; Wed. Nov. 19, Session #7

Know-Before-You-Go Communication

Give participants more agency by helping them know what to expect before class. Providing clear information in advance reduces anxiety, stress, complaints, and questions. Learn what a social story is and how it can be used for children. See how the concept inspired class-specific “Know-Before-You-Go” sheets for adults, detailed weather policies for outdoor events, and user-friendly maps. Take home examples to adapt for your customers and programs.

-Beth Pinargote and Emma Walter, Glencoe, IL; Wed. Nov. 19, Session #9

All-New Sessions

Programming for 2026

60+ Programming

Tap into and expand your offerings for this big profitable 60+ audience. Crush it with the latest tips and trends from the most successful practitioners serving this market.

PANEL led by *Ally Holmen, Wylie, TX; Scott Silverman, Santa Monica, CA; Nicola Morgal, Columbia, MD; and Mary Staackmann, Northfield, IL; Tues. Nov. 18, Session #5*

Hot Professional Development Classes

Generate new ideas for courses and programs for growing your program. Upskilling and professional development is now even more critical to the economy, and in demand, than ever.

Join your colleagues, ask your questions and share your thoughts.

PANEL by led *Linda Nellen, Madison, WI; Daphne Cook, Omaha, NE; Reginald Turner, Morrow, GA; Billie Diaz, Palatine, IL; Thurs. Nov. 20, Session #11*

AI and the Future of Workforce Training

AI is transforming workforce training—are you ready? Get an inside look at how one center is reshaping workforce education, creating key partnerships, and developing real-world applications. Discover insights that can help you to navigate the evolving AI landscape and better prepare businesses for the future of work.

-Brad Gast, CPP, Wausau, WI; Thurs. Nov. 20, Session #15

Hybrid & Zoom Class Success

Catch the latest updates on the success of offering your in-person classes with an optional zoom way to participate. Hybrid (in-person + Zoom) classes increase profitability, decrease course cancellations, and recruit new customers from outside areas. Learners love the option of zoom for bad weather days, out of town travel times, and much more.

PANEL led by *Tawana Flood, Bermuda; Billie Diaz, Palatine, IL; and Leslie Brock, Edwardsville, IL; Thurs. Nov. 20, Session #13*

Where the Action Is: Divisional Analysis

Secrets to make a good program even more successful. This is where the action is to improve your class performance. Your best divisions are where you want to offer more new classes. Lower your cancellation rate and boost your average participants per class.

-William A. Draves, CPP, Presque Isle, WI; Wed. Nov. 19, Session #8



Enter the most exciting week of the year in lifelong learning. Come out re-energized for 2026.

Live Chat

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

Trends and Issues in 2025

What worked in 2025, 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; Tues. Nov 18; 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; Wed. Nov 19; 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 2026

Tell us your top 1-3 new things to do in 2026. Then see what actions others are planning.

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

All-New Sessions

Leading Your Team

Future-Proof Your Program

In an era of rapid change and uncertainty in lifelong learning, your unit must do more than respond — you must anticipate. This session explores how to future-proof your program through proactive planning, strategic portfolio design, and learner-centered marketing. We'll focus on foundational practices that ensure your offerings remain relevant, responsive, and resilient over time.

-Dr. Travette Webster, CPP, Houston, TX; Thurs. Nov. 20, Session #11

The Power of Networking

In a rapidly changing world, professional networking is crucial.

Learn how to grow your network, connect with industry professionals and develop your career.

-Jill Korsok, Pepper Pike, OH; Tues. Nov. 18, Session #5

Dealing with Economic Uncertainty

Economic uncertainty, geopolitical, and business uncertainties all confront us right now. But our field has a unique resource. Our expertise is to look into our crystal balls, be flexible, turn-on-a-dime, and respond to our external environment and customers.

PANEL led by Jeanian Clark, Middletown, VA; Jo Ann Hall, Fond du Lac, WI; Tim Litfin, Minnetonka, MN; Tues. Nov. 18, Session #4

Lean Into the Future

You are navigating complex challenges—rapid program development, shifting learner expectations, and increasing pressure to do more with less. LEAN principles can be reimagined to meet the evolving needs of your organization. Whether you're new to LEAN or seeking fresh approaches for a changing landscape, equip your program with actionable ideas and examples tailored specifically to lifelong learning.

-Dr. Travette Webster, CPP, Houston, TX; Tues. Nov. 18, Session #1

Building a High-Performance Team

'Culture eats strategy for breakfast,' as the old saying goes. So it's important to create a culture of excellence to motivate your young leaders and staff team. Build a higher-performance team by setting out your 'north stars' of excellence, mentoring talent, collaborating, and managing performance.

-Daniel Thorpe, Vancouver, BC; Thurs. Nov. 20, Session #15

Know Your Value to the Institution

Let's move beyond simply counting enrollments and present a compelling, data-backed story of lifelong learning's transformative power. Use data as a powerful tool to illuminate your far-reaching impact. Leave this session with actionable insights and practical frameworks to effectively communicate the indispensable value of your program to institutional leadership and stakeholders.

-Laura Stevens Matchett, Traverse City, MI; Tues. Nov. 18, Session #2

Leveraging Organizational Systems

Using LERN Principles

Explore ways to enhance systems in your organization by implementing the core principles of LERN. Support your organization's goals to drive innovation, efficiency, and learner engagement through systemic thinking and strategic alignment.

-Jenny Bodurka, Minnetonka, MN; Wed. Nov. 19, Session #8

Briefing Your Institution

Create more support and cooperation by educating others in your institution about your program. Pick up successful techniques for quick briefings and information. Forget memos and emails. Get personal and get their attention, understanding and buy-in.

-Scott Cashman, Palatine, IL; Tues. Nov. 18, Session #5

LERN Forecasts 2026

Where the field is headed and what's to come in 2026. Catch the new research and predictions. Info not available anywhere else. Take home the 5 actions to aspire and inspire in the coming year.

-William A. Draves, CAE, CPP, Presque Isle, WI; Thurs. Nov. 20, Session #15



Top leaders in the field delve into cutting-edge leadership issues. Laura Matchett, left, of Traverse City, MI, reveals pioneering research on your program's value. Dr. Travette Webster, center, of Houston, TX, explores Lean, leadership and the future. And Daniel Thorpe, right, of Vancouver, BC, reflects on his experience in building teams.

All-New Sessions

Continuing Education

AI Micro-credentials

See the direction for AI programming from a cutting edge leader. Get an overview of the six different AI programs and micro-credentials that directly address skills gaps in the workforce. Then review the process of creating new industry aligned content. Respond to the growing demand for shortened reskilling cycles, with flexible, modular learning models.

-Gerry Youwza, Saskatoon, SK; Thurs. Nov. 20, Session #12

Dealing with Higher Education Uncertainty

Funding and priority uncertainty, government, and internal institutional uncertainty face most colleges and universities. Find out how leading practitioners are dealing with higher education uncertainty. Then join the discussion to explore your approach.

PANEL led by *Elisa Waldman, Overland Park, KS; Daphne Cook, Omaha, NE; Scott Cashman, Palatine, IL; and Reginald Turner, Morrow, GA; Thurs. Nov. 20, Session #14*

Transform Your Asynchronous Course

Discover a high-impact instructional design coaching model that taps into teacher motivations before shifting to reimagining their fully online asynchronous course. Demystify your design and development standards with a one-page ID blueprint you can take with you to adapt to your needs.

-Ash Klein, Julie Younghee, Angie Lipschuetz, San Francisco, CA; Thurs. Nov. 20, Session #13

Premier Benefits Included

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

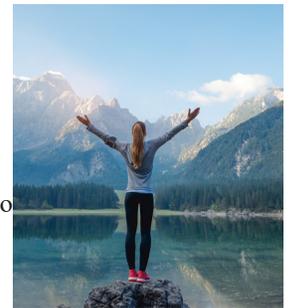
- **New! Professional Day 2026.**

For your frontline and administrative staff; Online. Free for Premier Members, like you.

- **New! Pricing Review.**

We find your 3-5 prices to change to make thousands of more dollars.

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 1 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 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. 18, 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. 18, 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. 19, 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. 19, 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. 19, 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. 20, 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. 20, 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. 20, Session #14

What You Say About Your Annual 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

Partners



Platinum Sponsor



The University of South Dakota

LERN Masters Degree



Registration System



Tours



Online certificates and courses



GENIUS

Registration Software

More Conference Benefits

Attend the LERN Annual Conference online and automatically receive additional membership benefits and services. Move up from Essential Membership to the next level, Premier Membership, and get:

New! Professional Development Day 2026

Designed to inform and energize your frontline staff.

FREE to you.

New! Pricing Review

You get 5-7 no-cost pricing changes to make for your offerings that will boost income by thousands of dollars.

Innovations 2026

The top most advanced practical, how-to tips, techniques and strategies from the conference. Your LERN staff listens to all 45 sessions, then identifies the most important new ideas.

Pioneering break-throughs for the field are guaranteed to be highlighted.

Exclusive to conference attendees.

Website Critique Priority

Your latest website will be critiqued in 2026.

Get the latest in best practices in design.



You get an Exclusive Report on the Top Tips from the Conference.

Brochure Critique Priority

Send your print brochure to us.

Our staff critiques hundreds of brochures every year.

For U.S. programs, Carrier Route Analysis

Cut brochure and promotion costs by 20%.

Save money and increase registrations.

LERN has the only software to target your customers more accurately.

LERN has the foremost authority in the field to analyze your results.

Your extra benefits and services will generate an additional thousands of dollars in income, costs cut, and staff time saved.

Watch Party

Join or create a watch party for people attending the conference from your drive-in area.

Chair of the Board Beth Pinargote will host the first watch party for people in the Chicago area.

People will watch selected sessions together, and then talk, discuss and network with others in the room about the session topics, and more.

If interested in creating a watch party for your drive-in area, email us at info@lern.org. Ask about "Watch Party."

Webinar on Premier Benefits

Free webinar detailing all the benefits and services of Premier Membership.

Premier Membership is included when you register for the Annual Conference.

Thursday, Sept. 25, 2025, 30 min.

2 pm ET; 1 pm CT; Noon MT; 11 am PT.

Sign up at www.lern.org/conference

Your 3 Free Tips

Here's just 3 of the dozens of tips and strategies the elite programs who attend the Annual Conference have taken home to become even more successful.

#1 If you cancel the same class twice, drop it for 2-3 years before offering it again.

#2 Live meeting notes and minutes can be transcribed by otter.ai, available for free.

#3 Young adults prefer print promotions. All adults who get print promotions spend more and buy more frequently than those getting only digital promotions.



5 Easy Ways to Register



QR Code



Register Online Go to
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



Register by Mail
Simply fill in the Registration Form
and mail it to:
LERN Conference
PO Box 799
Locust Grove, GA 30248



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
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

2025 LERN Annual Conference - - Nov. 17-20, 2025. Online

Register with LERN's 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 799, Locust Grove, GA 30248.
Questions? Email us at info@lern.org or Call us at 800-678-5376

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.

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.

Attendance Limit

All conference registrations will be accepted before Nov. 1. After Nov. 1, registrations will be accepted until we reach a limit of 2,500 attendees. The limit is to preserve the easy ability of attendees to ask questions, communicate with other colleagues, and respond to the presenters. For questions after Nov. 1, just email info@lern.org.

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
PO Box 799
Locust Grove, GA 30248



PO Box 799
Locust Grove, GA
30278 USA

*“The LERN Annual Conference is
the best I have ever attended.”
Terri House, Concord, CA*

LERN 2025 Annual Conference **Monday, Nov. 17 – Thursday, Nov. 20, 2025**



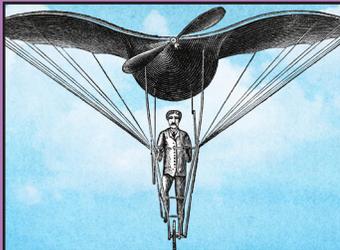
**Do Your
Best Work**

6



**60+
Programming**

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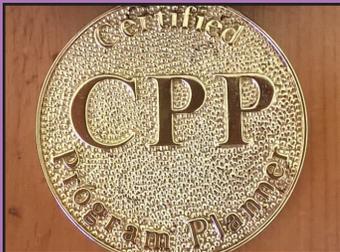
**AI Update
for 2026**

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**Dealing with
Uncertainty**

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**Become
a CPP**

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**Issues for
Frontline Staff**

7



**Social Media
KPIs**

5



**The New
Nurturing
Management
Style**

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