

November 16-19, 2026

Future- Proof your Program



2026 LERN Annual Conference. Online.

On The Cover

Meet Michael Maliksi and his daughter, Tabor.

Mikey is a beneficial force in his community. He is always the first to step up when someone needs help. With his positive attitude and a gracious spirit, he is the “best friend of everyone he meets.”

Mikey is an avid disc golf player and is always there to help others improve their skills. He is a devoted father, skilled chef, and talented visual artist.

Mikey teaches through example what it means to be a community builder.

Mikey believes and says, “learning is play, and play is learning.”



“I was satisfied with ALL the presentations I attended.”

-Sandra Reyes, Fairfield, CA

Future-Proof Your Program

You are doing important work in your community. You and the whole field of lifelong learning programming and continuing education are critical for economic prosperity and quality of life in this century. It’s now essential we strengthen our programs for the future. Once again, LERN is on the cutting edge of leading us.

Working with the most successful local programs, LERN has put together sessions to maintain and increase your support with your institution and your community.

As Chair of the LERN Board of Directors, I invite you to network with the best professionals and programs. Leave with the how-tos to make your year more productive, and your program more profitable.



Perry Harker

-Chair of the LERN Board of Directors, Morehead City, NC
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 42 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 1,000 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.

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

Marketing with AI,
YouTube Ads,
Designing 60+ programs,
Increasing Emotional Intelligence,
How-to Steps in SEO
Recruiting instructors with social media,
AI classes,
Fixing administrative friction,
.....and more.

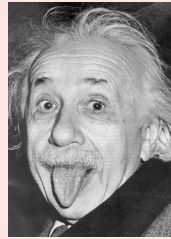
All-New Sessions

Core Sessions, page 11
What to do Now

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!

Advanced How-To for 2027



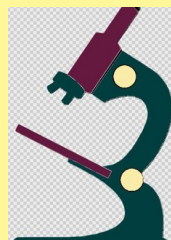
Latest on AI

Marketing with AI, your AI update for 2027, AI for social media, and more.
Page 5



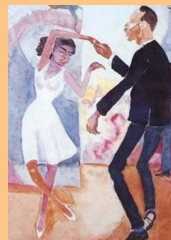
Future-Proof Your Program

Future-proof your program, selling your community on the value of your program, briefing your institution II, and more. Page 7



Digital Marketing KPIs

YouTube Ads, new KPIs, search engine optimization (SEO), creative and effective emails, and more.
Page 5



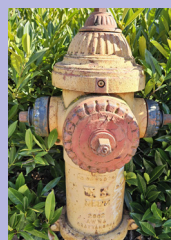
New Growth Programming

Sustainability, 60+ programs, reaching underserved, mixed corporate and open enrollment, kids college to workforce development, and more.
Page 7



Acquire Core Skills

Knowledge everyone needs to know, including pricing, key benchmarks, promotions, developing programs, and becoming a CPP. Page 11



Fighting Burnout

Building a trusted system, saving time, improving emotional intelligence, minimum valid products (MVP), and more. Page 9

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 16

Jazzy Covers from the Twenties

Pre-Opening Session

Slide show of the best brochure covers in the last five years.

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, Perry Harker, Morehead City, North Carolina, 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: “Reinventing YOU in the Age of AI”



with **Richard L. Hardon**

You’re not behind. You’re carrying a bigger workload, working with uncertainty and the weight of others’

expectations. Reinvent yourself and lead others by doing less.

4-5 pm ET; 3-4 pm CT; 2-3 pm MT; 1-2 pm PT

Tuesday, November 17

Concurrent Sessions #1 - #5

Wednesday, November 18

Concurrent Sessions #6 - #10

Thursday, November 19

Concurrent Sessions #11 - #14

International Award Winners

The 10 best ideas for 2027. Steal these innovative practices from this year’s awards winners.

4:15-4:30 ET; 3:15-3:30 CT; 2:15-2:30 MT; 1:15-1:30 PT



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

Reinventing YOU in the Age of AI with Richard L. Hardon

You and others are asking yourselves the same question: Am I behind? You’re carrying a bigger workload, working with uncertainty and the weight of others’ expectations. You’re not behind. You’re carrying more than most people can see. And if you lighten the load, even slightly, you may find you were further along than you thought.

Leadership now isn’t just driving change - - it’s creating clarity, reducing unnecessary pressure, and helping people see what actually matters. The next level will not come from doing more. It will come from doing less - - with greater intention. Leave not just believing reinvention is possible. Leave knowing how to do it. *Richard L. Hardon is an award-winning motivational keynote speaker and technology strategist.*



Concurrent Sessions Timetable

Tuesday, Nov 17

Concurrent Sessions #1 (Tues) #6 (Wed) and #11 (Thurs)
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 18

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 19

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

General Session: International Award Winners

4:15-4:30 ET; 3:15-3:30 CT; 2:15-2:30 MT; 1:15-1:30 PT

All-New Sessions

Latest on AI

Marketing with AI

How AI is reshaping the way programs reach, engage, and retain learners through personalization at scale. Gain new insight on practical applications of predictive analytics, machine learning, and AI-driven content tools. Deliver the right course recommendations and messaging to the right prospective student at the right moment.

Your presenter is one of the foremost authorities on marketing with AI, teaching it at Harvard Division of Continuing Education.

Leave with concrete strategies for using AI to cut through information overload, strengthen learner loyalty, and grow enrollment in your program.

- Christina Inge, EdD, Boston, MA; Wed. Nov. 18, Session #6

AI: The Update for 2027

Update yourself on the rapidly changing status of AI from the leading expert for our field. Your presenter is still ahead of us on the latest developments in AI. His session last year drew rave reviews. 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. 18, Session #7

AI and New Trends in Social Media

A high-level look at what's new this year in social media, with a focus on how AI is changing content creation, scheduling, and audience engagement. Take away info on emerging tools, platform updates, and simple ways businesses can stay current without feeling overwhelmed.

-Melissa Baker, Laguna Beach, CA; Tues. Nov.17, Session #2

SuperStar Christina Inge

Christina Inge, EdD, is a marketing educator, consultant, and author specializing in AI, analytics, and CRM strategy. She teaches marketing and AI at Harvard Division of Continuing Education and Northeastern University.

Christina is the founder of Thoughtlight Consulting and the Marketing Metrics Association. She is the author of two textbooks on marketing analytics and AI.

Her work focuses on helping marketers and organizations build practical, ethical, and measurable AI strategies.



“Once again, I’m taking away practical ideas which can be implemented in my program. I’m also glad to have the opportunity to bring my entire staff to the conference.”

-Scott Cashman, Palatine, IL



Digital Marketing

YouTube Ads That Fill Seats

You don’t need a big budget or a big audience to create effective YouTube ads for your class program. Light upon how this digital marketing strategy can work for you, including the how-tos to get started.

-Tawana Flood, Danilee Trott, and David Lovell, Paget, Bermuda; Tues. Nov.17, Session #1

Digital Marketing KPIs

Research over the past year on the digital marketing key performance indicators (KPIs) we should be measuring for our field. Find out the most important metrics for websites, emails, social media, digital ads, and SEO. Then help us with the next step of our research with your questions, reactions and sharing.

-Members of LERN’s Digital Marketing KPIs committee; Wed. Nov.18, Session #10

Emerging Online Formats

Terms and definitions of emerging online formats have been confusing for both the public and programmers. Until now. Solve the problem for your brochure and website. Then participate in suggesting the next research into emerging online formats.

-PANEL led by Angie Lipschuetz, San Francisco, CA; Thurs. Nov 19, Session #14

Advanced, Practical Social Media How-Tos

Designed for those ready to go beyond the basics. A walk through of strategies for planning content, improving engagement, and streamlining workflows. Leave with clear, actionable techniques to implement right away.

-Melissa Baker, Laguna Beach, CA; Wed. Nov. 18, Session #8

All-New Sessions

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; Wed. Nov 18, Session #9

How to SEO

Search engine optimization (SEO) is a free and effective marketing tool for programs. Gain an understanding of the simple fundamental how-tos of implementing SEO for your program.

-Marcus Lander, Vancouver, BC, Canada; Tues. Nov 17, Session #4

New Programs

Bringing Education to Inmates

Learn how sheriffs' offices across the country are transforming lives through I.G.N.I.T.E.® (Inmate Growth Naturally and Intentionally Through Education), a national initiative of the National Sheriffs' Association. Founded by Sheriff Christopher R. Swanson from Genesee County, Michigan, I.G.N.I.T.E. connects incarcerated individuals with education, career pathways, and reentry resources that support successful outcomes after release.

-Special presentation by the Genesee County Sheriff's Office, Flint, MI; and the National Sheriffs' Association, Alexandria, VA; Wed. Nov. 18, Session #7

Sustainability Classes

A leader and author in sustainability kicks off a new initiative in the field of lifelong learning programming. He reviews the many choices you have in offering sustainability topics for both business professionals and the community. Then he provides his recommendations on the best topics to offer.

-Gary Coates, Manhattan, KS; Wed. Nov. 18, Session #6

Mixed Corporate and Open Enrolment Classes

Well-developed courses are assets that often have potential beyond their originally intended format. Explore how content can be strategically repurposed for corporate training, open enrolment programs, and emerging opportunities. Gain insights into leveraging existing assets by making them flexible and scalable to help you reach new audiences and revenue streams.

-Adrian Lipsett, Vancouver, BC, Canada; Thurs. Nov. 19, Session #12



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

Partnerships

Strategic Corporate Partnerships

Innovative partnership models can increase enrollment, expand audience reach, and diversify programming. Create mutually beneficial revenue opportunities for partners. Drawing from successful real-world collaborations with hotels, restaurants, retail businesses, and experiential venues, your presenter has built high-impact partnerships with 17 different organizations.

-Benjamin Lincoln, Santa Fe, NM; Wed. Nov. 18, Session #8

Mission Meets Market: Partnering with Nonprofits

Launch a sustainable, win-win model by partnering with local nonprofits to deliver mission-driven courses. Identify and engage nonprofit partners, structure agreements that benefit both parties, and leverage your marketing reach to help them fulfill their mission while increasing your own enrollment and revenue. Leave with a replicable framework, sample outreach language, and promotional strategies.

-Fayth Ross, Reno, NV; Tues. Nov. 17, Session #3

All-New Sessions

Future-Proof Your Program

Selling Your Value to the Community

Your program creates economic prosperity and quality of life for your community. Dig into some of the ways you can demonstrate your value, including with dollar figures and numbers. Take away fresh ideas on how to future-proof your community's support.

-Presenters led by Jorey Scott, Concord, CA; Tues. Nov. 17, Session #4

Future-Proof Your Program

In an era of rapid change we must do more than respond — we must anticipate. Go into how to future-proof your program with proactive planning, strategic portfolio design, and learner-centered marketing. Set your unit up for long-term success.

-Dr. Travette Webster, Houston, TX; Tues. Nov. 17, Session #1

Briefing Your Institution II

New tips and experience from your presenter. 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; Thurs. Nov. 19, Session #12

Dynamic Annual Reports

Position your program for greater support from your institution with a dynamic annual report. Acquire the analysis skills and considerations in design, graphics, charts, messaging and copy from practitioners with outstanding annual reports, and programs.

-Moderated by William A. Draves, Presque Isle, WI; Tues. Nov. 17, Session #5

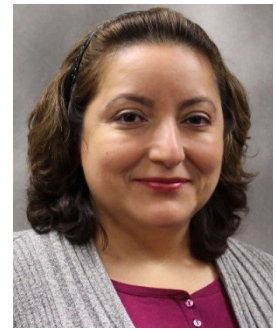
Launch Ideas Faster

Leaders are often expected to deliver innovative results while navigating limited time, resources, and institutional complexity. Delve into adopting a Minimum Viable Product (MVP) mindset that can help you launch ideas faster and create meaningful impact without waiting for perfection.

-Angie Lipschuetz, San Francisco, CA; Thurs. Nov. 19, Session #13

“LERN always exceeds expectations!”

- Minerva Correa
Torres, Kansas City,
MO



New Growth Markets

Designing 60+ Programming

The 60+ market is huge. Design or expand your 60+ classes with advanced, practical, how-to strategies and tips from a leading 60+ programmer. Then ask your questions on pricing, needs assessment, instructors, marketing and more.

-Mary Staackmann, Northfield, IL; Tues. Nov 17, Session #2

Turn ‘Kids College’ into Workforce Development

Stop thinking of youth programs as “just enrichment.” They are your future workforce strategy. Youth programs can be intentionally designed as early workforce pathways by aligning activities with real industry skills and employer needs. Take home strategies to engage employers as partners so “kids programming” becomes a long-term talent development engine. Turn your camps into real talent pipelines by building industry-relevant skills early and bringing employers in as true co-creators.

-Brittany Shinsky, Youngwood, PA; Thurs. Nov. 19, Session #11

Designing Camps with Social Emotional Learning

Make your camps an intentional space for growth, connection, and culture-building. Uncover how Social Emotional Learning, staff training with Gallup's StrengthsFinder, and a focus on friendships and courage transforms camps into a thriving program that develops both campers and staff. Leave with practical tools to refine your camp, or build one, with lasting impact.

-Isaac Brubaker, Lincolnshire, IL; Wed. Nov. 18, Session #10

AI Classes

What's successful with AI classes, and what class programmers are planning next. Join the discussion on hot new classes in AI, a huge class program area just evolving.

-PANEL led Katie Thomson, Palatine, IL; and Fayth Ross, Reno, NV; Thurs. Nov. 19, Session #13

All-New Sessions

Leader Upskilling

Emotional Intelligence and Leadership

Emotional intelligence is fundamental to leadership excellence in our field. Consider emotional intelligence from points of view: perspectives held by leaders about emotional intelligence, similarities and differences between female and male manifestations of emotional intelligence, and how emotional intelligence can enable societal betterment as the primary goal of our field.

-Lorraine Carter, Hamilton, ON, Canada; Thurs. Nov. 19, Session #11

Project Planning for the Rest of Us

Projects we undertake don't need elaborate project management tools or software. In fact, these often get in the way. After a quick overview of how to set goals, plan backward from your end state. Then use a few, simple shared documents (Project Notes, Timeline) to keep the whole team on track.

-Daniel Thorpe, Vancouver, BC, Canada; Thurs. Nov. 19, Session #14

Fixing Administrative Friction

Adult learners are motivated—but many never make it past the enrollment process. Behind every abandoned application, incomplete registration, delayed payment, or unanswered email is a form of administrative friction that quietly impacts access, retention, and learner success. Fix the operational barriers that unintentionally create frustration for your learners.

-Dr. Travette Webster, Houston, TX; Thurs. Nov. 19, Session #11

New Uses of AI for Programs

What's works right now with AI for lifelong learning programs. And what does not work. An update exploring AI for more than just course descriptions.

-PANEL led by Leslie Brock, Carbondale, IL; and Jenny Bodurka, Minnetonka, MN; Tues. Nov. 17, Session #3

Recruiting Instructors with Social Media

Indeed and Handshake can expand your teacher pool and attract qualified talent to your program. Look behind-the-scenes at vetting strategies to help you identify top candidates early, saving time and setting your hiring process up for success. Whether you're new to digital recruiting or looking to sharpen your approach, take back practical insights you can put to work right away.

-Jenny Bess, Ellisville, MO; Tues. Nov. 17, Session #4



Explore the future of success in the field. The best practitioners show and discuss it in the "the most exciting week of the year in lifelong learning."

Live Chat

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

Trends and Issues in 2026

What worked in 2026, 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 17; 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 18; 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 2027

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 19; 1-1:45 pm ET; 12 – 12:45 pm CT; 11-11:45 am MT; 10-1045 am PT.

All-New Sessions

Cutting-edge Marketing

Storytelling in Marketing

Storytelling is a powerful tool in marketing classes. It can connect your program with audiences on an emotional level and spark greater interest in your classes. Uncover the tips in storytelling for class programming. See what other programs are doing. Take away the latest methods in this first-ever session for our field.

-Julie Coates, Portland, OR; Tues. Nov 17, Session #5

Brochure Trends for 2027

Your print brochure is still 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

Latest Best Marketing Tips for 2027

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 #8

The opportunity to sit for and earn the CPP is also a plus.”

-Vin Favoroso, Newark, DE



Fighting Burnout

Building a Trusted System

How to get the constant deluge of information we're all subject to these days out of your head and into a trusted system so you can free up your brain for thinking. Covers a variety of capture techniques for email, appointments, references, meeting notes, and more. Even more importantly, how to store this information for easy and reliable retrieval (hence, "trusted" system).

-Daniel W. Thorpe, Vancouver, BC, Canada; Tues. Nov. 17, Session #1

Preventing Burnout

Your panelists explore burnout signals, managing stress effectively, and building long-term resilience for you and your staff. Tips on establishing healthy boundaries to reclaim energy and foster a sustainable work-life balance. Then share your experiences.

-PANEL led by Jessica Johnson, Overland Park, KS; Janelle Sexton, Twin Falls, ID; Anthony Mangiafico, Wallingford, CT; and Douglass Adams, Hilo, Hawaii; Tues. Nov. 17, Session #5

Save Time

Time is your most valuable—and limited—resource. Panelists share high-impact strategies for efficiency and focus, discussing time-wasters, leveraging automation, and tips on workflow to free up hours every week for you. Then jump in with your questions and tips.

-PANEL led by Janelle Sexton, Magic Valley, ID; Tim Litfin, Waconia, MN; and Leslie Brock, Carbondale, IL; Wed. Nov. 18, Session #10

More Advantages

Extra Benefits Included!

Attend the LERN Annual Conference and receive year-round additional benefits through to the annual conference in November 2027.

Additional Services and Benefits include:

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 2027

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.

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.



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. 17, 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. 17, 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. 18, 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. 18, Session #7



Kiwana Brack is one of over 1,000 professionals who have earned their CPP, making the CPP the leading designation for our field.

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. 18, 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. 19, 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. 19, 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. 19, 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.”

– *Evelynn Garcia, Las Vegas, Nevada*

Partners



Platinum Sponsor



LERN Masters Degree



Registration System



Tours



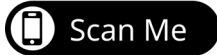
GENIUS

Registration Software

Concurrents Timetable

| TUESDAY | | | |
|---|--|--|--|
| #1 11 ET; 10 CT; 9 MT; 8 PT | Building a Trusted System | YouTube Ads That Fill Seats | Future-Proof Your Program |
| #2 12 ET; 11 CT; 10 MT; 9 PT | Designing 60+ Programming | AI and New Trends for Social Media | Key Benchmarks |
| #3 2 ET; 1 CT; 12 MT; 11 PT | New Uses of AI for Programs | Partnering with Nonprofits | Optimizing Prices |
| #4 3:15 ET; 2:15 CT; 1:15 MT; 12:15 PT | How To SEO | Selling Your Value to the Community | Recruiting Instructors with Social Media |
| #5 4:15 ET; 3:15 CT; 2:15 MT; 1:15 PT | Storytelling in Marketing | Dynamic Annual Reports | Preventing Burnout |
| WEDNESDAY | | | |
| #6 11 ET; 10 CT; 9 MT; 8 PT | Sustainability Classes | Marketing with AI | Talk to Your Customers |
| #7 12 ET; 11 CT; 10 MT; 9 PT | AI: The Update for 2027 | Bringing Education to Inmates | Developing the Best Programs |
| #8 2 ET; 1 CT; 12 MT; 11 PT | Latest Best Marketing Tips for 2027 | Advanced, Practical Social Media How-tos | Strategic Corporate Partnerships |
| #9 3:15 ET; 2:15 CT; 1:15 MT; 12:15 PT | Brochure Trends for 2027 | Creative and Effective Emails | Keep Customers Coming Back |
| #10 4:15 ET; 3:15 CT; 2:15 MT; 1:15 PT | Digital Marketing KPIs | Save Time | Designing Camps with Social Emotional Learning |
| THURSDAY | | | |
| #11 11 ET; 10 CT; 9 MT; 8 PT | Emotional Intelligence and Leadership | Turn 'Kids College' into Workforce Development | Fixing Administrative Friction |
| #12 12 ET; 11 CT; 10 MT; 9 PT | Briefing Your Institution II | Mixed Corporate and Open Enrolment Classes | Evaluating, Training and Growing Great Instructors |
| #13 2 ET; 1 CT; 12 MT; 11 PT | AI Classes | Launch Ideas Faster | Marketing Essentials |
| #14 3:15 ET; 2:15 CT; 1:15 MT; 12:15 PT | Project Management for the Rest of Us | Emerging Online Formats | Effective 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 16
Eau Claire, WI 54702



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

2026 LERN Annual Conference - - Nov. 16-19, 2026. 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 16, Eau Claire, WI 54702.
Questions? Email us at info@lern.org or Call us at 800-678-5376

Contact Person Name _____

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Conference Fee

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

\$1,995 for non-members. 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.

TOTAL AMOUNT DUE

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All fees are in U.S. dollars.

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

LERN 2026 Annual Conference

Monday, Nov. 16 – Thursday, Nov. 19, 2026



**Creative and
Effective
Emails**

6



**Storytelling
in Marketing**

9



**Emerging
Online
Formats**

5



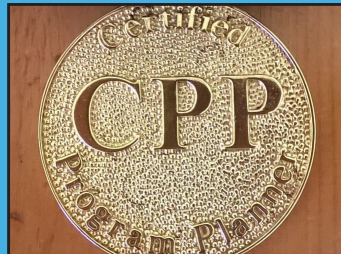
**Launch Ideas
Faster**

7



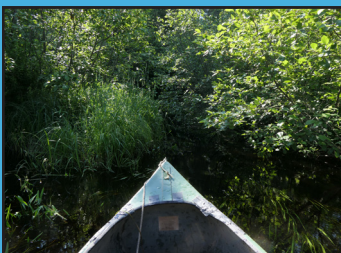
**AI for Social
Media**

5



Become a CPP

10



**Sustainability
Classes**

6



Save Time

9