# **SESSIONS**

# PRE-CONFERENCE CP A: FUNDAMENTALS OF INSTRUCTIONAL DESIGN CERTIFICATE - 27/11/2023

Certificate Programs - 27 November, 30 November, 1 December 2023 Main Conference - 28 & 29 November 2023 Novotel Amsterdam Schiphol Airport Amsterdam, Netherlands

### Fundamentals of Instructional Design Certificate

08:00 - 16:00

#### Overview

As an instructional designer, you have the power to impact organizational results by designing learning experiences that give participants the knowledge and skills needed to perform their jobs well. To be an effective instructional designer, you need a structured, step-by-step design process that you can rely upon to create outcome-based training.

In this Fundamentals of Instructional Design Certificate course, you'll gain access to the approaches, design models, and tools you need to create impactful learning events. The program consists of 6 modules that address all aspects of the instructional design process in detail: assessing organizational needs, designing the learning experience, developing materials, and evaluating effectiveness—giving you a complete playbook for how to create training programs. As you go through the course, you'll have the opportunity to practice each step of the design process—getting guidance and feedback along the way

#### **Learning Objectives**

- Apply learning theories and models, the steps of ADDIE, and the needs assessment process to learning events.
- Identify behavioral outcomes and create learning objectives for learning events.
- Apply the elements of the course design process and design, develop, and curate content for learning environments.
- Identify design thinking and rapid prototyping techniques for design activities.
- Apply various methods of course and process evaluation to course design activities.
- Determine your level of future readiness for instructional design and develop a plan for continued learning.

#### **Participants**

**Presenter: Beth Yoder** - Wellbeing, Diversity and Inclusion Officer, University of Groningen



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TIME	
08:00	08:00 - Fundamentals of Instructional Design Certificate

## CONFERENCE AGENDA DAY 1 - 28 NOVEMBER 2023 - 28/11/2023

Certificate Programs - 27 November, 30 November, 1 December 2023

Main Conference - 28 & 29 November 2023 Novotel Amsterdam Schiphol Airport Amsterdam, Netherlands

#### Registration and networking

08:00 - 09:00 ATD 2023 European Summit

#### **Opening comments**

09:00 - 09:10 ATD 2023 European Summit

#### **Participants**

**Presenter: Petra Edwards** - Head of Learning, Performance & Inclusion, Informa

#### Welcome address by ATD

09:10 - 09:15 ATD 2023 European Summit

#### **Participants**

**Presenter: Vassilis Theocharides** - Associate Director-Global, ATD

### Interactive Workshop: World of L&D Challenge: Overcome YOUR L&D issues together!

09:15 - 10:45 ATD 2023 European Summit

#### **Key Topics**:

- · Business impact
- · Learning strategy
- · Stakeholder management

#### Session description:

How to move L&D from training delivery to performance impact?

It's crucial we do, but there are plenty of challenges on the way - leadership may change, be unclear about their business needs or demand unnecessary training courses. And on top of all that, budgets are always under threat. How can you stay focused, keep cool and tackle these challenges?

In this session you face these easy-to-recognize and hard-to-tackle challenges as part of the World of L&D Challenge.

Working in teams, you'll work out how to overcome them, and make the journey from learning to performance.

You'll take away a clear view of where you can develop your practice, and what to work on with your stakeholders.

#### Learning outcomes for participants:

- You will understand how to move L&D to a performance mindset
- You will form tangible solutions to the most difficult challenges in L&D and thus improve their organizational impact
- You will learn how to involve leadership and stakeholders in overcoming those challenges

#### Participant benefits

After the workshop participants will gain new insights in becoming a performance driven L&D function which will bring you into a better position within your organizations strategy

You will also have the experience of tackling difficult challenges and gain new insights from the group into becoming more aligned your the business.

#### **Participants**

**Presenter: Evitha Scharloo** - Senior L&D Consultant, Develhub

#### Coffee and networking break

10:45 - 11:00 ATD 2023 European Summit

### Driving change: Transformational leadership and learning agility

11:00 - 11:30

ATD 2023 European Summit

Leaders have a unique challenge to motivate teams, set the right examples as well as align top skills with every individual's growth potential. Leaders who prioritize learning agility inspire teams to acquire new skills and embrace change.

This session is designed to showcase strategies for leaders to actively champion L&D initiatives and inspire their teams to embrace ongoing development.

- Strategies to build a 'people -first' organization and drive organizational change
- · Leaders as learning champions
- · Cultivating a growth mindset culture
- · How can AI help leadership development?

#### **Participants**

Antoine Brossard - Director - Learning, Talent & Leadership Development + HRBP for Group Human Resources, Philips

### The 'new' rules of talent management, in a world transformed

11:30 - 12:15

ATD 2023 European Summit

Talent management has taken on a broad perspective, encompassing elements spanning employee development, succession planning, as well as fostering learning in a supportive and engaged work environment. This session will examine successful talent management approaches amidst organizational transformation.

- Examining the shift from SMART goals to FAST objectives and OKRs
- Varied business models and the resultant impact on your talent strategies
- · The internal mobility disconnect
- Fostering a learning mindset and a culture of innovation by bridging skills gaps
- Access to performance analytic
- Overcoming innate biases from your talent strategy

#### **Participants**

**Panellist: Christophe Vanden Eede** - Global Head of Talent Management, bpostgroup

Panellist: Aline Ueckert - Global Culture Manager, The HEINEKEN Company

Panellist: Martin Caine - Head of HR Global, Symeres

**Moderator: Petra Edwards** - Head of Learning, Performance & Inclusion, Informa

## CONFERENCE AGENDA DAY 1 - 28 NOVEMBER 2023 - 28/11/2023

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#### The intersection of wellbeing and L&D

12:15 - 12:35 ATD 2023 European Summit

In today's rapidly changing work environment, the convergence of Health Management and Learning & Development (L&D) has emerged as a potent strategy for organizations seeking to enhance both employee well-being and professional growth.

This session will enable you to better understand the balance between healthy living, resilience and being productive at work.

So, how can you keep up with your health?

- · Building wellbeing into your L&D program
- · Developing a robust mental health strategy
- L&D methodologies to encourage skills development and progression
- Driving top performance practices to boost success and revenue
- · 5 key strategies for achieving work life balance

#### **Participants**

**Presenter: Jonathan Arizmendi** - Director of Learning & Knowledge, Lex Mundi

#### Lunch and networking break

12:35 - 13:30 ATD 2023 European Summit

#### Unlocking limitless learning potential: Ai x HR

13:30 - 14:15 ATD 2023 European Summit

Research has uncovered that while HR leaders appreciate the role that Al plays in spotting patterns and optimizing solutions.

Generative AI is truly revolutionizing the workplace.

Join us as we examine how you can harness this technology to transform your learning and development programs.

- Leveraging Ai for personalized learning
- Enhancing training content creation
- Data driven insights for performance improvement
- Does your LXP offer relevant content?
- · AR and VR for skills building
- · Measuring learning impact and ROI
- · Ethical considerations and human oversight

#### **Participants**

**Panellist: Evelyne Van Vosselen** - Head of Human Resources a.i., European Climate Foundation

Panellist: Ray Coderre - Head of Learning and Development - Human Resources, King Abdullah University of Science and Technology (KAUST)

**Moderator: Petra Edwards** - Head of Learning, Performance & Inclusion, Informa

#### Measuring ROI: Unveiling the strategic impact

14:15 - 14:35 ATD 2023 European Summit

In the rapidly evolving landscape of workforce development, it has become a critical skill for organizations to measure the ROI of their L&D initiatives in a bid to optimize their growth strategies.

This case study aims to examine the value generated by robust L&D programs- providing attendees with real world insights and methodologies that highlight the strategic impact of effective ROI measurement.

This session will examine:

- Strategic alignment and outcome-based learning
- Recognizing the significance of both qualitative as well as quantitative measurements
- Navigating challenges and maximizing ROI
- Diversification of your L&D function
- Future- proofing your L&D investments

#### **Participants**

**Presenter: Klaas Toes** - Founder & Director, ROI Institute Europe

### The power of perspective: harnessing reverse mentoring to foster inclusion

14:35 - 15:00 ATD 2023 European Summit

#### **Participants**

Co-Presenter: Naomi Himmelreich - Reverse Mentor, .

**Co-Presenter: Evert Pruis** - Co-founder and Partner, Forzes

### The learning revolution: Shaping a sustainable culture of lifelong learning

15:00 - 15:45

ATD 2023 European Summit

An organizational culture that values and supports learning and development can drive organizational success and employee fulfilment. This engaging session will aim to examine how you can build a culture of continuous learning that not only adapts to change, but also embraces it as an opportunity for growth and innovation.

- What is a sustainable learning culture and why should we create it?
- What are the key success enablers for building such a culture of continuous learning?
- In practice: How do we know it works?

#### **Participants**

**Panellist: Mihaela Vacaru** - Vice President - Global Training, Arjo AB

**Panellist: Berry Lumpkins** - Director – Global Organisation Development, Group HR, NKT Group

**Panellist: Ajay Jacob** - Learning and Development Manager, TomTom

**Moderator: Dr. Thilo Eckardt** - Chief Inspiration Officer & Founder, MyLearningBoutique

#### Closing comments by event chair

15:45 - 15:55

ATD 2023 European Summit

#### **Participants**

Chairperson: Petra Edwards - Head of Learning, Performance & Inclusion, Informa

#### End of event

16:00 - 16:05 ATD 2023 European Summit

# **SCHEDULE**

# CONFERENCE AGENDA DAY 1 - 28 NOVEMBER 2023 - 28/11/2023

Certificate Programs - 27 November, 30 November, 1 December 2023 Main Conference - 28 & 29 November 2023 Novotel Amsterdam Schiphol Airport Amsterdam, Netherlands

TIME	ATD 2023 EUROPEAN SUMMIT
08:00	08:00 - Registration and networking
09:00	09:00 - Opening comments 09:10 - Welcome address by ATD 09:15 - Interactive Workshop: World of L&D Challenge: Overcome YOUR L&D issues together!
10:00	10:45 - Coffee and networking break
11:00	11:00 - Driving change: Transformational leadership and learning agility 11:30 - The 'new' rules of talent management, in a world transformed
12:00	12:15 - The intersection of wellbeing and L&D 12:35 - Lunch and networking break
13:00	13:30 - Unlocking limitless learning potential: Ai x HR
14:00	14:15 - Measuring ROI: Unveiling the strategic impact 14:35 - The power of perspective: harnessing reverse mentoring to foster inclusion
15:00	15:00 - The learning revolution: Shaping a sustainable culture of lifelong learning 15:45 - Closing comments by event chair
16:00	16:00 - End of event

## CONFERENCE AGENDA DAY 2 - 29 NOVEMBER 2023 - 29/11/2023

Certificate Programs - 27 November, 30 November, 1 December 2023

Main Conference - 28 & 29 November 2023 Novotel Amsterdam Schiphol Airport Amsterdam, Netherlands

#### Registration and networking

08:00 - 09:00 ATD 2023 European Summit

#### Opening comments by the conference chair

09:00 - 09:10 ATD 2023 European Summit

#### **Participants**

**Chairperson: Petra Edwards** - Head of Learning, Performance & Inclusion, Informa

#### Accelerating onboarding: A make or break skill

09:10 - 09:30 ATD 2023 European Summit

In today's lightning-fast and fiercely competitive job market, onboarding has become a make-or-break skill for every HR organization. It's not just about *acquiring* your new colleagues; it's also about achieving the pinnacle of New Employee Onboarding.

We will delve into a compelling case study from Jumbo Supermarkets. This session will explore:

- The Jumbo journey: The "Minimal-Maximal Integration" Paradigm Discover how to strike perfect balance between fast streamlined onboarding and comprehensive immersion at Jumbo Supermarkets
- Pioneering Learning Experience Solution (LXP):
   Explore a cutting-edge solution including Al that promises to support onboardee, buddy and manager.

**Results**: Sharing for best practises, the results of onboarding @Jumbo

#### **Participants**

**Presenter: Robert Dollevoet** - Manager Jumbo Academy, Jumbo Supermarkten BV

#### Creating an engaged and resilient workforce

09:30 - 10:10 ATD 2023 European Summit

Improving business productivity was once the sole purpose of offering learning opportunities to employees.

Today, learning plays a big part in retention, and employees are retained as long as the company contributes to their personal and professional growth.

This session will explore how a well-structured L&D program can enhance engagement, motivation, and overall organizational success.

- Key strategies for fostering engagement
- Role of L&D in creating engaging learning experiences
- Disconnected workforce and what to do about it
- Curating career development pathways
- Ways that managers can influence employee retention
- · 5 tips to manage your STAR employees
- Revolutionizing engagement: Effective measuring and assessment methods
- · Aligning L&D with organizational goals

#### **Participants**

Panellist: Evangelia Vasileiou - Global Manager Associate Development. Ahold Delhaize

**Panellist: Corina-Elena Breban CPCC** - Sn Director HR: EX, Leadership and Culture, Foot Locker EMEA

Panellist: Dr. Thilo Eckardt - Chief Inspiration Officer & Founder, MyLearningBoutique

Moderator: Petra Edwards - Head of Learning, Performance & Inclusion, Informa From assessment to impact: Using data to target and evaluate manager development during an organizational transformation

10:10 - 10:30 ATD 2023 European Summit

#### **Problem Statement:**

KAUST (King Abdullah University of Science and Technology) is currently undergoing two simultaneous transitions – moving from a startup university to mature organization while shifting the focus and output of its activities to align more explicitly with the vision and objectives of the Kingdom of Saudi Arabia. Supporting this transformation required a new approach for developing the university's talent.

This interactive case discussion will explore how KAUST developed a scalable and sustainable model for evaluating (and investing in) it's people leaders.

Specifically, this discussion will explore how to:

- Assess the capabilities of people leaders in a consistent and replicable way with the aim of scaling the approach across a leadership population
- Develop an evaluative framework for manager assessment that incorporates data from an expanded range of sources beyond PMP to provide a holistic account of manager behavior and impact
- Design a dynamic snapshot of manager capabilities and potential for use by senior leadership in informing talent strategy and targeting future investments and opportunities
- Launch new talent development pathways and programs informed by – and as an output from this approach

Through live-polling and discussion, participants will be prompted to explore how they might identify and use data to target and evaluate development programs within their own organizations

#### **Participants**

Presenter: Ray Coderre - Head of Learning and Development - Human Resources, King Abdullah University of Science and Technology (KAUST)

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Certificate Programs - 27 November, 30 November, 1 December 2023

Main Conference - 28 & 29 November 2023 Novotel Amsterdam Schiphol Airport Amsterdam, Netherlands

### The changing face of HR: L&D and tech partnerships

10:30 - 11:05 ATD 2023 European Summit

This session will examine how cutting-edge technologies are reshaping L&D and HR practices – driving efficiency, agility and innovation across organizations.

- Examining the digital transformation landscape
- Digital L&D: Enhancing learning experiences
- How AI driven career pathing helps drive employee engagement and retention
- App fatigue is said to sap employee productivity -truth?
- The upside of updated training
- · Human skills vs. automated skills
- Examining the widening scope of learning technologies

#### **Participants**

Panelist: Jarno Zange - Global Lead Learning Innovation & Development, ABN AMRO Bank N.V.

Panelist: Tanja Rutter - Global People Growth Lead, H&M Group

**Moderator: Beth Yoder** - Wellbeing, Diversity and Inclusion Officer, University of Groningen

### Cognitive precision, a fundamental skill in the age of Al

11:05 - 11:30 ATD 2023 European Summit

Al is a game changer. Our approach to report writing, presentation creation, and decision-making will transform. But how? Edouard will highlight some essential skills for this evolving landscape. And explore through practical examples, how to help our managers navigate the changing dynamics of communication and decision-making.

#### **Participants**

**Presenter: Edouard Gruwez** - Managing Director, To The Point at Work

#### Coffee break and networking

11:30 - 11:50 ATD 2023 European Summit

### Elevating your employee value proposition through L&D strategies

11:50 - 12:30 ATD 2023 European Summit

Employer branding ensures that an organization stands out in a crowded space while attracting the right talent

It is crucial for HR teams to highlight an organizations unique culture, benefits and growth opportunities as well as how the business uses data to create customized learning pathways that cater to individual preferences, learning styles as well as career aspirations.

Organizations with a successful EVP are those that embed learning into daily workflows and demonstrate how a well-aligned L&D strategy drives employee motivation and innovation.

This panel will discuss:

- Why is building a 'people-first' approach critical for the success of an EVP?
- What are the key components for driving EVP strategies successfully?
- How can you best manage **different talent pools** through your employer brand?
- How to use new technology for better employee retention?
- How do you suggest building a culture of continuous learning and skill development through personalization and adaptive learning platforms?

#### **Participants**

Panellist: Angelina Michaelidis - General Manager, RESPONSE Greece

Panellist: Anna Svitak - Learning Advisor, Shell

**Moderator: Dr. Thilo Eckardt** - Chief Inspiration Officer & Founder, MyLearningBoutique

### Leveraging adaptivity to decrease study time with 30+%

12:30 - 12:55

ATD 2023 European Summit

The future of learning is personalised. A sentence you as a learning professional probably have heard over and over again.

In this session Roy de Vries, Learning Innovator at aNewSpring, will dive deeper into the concept of adaptive learning. This approach has been around for quite a while, but it appears to be difficult to leverage its full potential.

We will explore a research study on medical mathematics and how Bohn Stafleu van Loghum applied adaptivity to achieve 30% reduction in study time for healthcare professionals. This study was awarded with the bronze Learning Impact Award 2023.

After this session, you will have a better understanding of adaptive learning as a didactical solution. It will also give you insight in how to leverage adaptive learning in your own organisation, which you can apply directly after this session!

#### **Participants**

**Presenter: Roy de Vries** - Learning Innovator, aNewSpring

#### Lunch break and networking

12:55 - 13:55 ATD 2023 European Summit

# CONFERENCE AGENDA DAY 2 - 29 NOVEMBER 2023 - 29/11/2023

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### The learning revolution: Maximizing effects of corporate training

14:00 - 14:25 ATD 2023 European Summit

Adaptive learning revolves around tailoring training experiences to suit the specific needs of each individual, employing real-time feedback, diverse learning routes, and specialized resources.

It has gained significant traction through contemporary technological advancements, with the methodology hinging on data-driven principles, where insights from individual learners are gathered and applied to fine-tune eLearning content according to the learner's requirements.

This interview will highlight:

- · Key features of adaptive learning
- · Why adaptive learning is important in L&D
- The advantages and challenges of adaptive learning
- Examples of adaptive learning tools and learning technologies... and more!

#### **Participants**

**Speaker: Nicole Stead** - Learning Creation Manager –Retail Concept, IKEA

**Interviewer: Dr. Thilo Eckardt** - Chief Inspiration Officer & Founder, MyLearningBoutique

#### **End of conference**

14:25 - 14:30 ATD 2023 European Summit

#### Sip & socialise: Elevate your network!

14:30 - 16:00 ATD 2023 European Summit

This one hour mixer, offers you a prime chance to connect with peers, gain insights, and forge valuable relationships, all of which can significantly enhance your organisation's learning and development strategies.

Don't miss this opportunity to grow professionally and expand your network!

Schedule:

Networking starts: 15:30 Drinks and bites served: 16:00

Soiree ends: 17:00

**SCHEDULE** 

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10:00	<ul><li>10:10 - From assessment to impact: Using data to target and evaluate manager development during an organizational transformation</li><li>10:30 - The changing face of HR: L&amp;D and tech partnerships</li></ul>
11:00	11:05 - Cognitive precision, a fundamental skill in the age of AI 11:30 - Coffee break and networking 11:50 - Elevating your employee value proposition through L&D strategies
12:00	12:30 - Leveraging adaptivity to decrease study time with 30+% 12:55 - Lunch break and networking
14:00	14:00 - The learning revolution: Maximizing effects of corporate training 14:25 - End of conference 14:30 - Sip & socialise: Elevate your network!

## **SESSIONS**

# POST-CONF CP B (DAY 1 OF 2): FOSTER DEI IN THE WORKPLACE - 30/11/2023

Certificate Programs - 27 November, 30 November, 1
December 2023
Main Conference - 28 & 29 November 2023
Novotel Amsterdam Schiphol Airport
Amsterdam, Netherlands

#### Foster DEI in the Workplace

08:30 - 15:30

#### Overview:

Fostering a diverse, equitable, and inclusive workforce and workplace involves awareness of and appreciation for different perspectives, backgrounds, customs, abilities, and behavior norms. Talent development professionals are in a unique position to ensure that every employee in their organization is respected and engaged and that their organization realizes the significant benefits of an inclusive approach.

Throughout this course, you will explore key themes and concepts encompassing many facets of diversity, equity, and inclusion (DEI) and discover the tools necessary to support DEI through your role as a talent development practitioner. In alignment with the Talent Development Capability Model, you will examine your organizational impact from three unique perspectives—personal, professional, and organizational—and identify strategies to expand your mindset, practices, and influence.

Starting with the personal perspective, this certificate program will provide you an opportunity to evaluate your self-awareness and develop cultural humility. The program will draw on the learners' real-world experiences and will invite authentic discussions in a way that recognizes that everyone is at a different place in their DEI journey. Moving to the professional realm, we'll explore how you can incorporate DEI into your daily work as a TD practitioner, regardless of your role.

#### Objectives:

- Demonstrate the value and benefit of integrating diversity, equity, and inclusion into talent development for your organization.
- Expand your self-awareness and shift your mindset, practices, and influence around diversity, equity, and inclusion within your own work.
- Identify factors that shape identity and culture, including race, gender, ethnicity, sexual orientation/ identity, age, physical abilities/qualities, and neurodiversity.
- Discover how cultural norms affect beliefs, values, behaviors, and decisions and their potential impact on workplace dynamics.
- Demonstrate inclusive leadership skills, including co-creating an environment where diverse perspectives are considered, using storytelling to create safe spaces, and making space for people to be seen, heard, understood, and valued

#### **Participants**

Presenter: Seema Nagrath - Facilitator Association for Talent Development (ATD), Association for Talent Development (ATD)

# **SCHEDULE**

### ATD European Summit

POST-CONF CP B (DAY 1 OF 2): FOSTER DEI IN THE WORKPLACE - 30/11/2023

Certificate Programs - 27 November, 30 November, 1
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Main Conference - 28 & 29 November 2023
Novotel Amsterdam Schiphol Airport
Amsterdam, Netherlands

TIME	
08:00	08:30 - Foster DEI in the Workplace

## **SESSIONS**

# POST-CONF CP B (DAY 2 OF 2): FOSTER DEI IN THE WORKPLACE - 01/12/2023

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Amsterdam, Netherlands

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#### **Participants**

Presenter: Seema Nagrath - Facilitator Association for Talent Development (ATD), Association for Talent Development (ATD)

# **SCHEDULE**

### ATD European Summit

POST-CONF CP B (DAY 2 OF 2): FOSTER DEI IN THE WORKPLACE - 01/12/2023

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