

## When the Trainers Came Marching In

Known for its creative spark, New Orleans served as the perfect backdrop for OLC's out-of-the-box learning experiences.

BY LORRI FREIFELD

PHOTOGRAPHY BY KATIE SIKORA

**T**alk about starting an event on a high note: *Training's* 2017 Online Learning Conference (OLC) kicked off with a Second Line Parade headed by Grand Marshal Jane Bozarth and Grammy-nominated Hot 8 Brass Band. The trainers came marching in from OLC's hub at the Hilton New Orleans Riverside to the 2017 Top Training Videos (TTVs) awards ceremony held September 25 at The Howlin' Wolf.

Known for its creative spark, New Orleans served as the perfect backdrop for OLC's out-of-the-box learning experiences, including the Learning 2020 forum, Training Hackathon, and eLearning Design Challenge (eLDC) demos. Some 500 Learning and Development (L&D) professionals experimented with new technologies, explored new ways to collaborate, and brainstormed to figure out how to change learners' mindsets from "I have to go" to "I want to know."

Following on the heels of OLC, *Training's* Innovations in Training (IIT) event did an even deeper dive into virtual and augmented reality and took attendees on a journey that included maritime and medical simulators and a teaching kitchen.

All in all, there was a lot to learn in The Big Easy!

Above, Grand Marshal Jane Bozarth leads the way for the Second Line Parade of Online Learning Conference attendees and the Hot 8 Brass Band.



It's a bagful of sugar for OLC participants enjoying warm beignets at Café Du Monde following a ghost tour.



Innovations in Training attendees get ready to test their wine-tasting skills at the kickoff event at Launch Pad New Orleans.



OLC participants share the action plans they formulated together in small groups during the Training Hackathon.



All hail, the Creole Queen!

Training magazine's

# Online Learning Conference 2018

Registration  
Opens in March!

October 8 (pm) – 10

McCormick Place West  
Chicago, IL

Co-Located Events:



"I was really grateful to have such an exciting experience meeting my peers in other organizations as well as experts in the field. The connections I made have already made an impact to the work I do and the learning professional I am."

*Kristie Mubarak, Senior Training Analyst, Whirlpool Corporation*

"The speakers are there solely to impart their knowledge and experience, not to give you an infomercial about their company or product. I was able to immediately use the skills and practices that were discussed and demonstrated. It was a great individualized adult learning experience."

*Anthony DiMartini, Sr. Training Specialist, MKS Instruments*

"This was my first time attending *Training's* conference and I was impressed with all the presenters. It's such a great conference, not just for the tips and industry updates, but for conceptual background on how to teach information to learners and have them retain what they've learned."

*Ashley Berry, Paralegal Specialist, Nationwide Insurance Company*

[www.OnlineLearningConference.com](http://www.OnlineLearningConference.com)

# 2017 TTV Winners

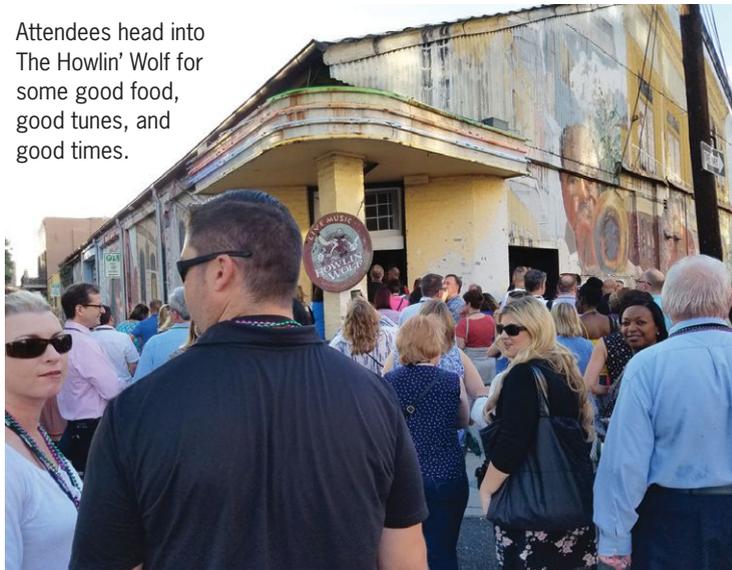
The good times certainly rolled for attendees at the 2017 TTV awards ceremony sponsored by AirClass at The Howlin' Wolf, where they enjoyed some Cajun cooking and live music by the Hot 8 Brass Band before choosing their favorite TTV clips. VitalSmarts' "Mnemonic Nmagic" took #1 in the videos produced in-house category, and Resonate Pictures' "Game Show" earned the top spot in the videos produced by a professional video company for a client category.

This is *Training's* fourth year doing the TTV awards program. Companies were asked to send in a two-minute video clip of one of their training programs. Entries were in one of two categories: produced in-house or produced by a professional video company for a client. Each company could submit two videos. *Training* received 70 video clips. Three Emerging Training Leaders, along with four additional industry experts, judged the submissions:

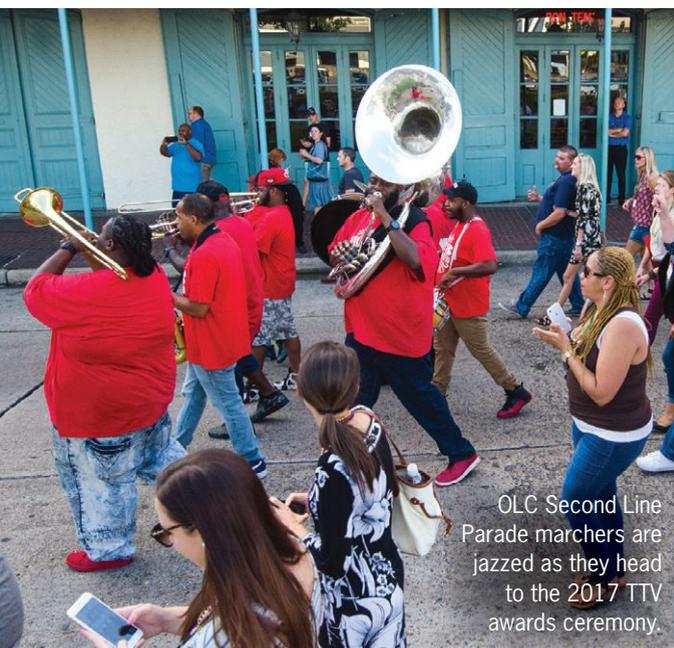
- Maria Gomez, formerly of Novo Nordisk
- Melissa King of DPR Construction
- Christine Purchell of Duke Clinical Research Institute
- Heather Cross, Gary Giurbino, Will Hsiao, and Sherri Schachter of Google
- James Goldsmith of Accenture

The three videos that earned the top scores in each category—in-house and vendor-produced—were shown to Online Learning Conference participants at the awards ceremony. Participants voted for their favorite clips (based on factors such as engagement, creativity, and effectiveness) using the UMU app on their smartphones or tablets. Each of the three winners in both categories received crystal awards created by Pelucida for *Training*.

Attendees head into The Howlin' Wolf for some good food, good tunes, and good times.



Crystal awards created by Pelucida await the placements of the six TTV Award winners.



OLC Second Line Parade marchers are jazzed as they head to the 2017 TTV awards ceremony.



It's all about the brass when this band takes the stage.

# The Top 3 2017 TTV winners by category are:

## VIDEOS PRODUCED IN-HOUSE:

- #1: "Mnemonic Nmagic," VitalSmarts ([www.VitalSmarts.com](http://www.VitalSmarts.com))
- #2: "Celebrate! Change Your Lens, Change Your Life," Star Thrower Distribution ([www.starthrower.com/](http://www.starthrower.com/))
- #3: "USAA Ethics—Personal Relationships," United States Automobile Association (USAA) ([www.usaa.com](http://www.usaa.com))

## VIDEOS PRODUCED BY A PROFESSIONAL VIDEO COMPANY FOR A CLIENT:

- #1: "Game Show," Resonate Pictures ([www.resonatepictures.com](http://www.resonatepictures.com))
- #2: "Compensation Conversation," Cohn Creative Group for Procter & Gamble ([www.cohncreative.com](http://www.cohncreative.com))
- #3: "Approaching Others," IronMule Creative for BNSF Railway ([ironmulecreative.com](http://ironmulecreative.com))

To watch the winning TTV videos, visit: <https://trainingmag.com/recent-videos>  
 To watch other TTV submissions, visit: <https://trainingmag.com/training-magazine-announces-2017-ttv-winners>



The crowd is ready to vote with their smartphones on the winning TTV video clips using sponsor UMu's voting tool.



#3: "Approaching Others," IronMule Creative for BNSF Railway



#2: "Compensation Conversation," Cohn Creative Group for Procter & Gamble



#3: "USAA Ethics—Personal Relationships," United States Automobile Association (USAA)



Training Associate Publisher Lori Gardner (left) and Editor-in-Chief Lorri Freifeld (right) present one lucky attendee with a tablet won in a raffle by reception sponsor AirClass.



Learning professionals take center stage for a set with the band.

## 2017 eLDC Winners

2017 Online Learning Conference attendees got a bead on the latest training technology products and trends at *Training* magazine's eLearning Design Challenge (eLDC) demos held at the Hilton New Orleans Riverside. They also learned the winners of the eLDC awards program, who received crystal awards provided by Pelucida in five categories during a special event sponsored by AirClass.

Companies submitted applications detailing their eLearning design challenges and solutions, which were reviewed by technology guru Bryan Chapman and his review panel of experts. They chose 28 winning solutions to do demos at the 2017 Online Learning Conference in New Orleans and then further chose a bronze, silver, and gold winner in five categories.

For information about the winning entries, visit: <https://trainingmag.com/training-magazine-names-2017-elearning-design-challenge-winners>



OLC participants learn from the best in demos featuring award-winning examples of successful e-learning.

## The 2017 eLDC winners are:

### MICROLEARNING



**GOLD:** "United Capital FinLife Micro-Learning Portal," Allen Interactions ([www.alleninteractions.com](http://www.alleninteractions.com))



**SILVER:** "No More Paper: Creating Context-Rich and Engaging Learning Resources," University of Colorado ([www.cu.edu](http://www.cu.edu))



**BRONZE:** "Don't Just Learn It; Do It! Micro-lessons Focused on Practice and Application," Artisan E-Learning ([www.artisanelearning.com](http://www.artisanelearning.com))

### MOBILE LEARNING



**GOLD:** "Leadership Development Mobile App," MedImmune ([www.medimmune.com](http://www.medimmune.com))



**SILVER:** "Google's Academy for Ads program," Google ([www.google.com](http://www.google.com))



**BRONZE:** "Situation Boost: Law Enforcement Use of Force Training Simulation," FirstNet Learning ([www.firstnetlearning.com](http://www.firstnetlearning.com))

## MOTIVATION THROUGH GAMIFICATION



**GOLD:** "Impact Cx: The Quest," LOMA ([www.loma.org](http://www.loma.org))



**SILVER:** "IBM Open Badge Program," IBM ([www.ibm.com](http://www.ibm.com))



**BRONZE:** "Breaking the Spell," Highmark

## SIMULATION DESIGN



**GOLD:** "American Hotel and Lodging Association 3D Guest-Experience Game," Gronstedt Group (<http://gronstedtgroup.com>)



**SILVER:** "Mobile Platform for Experiential Learning," Wrainbo Inc. (<http://wrainbo.com>)



**BRONZE:** "Drivers of Business Performance Simulation," Advantex Learning Solutions ([www.advantex.com](http://www.advantex.com))

## SOCIAL/COLLABORATIVE LEARNING



**GOLD:** "InSync Training's Blended Learning Hub—A Community for Perpetual Learning," InSync Training ([www.insynctraining.com](http://www.insynctraining.com))



**SILVER:** "KW Connect: The Online Learning Platform," Keller Williams Realty (<http://kw.com/kw/>)



**BRONZE:** "Knowledge Sharing Program," Dell EMC Education Services (<https://education.emc.com/content/emc/en-us/home.html>)