

2020 LTEN Annual Conference Workshop Submission

Important! Before You Begin:

- **Submit up to two workshops and one learning lab** for consideration.
- Before you start your submission, ensure you have presenter name(s), email, bio, session title and description, and know your ideal session length, track, learning objectives, format and level of learner. **Download this document to see required info.**
- Email and phone numbers are required for at least one presenter. You can indicate TBD in for any fields in which you're still gathering info. Fields with * are required.
- **Use this infographic** to help you plan a highly-engaging and interactive session.
- We offer 90- and 60-minute workshops – indicate if your submission is best suited for one or both formats. Learning Labs are 20-minute sessions hosted in the exhibit hall. If you're submitting a lab, ensure content will fit into this time frame.
- The conference workshops and labs will happen on Tuesday, June 9 and Wednesday, June 10 at the Gaylord Palms in Kissimmee, FL. Find more details at www.LTENconference.com
- After submitting, you'll receive an email with a link to **make edits through January 10, 2020.**

Important Dates

- 11/25/2019 Call for Workshops Opens
- 1/10/2020 Call for Workshops Closes
- 2/14/2020 Last of Acceptance Notices Sent
- 3/2/2020 Learning Lab Acceptance Notices Sent
- 3/9/2020 Decline Notices Sent
- 3/20/2020 Date, Time & Location Sent to Accepted Workshops & Labs
- 5/28/2020 Handouts and/or PowerPoint Submission Deadline

Workshop/Lab Description and Learning Objectives

The workshop description and learning objectives are critical parts of your proposal since they are the basis for how conference attendees will choose which sessions to attend.

1. The **description should be specific and succinct** so that readers can quickly grasp what the session is about and how it will help them.
2. The **learning objectives should be concise and clear and offer achievable goals** that will give participants new information or ideas.

Content Tracks

2020 LTEN Annual Conference Workshop Tracks

Career Success

What do you want to be when you grow up? Are your ambitions clear – and do you know how to get there? This track will cover the fundamentals of advancing your career, from the art of

persuasion to networking, to personal branding. This track will also address topics like engaging in a matrix environment, mentorships, skill building and work-life balance. Take this opportunity to step back from thinking about your immediate professional demands and make sure you have the clarity and skills to achieve career goals.

Customer Engagement & Selling in a Matrix Environment

Sales models are constantly changing, and external factors such as managed care, accountable care organizations (ACOs), and a compliance-driven environment complicate business-as-usual approaches. How do you reach and engage your customer in this multi-faceted environment? What new selling skills are needed? This track will explore engaging with your first line leaders to create an effective partnership to pull through your training initiatives. This track will help you move forward with confidence – without missing a beat when it comes to sales productivity.

Field Training

Are you a high performer on a development path to expand your skills as a field trainer? If so, join us in this track to develop your training skills, optimize training in the field, learn coaching and mentoring techniques, and discover new ways to lead without authority. Whether you are a field-based trainer full or part time, or you work with field-based trainers on execution, this track is for you.

Global Learning

Examine how companies today and in the future will address the growing trend toward globalization of classroom, self-directed online and virtual classroom education.

Instructional Design & Delivery

How do you make your learning courses engaging to trainees? How do you transfer new knowledge and skills to the field? What is the right blend of media? This track offers tips, skills, and strategies for curriculum development, classroom management, and course evaluation – and everything in between.

Healthcare Reform and Marketplace Access

In this workshop series, you will have an opportunity to learn about the ever-changing marketplace access, including recent policy changes and proposals. Examine how these changes impact the life science industry from the physician's and payor's perspective.

Gauging impact and ROI

Demonstrating a return on investment can be a trainer's biggest challenge – yet, done well it can be a trainer's best friend. Measuring impact and effectiveness is central to the justification of budget and programming and will help define just how meaningful learning and development is within your organization. This track will cover topics including process methodology, , data and analytics through a learning and performance impact lens amid a technology-driven culture.

Learning Labs – 20-Minute Micro-Learning Sessions

Grow your knowledge on a variety of hot topics, latest technology trends, best practices and case studies. Visit the Learning Labs, micro-sessions located throughout the exhibit hall, to hear from industry experts.

Management & Leadership Development

In this workshop series, you will find the keys to developing great managers, but also great leaders. Starting with understanding effective leadership behaviors, you will focus on coaching techniques and how to empower and inspire others as well as interviewing skills, engagement, and emotional intelligence. This track is a must if you want to master the “lead by example” part while also developing others to go beyond the basics of their role and on to a path of professional refinement and aspiration.

Medical Device & Diagnostic Training

The Medical Device & Diagnostic track will focus on the training methods, strategies and skills needed for success in the ever-changing life science landscape. Best practices, tools and tactics that address the unique challenges of the MD&D training professional will be included. We will also explore new and evolving technology and the latest trends that make training more efficient and effective.

Innovation Trends in Technologies in Learning & Development

Technology is so pervasive and fast-moving in every aspect of daily life and in business that we had to give this a completely separate track. Here, we'll take a look at some of the newest tech out there and examine the trends in how your peers are using it new ways. This track will include case studies on technology roll-outs, as well as lively discussions on everything from upskilling organizations, artificial intelligence, iPads, gaming, simulations, social media, digital transformation, AI and "what's next."

Noncommercial (Clinical/Medical/Technical) Training

If your work includes developing, delivering or sourcing training for medical affairs, R&D, clinical, manufacturing, quality, regulatory, or compliance personnel, then this track is tailor-made for you! Explore sessions on program development, identifying & qualifying trainers, medical science liaisons, GxPs (cGMP, GLP, GVP, GCP, GTP, GDP, etc.), product submissions, conduct of clinical trials, drug safety/adverse events, regulatory compliance, audit readiness, risk, and more!

Partner Sponsored

At LTEN, we are fortunate to have so many amazing training partners who specialize in training solutions for the life sciences. In these sessions, they lend their expertise and share with you insights on a wide range of topics.

Strategic Trends in Learning

Are you tasked with thinking bigger picture? Propel yourself into the future of learning with this learning track., designed for training leaders who need to rally the troops through careful assessment of trends, commercial models, learning agility and business alignment. Explore this track full of high-level topics to help you define strategy and drive results for your department and company.

Strategic Account Management-

If your team has **Key** Account Managers, this is the training track you need! Focusing on the business of **strategic** selling skills in healthcare, this track includes essential topics such as critical thinking, business acumen, strategic business planning, selling in a matrix team, influencing the C-Suite, and other similar topics to help equip your **Key** Account Managers with the advanced skills senior sales professionals need. While sometimes confused with Market Access, this track focuses on training to drive sales performance from your **Key** Account Manager teams and their leaders.

Workshop Formats

You will need to select one of the following formats upon submission:

- **Interactive Discussion:** Sessions should be interactive, providing innovative content without the excessive use of PowerPoint or lecture style format. Sessions should provide in-depth coverage on a topic rather than trying to cover too much general material.
- **Skills Development:** Sessions provide the “nuts and bolts” on a variety of issues in learning. The format may incorporate hands-on learning or be discussion focused.
- **Case Study:** Pharma, bio, device, and diagnostic companies share their first-person accounts of strategies and programs that work.
- **Thought Leader Panel:** Experts and practitioners offer similar and opposing views on relevant topics in training. Includes meaningful Q&A time.
- **Best Practice Roundtable:** Informal format provides the opportunity to network and share challenges, resources, and approaches to tackling a hot topic or specific area of interest.
- **Micro-Learning:** 20 Minute Micro-Learning session that delivers bite-sized content to learners that they can consume all at once and apply the knowledge immediately.

You will be asked to supply the following information:

For an administrative colleague who may be submitting the form for a proposed speaker:

Name
Email Address
Phone

For the Presenter/Primary Speaker:

Name
Job Title
Company Name
Phone Number
Email Address
Bio of 100 words or less
Headshot
LTEN Membership
Has the presenter previously spoken at the LTEN Annual Conference?
Experience facilitating workshops (100 words or less)

For each Co-Presenter:

Name
Job Title
Company Name
Phone Number
Email Address
Bio of 100 words or less

For each workshop that you would like to submit, we will request the following information:

Session Title

Session Description (500 words or less)

Session Format

Session Track

Session Length (60 minutes, 90 minutes, or a session that could fit either length, or 20-minute Lab)

Session Level (Advanced, Intermediate, Beginner)

Learning Objective 1 (150 words or less)

Learning Objective 2 (150 words or less)

Learning Objective 3 (150 words or less)

What is the topic your workshop will cover and how is it relevant to the industry? (150 words or less)

How are you planning on keeping the learners engaged during this presentation (tests, practice scenarios, role plays, reviews)? (150 words or less)

Questions? Email Christine Gaudet, LTEN director of events, at cgaudet@L-TEN.org