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Chicago Tech Show CCASTD Direct Response Copywriting

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Are Your Humans Operating at the Speed of Your Technology?

Take the first step toward a progressive workplace learning & performance model for your organization with:

THE HUMAN SIDE OF TECHNOLOGY

A CCASTD Learning Technologies Event Sponsored by Roosevelt University

JOIN US October 18th and 19th at the Chicagoland Chapter of the American Society for Training and Development (CCASTD) for an eye-opening, learning-intensive 2-day forum packed with inside tips from leading experts, hands-on workshops, peer-to-peer interaction and more.

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A Few Great Reasons to Attend the HUMAN SIDE OF TECHNOLOGY:

Set Future Goals. Learn which tech developments can help solve your biggest workplace learning & performance challenges.

Obtain Practical Tips. Explore current working solutions that top experts have implemented to improve Individual, team, and organizational performance.

Stay Within Budget. This event offers a similar experience as ICE (the International Conference & Expo), but on a smaller and more affordable scale.

Meet the Authors. Stock your shelves with the latest book releases, meet and have lunch with select authors, attend book signings and more.

Get the ASTD Edge. Discover the process by which ASTD's Competency Model will streamline your company's performance initiatives and push you into the forefront of your industry.

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Something for Everyone. Explore the tools and methods used by today's rapid- growth companies across nine areas of expertise for a well-balanced overview representing total organizational functionality.

Not Just for Technology Experts.
- How will technology affect the future of your company?
- How can you harness the enormous power of computers to implement sound performance strategies for tomorrow?
- What's the quickest and most cost-effective way to breed world class leaders?

THE HUMAN SIDE OF TECHNOLOGY will bridge the gap between human management teams and the information technology world.

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Discover which tools, techniques, and technologies will best support your learning & performance initiatives thanks to our panel of local practitioners who have survived the most trying of times and lived to tell their tales.

We welcome professionals from a multitude of disciplines and all management levels, including but not limited to:

- Stand-up trainers/instructors
- Training and development experts
- Coaches
- Mentors
- Knowledge managers
- Organizational development consultants
- Human performance consultants instructional designers

...and anyone who is ready to move their organization into the next phase of human performance improvement.

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Each day of the HUMAN SIDE OF TECHNOLOGY learning forum offers different tracks following the nine areas of expertise as outlined in ASTD's Competency Model, including:

- Designing Learning Delivering Training
- Human Performance Improvement Measurement & Evaluation Facilitating Organizational Change
- Managing the Learning Function Coaching
- Managing Organizational Knowledge Career Planning & Talent Management
- Tried and tested solutions

All breakout sessions showcase real stories and genuine experiences, with practical "how to" tips from local practitioners

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Learn from the best.

Opening and closing keynotes from Steve Dennings, former KM Director, World Bank and Lou Russell, CEO, Russell Martin & Associates (see sidebar for full speaker profiles).

No holds barred.

Come browse our Exhibit Hall filled with learning technology vendors.

Eat, drink & be merry!

Breakfast, lunch & snacks included with conference registration - as is a cocktail reception with a cash bar (Wednesday, 10/18/06).

Sponsored by The CARA Group, Inc.
Easy to get to parking and public transit nearby.

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Event Pricing

Early Bird Special: Take an additional 10% off until September 1st.

CCASTD Members receive 20% off published prices. Members from sister ASTD chapter receive 15% off published prices.

Full-time students with valid student ID receive 40% off published prices.

1 Day Conference Only Registration (workshop not included)- $155

1 Day Conference Registration with one (1) workshop - $220 1/2 Exhibitors Only Pass-$95

2 Day Full Pass Conference & Workshops - $390

Space is limited! Please call CCASTD at (847) 517-7225 or send an email to admin@ccastd.org to request more information.

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Register for this event online by clicking here.

Exhibitors & Sponsors, please contact Trish Ubi at trishuhl@covad.net or (630) 510-1461 if you are interested in exhibiting at or sponsoring this event.

Need to Outsource Marketing Copywriting?

Dina Giolitto, Copywriter

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