

Online Mini-Conference

3 Speakers 3 Topics 3 Key Points

More than 3 Take Aways



Mike Taylor
Learning Consultant
Change 4 Growth

3 Marketing Secrets You'd Be Crazy Not to Steal

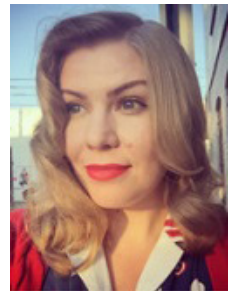
How do you get people's attention and help them think and act in new ways?

- Learn 3 top techniques that marketers have been successfully using for years to capture attention and move people to take action

I Know It's Ugly, But I Can't Tell You Why: Fixing Common Design Mistakes

- How to recognize when a design legitimately isn't working
- Ways to diagnose specific design problems
- How to use design best practices to fix these issues

Bianca Woods
Founder and Design Lead
Clever Raptor



Tracy Parish
Education Technology
Specialist
*Southlake Regional
Health Centre*

"Hacking" Storyline for Increased Learner Engagement

- Using SurveyMonkey as a tracking/certificate system
- Using simple javascript, variables and Google Sheets to capture user feedback
- Using Google Forms and Sheets to create dynamic graphs in Storyline

October 18

10:15am-1:45pm

CNY ATD Members \$45

Non-Members \$60

Register at cnyatd.org

