



## 2010 Lectora User Conference Schedule

### Monday, April 26, 2010

9:00 am to 4:30 pm      **Fundamentals Training**

### Tuesday, April 27, 2010

9:00 am to 4:30 pm      **Intermediate Training**

1:00 pm to 6:00 pm      Conference Registration – METS Center

5:30 pm to 5:45 pm      Shuttles Leave METS Center for Welcome Reception

6:00 pm      Boarding begins on the Riverboats

6:30 pm to 9:30 pm      **Opening Reception** – Riverboat Cruise on the Ohio River which includes dinner, drinks, and music

### Wednesday, April 28, 2010

7:00 am to 8:30 am      Continental Breakfast & Conference Registration

8:30 am to 9:00 am      Welcoming and Opening Comments

9:00 am to 10:30 am      **Keynote Presentation: Dow Chemical's Learning Journey: Using Lectora to Innovate & Transform Learning Delivery, Lisa Kovac & Sheila Van Wicklen, Dow Chemical**

10:30 am to 10:45 am      Break with Refreshments

10:45 am to 12:00 pm      **Concurrent Sessions 1**

#### **The ABCs of Getting Started with Variables, Wendy Tatum, Kentucky Farm Bureau & Steve Dwinnells, University of Louisville**

Variables can tremendously enhance Lectora titles yet they often go unused because of the developer's uncertainty or unfamiliarity of how to begin. In this session, geared specifically toward the novice, Wendi and Steve will demonstrate 4 different, yet simple ways variables can

be used to improve your title. They will look at using variables as a tallying mechanism, as a means to control audio starts and stops, as a branching mechanism, and as a way to capture demographic information such as name or department.

The goal of this session is to help alleviate the novice's hesitancy in using variables and to show him/her how easy it is to get started using this powerful component of Lectora. Sample templates will be made available to the participants.

### **Agile Instructional Design & Development, Teresa Teirney, Nationwide (Computer Lab)**

Agile refers to a group of software development methodologies based on iterative development, where requirements and solutions evolve through collaboration between self-organizing cross-functional teams. These methodologies are used to design and develop online courses.

Agile encourages:

- Frequent review and adaptation
- A leadership philosophy that encourages teamwork, self-organization and accountability
- A set of engineering best practices that allow for rapid delivery of high-quality software
- A business approach that aligns development with customer needs and company goals

In this computer lab session, the facilitator will share recent project experiences using Agile to design and develop instructional materials. She will describe business drivers of the project and show highlights and sample artifacts of the learning architecture applied. Learners will then be able to complete a web-based training project in Lectora using Agile. Attendees will walk away being able to describe key practices of Agile and understand how they can be adopted for instructional design and development.

### **Using Lectora for Enterprise Development of Courses – JavaScript, Remote Development, and More, Greg Gardner, Faith Powers & Wendell Welch, ICF International**

This session will discuss how ICF and National Wildfire Coordinating Group (NWCG) planned, developed, and implemented two SCORM 2004 conformant IMI courses over an 18 month development cycle using Lectora.

Specifically, the presenters will discuss how they:

- Used JavaScript to create a customized solution that includes multiple audio files per page
- Created bullets that change text color synchronized with the audio
- Developed pause/play functionality
- Used conditional actions on pages based on how a page was accessed
- Maintained Section 508 compliance
- Tested Actionscript manipulation of Lectora Objects prior to embedding them in Lectora

They will also discuss how a large development team collaborated on two courses simultaneously and used the template, library, and export/import functionality of Lectora for reusable code.

**Lectora, P&G and Section 508 of the American Disabilities Act, Bill Martin, Procter & Gamble**  
As 508 compliance is being demanded more and more across the United States and around the world it is imperative for web based training authors to understand web accessibility and how to design it in to their programs. This presentation will introduce the novice to the concepts and design thinking necessary to create successful 508 compliant web accessible courses.

At the end of this presentation you will be able to:

- Describe what section 508 of the Americans with Disabilities Act is
- Describe P&G's policy and position on 508 compliant courses
- Describe the four major categories of disabilities for instructional design
- Describe course design for each area
- Utilize the Lectora 508 tool to check your courses
- Create 508 compliant courses for your organization

12:00 pm to 1:30 pm                      Lunch

1:30 pm to 2:45 pm                      **Concurrent Sessions 2**

**Using Variables, Surveys, Multimedia and Timed Actions for Dynamic Training, Joyce Shorter, Spheris**

In this session, attendees will learn how to utilize Lectora for multiple training scenarios. You will learn about trainee interaction, scoring, surveys, multimedia, and variables.

Attendees will see a demonstration of two Lectora modules that include trainee interaction, demonstration exercises, and assessment of learning by the trainee. These modules contain examples of common distractions appearing intermittently (with use of timed actions) throughout module pages and attendees will learn how to best minimize those distractions. Modules offer trainee scoring/assessment on active listening skills, including self-assessment survey questions as well as link to final course evaluation. Variables are used in the active listening exercise for scoring and response to the individual trainee's score. Said variables use conditions where if specific conditions are not met, the trainee cannot advance. Variables then reset so that the trainee is able to return to the exercise and begin again.

The pilot group using these modules improved productivity by 15.5% percent within 8 weeks while maintaining quality standards of 98% or greater.

**Creating User Skill Development Through Interactivity, Jane Peller, Northeastern Illinois University**

This session demonstrates a program created through Lectora for social work students to help them learn how to interview and assess clients. The program includes 12 video cases that are segmented into small interactive pieces in which a user needs to make appropriate choices in order for the 'interview' to continue. Feedback is given to the user with incorrect responses to help with the skill building. Since there are 12 cases, the user must pass each end-of-case test in order to advance to the next level. This workshop will demonstrate the product and then walk participants through the process of developing a like kind program in their discipline.

### **What's New in Lectora X, Tara Roe, Trivantis**

In this session, attendees will learn about the new features in the latest version of Lectora X.

By attending this session, you will:

- See how to efficiently utilize the new Lectora interface and customizable toolbars to your advantage.
- Learn about the new Flash characters and games.
- Explore the benefits of sharing media, templates and library objects online.
- Discover the ins and outs of the new multi-language publishing options
- ...and much more.

### **Creating Role Play Simulations Using Lectora, Sherly Chiech, eLc**

In this session, you will learn how Lectora can be used to create a role play simulation to assess learner's sound judgment and decision-making on their survival skills. Using a scenario, this role play simulation allows learner to practice in a fail-safe environment. A sample course will be shown during the presentation.

Using Bloom's taxonomy of the cognitive domain, this course assesses the learner's ability to analyze certain situations, perform certain actions based on prior knowledge, and synthesize and improvise in order to achieve their objective.

2:45 pm to 3:00 pm

Break with Snacks and Refreshments

3:00 pm to 4:15 pm

**Concurrent Sessions 3**

### **Ask the Experts by Trivantis Support and Product Development**

Trivantis is one of the few software companies that offer you the opportunity to be in direct contact with the team who develops the software. This session exemplifies Trivantis' reputation as a company that truly listens to its customers, which is why it has proven to be one of the most popular at previous conferences. With its town meeting atmosphere, candor, and straightforward exchanges between Lectora users and developers, the Ask the Experts session is one not to miss. If you have questions or suggestions about Lectora, this is one of your opportunities to talk to the experts.

Please note: this session is the first of two Ask the Experts sessions. The second is scheduled for 10:30 am on Thursday, April 28.

### **Using Buttons and Actions to Simulate Software, Lisa Tymoski, Cincinnati Children's Hospital Medical Center**

In this computer lab session, you will learn how to create a simple software simulation that engages end users in learning while giving them practice opportunities.

This hands-on presentation will allow the conference attendee to:

- Start with a screen shot of the software's main screen
- Place transparent buttons on the screen where you want the end user to click

- Use actions to send the user to a different page or a pop-up description of the task
- Add buttons to any subsequent pages or pop-up boxes to return to the main screen
- Set variables to keep track of where you have been and display your progress on a menu

After leaving this session, you will be able to use the tools available in Lectora to simulate what an end user sees when interacting with your company's computer software programs. You can take the end user directly to the specific screen, or use text boxes to describe what the user will see when he or she clicks on a button. You can also keep track of where an end user has been in your module.

### **How to Create Lectora Games, Ben Pitman, eProficiency**

Keeping learners engaged in your course is critical to them mastering the material and transferring it back to the job. This session will cover some of the key design and development considerations when using business games.

You will:

- Learn the basic components of a game.
- Learn easy techniques for organizing the Lectora objects and actions necessary for you to create your own games.
- See several working examples of Lectora business games and discover how they are constructed.

Participants should be familiar with basic Lectora actions and groups to get the most out of this session.

### **BNY Mellon Case Study: Using Lectora to Train Employees During a Merger, Jane Nicolette & Regina Lehotay, Bank of New York Mellon**

As part of the merger of The Bank of New York and Mellon Financial Corporation, the new BNY Mellon Treasury Services needed to train employees from legacy organizations on several financial products. The task to train employees was especially challenging for the business with no formal training available in either legacy organization.

Participants in this session will learn how BNY Mellon designed, developed and delivered product training to its employees using Lectora. They will discover how the use of templates and standards, and a combination of in house and outsourced development enabled the training team to reach its audience in a timely and cost-effective manner – with engaging and effective training courses. After attending this session, participants will leave with new ideas for using Lectora in their training organizations and will receive samples of storyboard templates and elearning standards.

Participants will be able to:

- Describe how the use of consistent templates and standards can decrease the development time of elearning
- Describe the benefits of using a combination of internal and external resources to develop elearning

4:30 pm to 6:00 pm                    **One-On-One Sessions**

Sign up to meet with Trivantis' Lectora experts so you can ask specific questions, troubleshoot issues, get tips and tricks, and more.

6:00 pm to 1:00 am                    Transportation provided by Trivantis from the METS Center and official conference hotels to your location of choice: [Downtown Cincinnati](#), [Newport on the Levee](#) or [Hollywood Casino](#)

## **Thursday, April 29, 2010**

8:00 am to 9:00 am                    Continental Breakfast

9:00 am to 10:15 am                    **Concurrent Sessions 4**

### **CourseMill 6 LMS by Tim Verrelli and Kevin Race, Trivantis**

CourseMill is one of the most affordable and flexible LMSs on the market and the latest version, CourseMill 6, provides users with more customizable, easy-to-use features. This session will take a high-level look at the benefits of CourseMill 6 and will deep dive into the new features that were released earlier this year.

Are you using a large LMS that isn't working for you and want to find a more affordable option? Are you an existing CourseMill client and want to learn about the new CourseMill 6 features? Are you just getting started in elearning and are unsure what an LMS can do for your organization? This session is geared toward both existing CourseMill users and those that have little to no knowledge of the tool.

### **Dynamic Lectora: Databases, iFrames, External Content & Session Variables, Peter Sorenson, Quizzicle**

Content may be presented in a course by enabling communication between Lectora and either an LMS, a database or a browser session object. By retrieving information from a variety of outside sources, content may be adjusted to display on-the-fly. In this way, courses become more responsive to the needs of the student and offer more flexibility to a creative developer. Content held outside of a course can be changed independently, quickly and dynamically.

This session will introduce and demonstrate:

- The session variable object: replacing the JavaScript cookie as a way to maintain data from one page to the next while the course runs in a browser.
- Dynamic script injection: a simple process to communicate with a database (without the cross domain restrictions) to retrieve data in JSON format.
- Independent quiz objects: Lectora tests, published as self-contained html objects, re-imported into Lectora as external content
- iframes: HTML objects allowing content to be dynamically incorporated into a Lectora title.

Each object from the list above will be incorporated to a Lectora course so developers leave with the appropriate skills required for implementation. More importantly, participants will gain awareness of the increased potential in building dynamic courses with these tools.

#### **Five Techniques for Developing Interactive Courses, Jennifer Platt, Yum! Brands**

Attendees will learn five simple ways to add interactivity to a course in order to engage end users. This will include using transparent buttons, basic show/hide actions, multiple drag and drop interactions, utilizing basic Flash animations within Lectora, and using variables within Lectora's Flash games.

By demonstrating basic interactions, this presentation will benefit new Lectora users who have limited programming experience, but want to make their courses more interactive.

#### **Creating Pre and Post Learning Assessments & Training Evaluations, Ann Withington, Pfizer**

This session will discuss how to utilize the assessment survey tools within Lectora to measure pre-assessments against post-assessment results. Through these assessments, learners review their own results and (when applicable) return to applicable sessions, within the eLearning, to review the lesson. In addition, developers and/or training departments can review test results to determine the effectiveness of the training, competencies and assessments; including creating additional tools to review the statistics of individual questions (pass/fail rate). Lastly, this session will review creating post-implementation surveys to capture learner feedback about the activity.

Through this session, participants will be able to view and discuss how to:

- Create pre and post training assessments
- Create post training (survey) evaluations
- Analyze assessment and evaluation data to assess training effectively

10:15 am to 10:30 am            Break with Snacks and Refreshments

10:30 am to 12:00 pm        **Concurrent Sessions 5**

#### **Ask the Experts by Trivantis Support and Product Development**

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#### **How to Create 508 Compliant eLearning with Lectora, Rhonda Willis, Ginn Group/Northrop Grumman Contractor to the Centers for Disease Control (CDC)**

All websites and documents within the federal government must be accessible to persons with disabilities, according to Section 508 of the Rehabilitation Act. Any web or course development company that would like to do business with the federal government must be ready to meet these standards in the same manner as those who work for the federal government. The

“trickle down” effect is also beginning to occur – more and more state and local governments are beginning to require the same accessibility standards as the federal government.

This session is based on the course that CDC developed titled *Accessibility Guide with Lectora 2008*. The facilitator will discuss how to develop courses in Lectora that meet 508 accessibility guidelines, including items “to do” and items “not to do”, along with “work-arounds” to make usually non-compliant features become compliant.

Some of the key features that will be discussed are reading order, alt text, use of multimedia, links, buttons, tables, table of contents, test questions, skip navigation, and the 508 compliance check tool. This course will benefit any developer whether in the commercial or government arena, as the need and demand for web accessibility continues to grow.

### **Best Practices in MultiLingual Translation Using Lectora, Marc Johnson, TransPerfect**

International corporations need training materials in many languages. This session will talk about the goals, the challenges, and the best practices to making Lectora-based courses that can be easily translated into any language. The facilitator will show what translation companies expect to receive in order to provide project cost estimates, explain cost-saving approaches to projects, and present guidelines that will make your localization projects go smoothly.

The key benefits to the audience include:

- Understanding localization basics
- Learning best practices for the localization process
- How to create content that is easy to localize
- Tips and tricks for challenging languages

### **Moving Beyond the Question Wizard, Diane Elkins, Alcorn, Ward & Partners**

What are the different ways you can use a drag-and-drop question? Do you wish you could create a hot spot question without the radio buttons? Do you have question ideas in your head that you aren't sure how to do in the question wizard? Do you want your questions to be more fun or game-like?

When using questions to check your audience's knowledge, understanding, or interest throughout your courses, Lectora gives you a number of useful question types to work with. However, you aren't limited to just those options.

In this session, you'll learn how to:

- Think more creatively about questions
- Use the question wizard in ways you might not have thought of before
- Explore Lectora features such as actions, forms, and variables in new and different ways.
- Create completely custom questions outside of the question wizard, using graphics, sounds, actions, and variables – questions that you can even grade and track.

12:00 pm to 1:30 pm

Lunch

1:30 pm to 2:45 pm

## Concurrent Sessions 6

### **Lectora + CourseMill = A Scalable Development & Delivery Solution that Works, Michelle Flewell, BioSoteria, Inc.**

In this session, attendees will hear a real-world case study on delivering Lectora courses on CourseMill - all told through the lens of a start-up company with limited resources, infrastructure, and technical support. The session will include a discussion of the process followed to develop courses in Lectora and then deliver the courses on CourseMill, including integration tips and tricks and lessons learned.

In this session, attendees will also learn about the set-up and design of the CourseMill and Lectora interface/GUIs to deliver a seamless, branded “look and feel” and learner experience. You’ll also hear about how the assessment, certificates, tracking, bookmarking, and other functionalities that were integrated across both tools.

Because the training program featured in this case study is sold to two market segments: (individuals and corporations), the session will also address some of the business aspects of course development and delivery using these two tools, including:

- Hosting curricula for clients
- eCommerce and registration integration for public and corporate customers
- How to use CourseMill as a sales tool to allow prospective corporate clients to “test drive” the courses
- Why the company selected CourseMill as their LMS, including scalability, initial/long-term investment, and integration with the authoring tool, Lectora

### **Using Variables & Dynamic Text to Create Role Play Scenarios & Simulations in Lectora, John Zurovchak & Joseph Suarez, MicroCenter**

Many learning specialists and instructional designers believe in the “learn by doing” approach. This approach argues that individuals learn best by performing tasks and skills that closely resemble what is required in an actual job setting. In this session, you will learn how to use variables to create more realistic and more dynamic training courses.

In order to improve performance outcomes and to retention, MicroCenter created dynamic role play scenarios using Lectora. Using variables and dynamic text, they were able to create a number of role play simulations for the Leadership Development Program (LDP) at Micro Electronics. The goal was to present a more realistic environment for learners to practice leadership and management skills and techniques. The scenarios evolved from simply role play scenarios to more comprehensive management simulations using variables and dynamic text features in Lectora. In this presentation, you will see the courses and learn new and interesting ways to combine variables and dynamic text to create role play scenarios and simulations.

### **Integrating Social Networking into Lectora Courses, Heather Wright, First Tennessee Bank & Paul Schneider, GeoLearning**

In this presentation, attendees will learn about the presence and importance of social learning in today's training and development environment, and specifically how social networking tools can enhance elearning courses. Social networking tools can help build a sense of community, improve communication and interaction, and promote learner-centered collaboration. In this

presentation, you will learn how First Tennessee Bank integrated a micro-blogging tool into a Lectora course to help learners better master the material.

Participants will:

- Discuss social learning and the impact social networking has on elearning
- Identify situations in which social networking could have a positive impact on elearning
- See a real-world example of the impact of social networking on elearning
- Learn how to integrate micro-blogging into a Lectora course

### **Live Collaboration with Lectora Online, John Blackmon & Tanya Seidel, Trivantis**

In this session, you'll see a team of Lectora Online users collaborate in real time to develop a title. See how you and your team can use Lectora Online to efficiently create, manage, and publish elearning content.

You'll get a first-hand look at:

- How to import Lectora titles into Lectora Online
- How to share titles with authors, project managers, and reviewers to enable the editing, revising, and finalizing of titles
- How to create assignments and track their progress throughout the development cycle
- How to use the familiar tools and built-in authoring features to create, modify, and publish titles
- How to use various forms of communication to ensure your development project is always on track

This session is for all Lectora Online experience levels – existing users and those who have yet to experience this groundbreaking product.

2:45 pm to 3:30 pm                    **Closing Session**

3:30 pm to 5:00 pm                   **One-On-One Sessions**

Sign up to meet with Trivantis' Lectora experts so you can ask specific questions, troubleshoot issues, get tips and tricks, and more.

### **Friday, April 30, 2010**

9:00 am to 4:30 pm                   **Lectora Extreme Training**

\* Training sessions are not included in the conference registration fee.

\*\*Trivantis reserves the right to make changes to this schedule.