

# CONFERENCE AGENDA-AT-A-GLANCE



## MONDAY, JUNE 11

Time	Track/Activity	Location/Room	Title
3:00–4:00 PM	Networking	Grand Sonoran J-K	<b>LTEN Attendee Orientation</b>
4:30–7:00 PM	Networking	Learning Village Exhibit Hall	<b>Welcome Bash &amp; Mini-Receptions</b>

## TUESDAY, JUNE 12

Time	Track/Activity	Location/Room	Title
7:00–7:50 AM	Networking	Learning Village Exhibit Hall	Breakfast
8:00–9:30 AM	Plenary Sessions & Keynotes	Learning Village Exhibit Hall	<b>Presidential Kick-Off &amp; Connie Podesta Opening Keynote</b>
9:30–10:00 AM	Networking	Learning Village Exhibit Hall	Networking Refreshment Break
<b>10:15–11:45 AM</b>	<b>Concurrent Workshops &amp; Learning Labs</b>		
10:15–11:45 AM	Customer Engagement & Selling Skills	Grand Sonoran H	The Third Pillar–Presence
	Field Sales Trainers	Pinnacle Peak 3	Presence. Patience. Perspective. Three Behaviors Will Improve Your Ability to Create Change and Make You a More Effective Field Trainer
	Globalization of Education	Grand Sonoran C-D	Is Your Global Learning Strategy Contributing to Your Organization’s Bottom Line?
	Customer Engagement & Selling Skills	Pinnacle Peak 1	Moving from Tactical to Strategic Account Management
	Non-Commercial (Clinical / Technical)	Pinnacle Peak 2	Empowering Compliance in Life Sciences Companies
	Healthcare Reform & Managed Care	Grand Sonoran I	The U.S. Healthcare System–the Good, the Bad and the Ugly
	Medical Device & Diagnostics	Grand Sonoran G	Unconventional Spaced & Micro-Learning Approach Which Drove 100% Proficiency & Exceeded Sales Goals
	Mobile & Digital Learning	Grand Sonoran E	Mobile Learning: The New Frontier For Sales Training
	New & Innovative Technologies in Learning & Development	Grand Sonoran F	Science Simplified: Creating Video Training That Distills The Science Behind Your Product to What You Need to Know
	Partner Sponsored	Grand Sonoran A-B	The State of Sales Management
10:15–10:35 AM	Strategic Insights	Grand Sonoran K	LifeCycle–A Comprehensive and Engaging Approach to Developing Learning Professionals
	Management & Leadership Development	Grand Sonoran J	Optimizing Motivation for Behavioral Change–In Yourself and Others
10:45–11:05 AM	Learning Lab	Lab #1–Exhibit Hall	Coaching Connection” Game Plan
	Learning Lab	Lab #2–Exhibit Hall	To be confirmed. Check the event app.
11:15–11:35 AM	Learning Lab	Lab #1–Exhibit Hall	Booth Privilege: Compliantly Maximizing the Target-Rich Environment of Medical Conferences
	Learning Lab	Lab #2–Exhibit Hall	To be confirmed. Check the event app.
12:00–1:50 PM	Learning Lab	Lab #1–Exhibit Hall	Keep It Simple: Rules to Explanation
	Learning Lab	Lab #2–Exhibit Hall	To be confirmed. Check the event app.
12:00–1:50 PM	Networking	Learning Village Exhibit Hall Grand Canyon Ballroom	<b>Lunch, Learning Labs and Topic Tables. Play the new LTEN Augmented Reality (AR) Scavenger Hunt Innovated by: <a href="http://www.tipmedia.com">www.tipmedia.com</a></b>
<b>12:00–1:20 PM</b>	<b>Learning Labs</b>		
12:00–12:20 PM	Learning Lab	Lab #1–Exhibit Hall	Field Development in a Changing Landscape: How Valeant Pharmaceuticals is Combining Qualitative and Quantitative Measures to Achieve Field Excellence
	Learning Lab	Lab #2–Exhibit Hall	4 Ways to Utilize HCPs in Your Training to Drive Clinical Intelligence and Sales Success
	Learning Lab	Lab #3–Exhibit Hall	Building Ongoing Advanced Capabilities of Established In-Role MSL Teams
12:30–12:50 PM	Learning Lab	Lab #1–Exhibit Hall	What’s Wrong with This Training? 5 Common Mistakes to Avoid
	Learning Lab	Lab #2–Exhibit Hall	Close Skills Gaps Faster and More Economically by Integrating Talent Assessments, Adaptive Learning, Sales Playbooks and Analytics into One Platform
	Learning Lab	Lab #3–Exhibit Hall	Changing Mindsets in an Experience-Driven, Innovative Curriculum
1:00–1:20 PM	Learning Lab	Lab #1–Exhibit Hall	PI Explorer: A New and Innovative PI Training Tool for Your Sales Force
	Learning Lab	Lab #2–Exhibit Hall	Exploring Augmented Reality: A Hands-on Lab
	Learning Lab	Lab #3–Exhibit Hall	AI, Chatbots & Voice-Activation...Oh My! The Technology Lifescience Trainers Need To Understand Today

# CONFERENCE AGENDA-AT-A-GLANCE



## TUESDAY, JUNE 12 (CONT.)

Time	Track/Activity	Location/Room	Title
1:30–1:50 PM	<b>Learning Labs</b>		
1:30–1:50 PM	Learning Lab	Lab #1–Exhibit Hall	Creating a Professional Biography
	Learning Lab	Lab #2–Exhibit Hall	Self Directed Learning and the Modern Learner
	Learning Lab	Lab #3–Exhibit Hall	Maximizing the Impact of Customer Perspective Panel Discussions
2:00–3:00 PM	<b>Concurrent Workshops &amp; Learning Labs</b>		
2:00–2:20 PM	Learning Lab	Lab #1–Exhibit Hall	You CAN Love Your LMS—An Abiomed Case Study
	Learning Lab	Lab #2–Exhibit Hall	How to Go from Global to Local: Challenges, Considerations & Tips
	Learning Lab	Lab #3–Exhibit Hall	New and Emerging Therapeutics: A Quick Lesson
2:00–3:00 PM	Customer Engagement & Selling Skills	Grand Sonoran H	Best Practices for Launching in Today's Competitive Oncology Marketplace
	Field Sales Trainers	Pinnacle Peak 3	Case Study: Changing the Learning Culture at Becton Dickinson with Mobile Video Technology
	Healthcare Reform & Managed Care	Grand Sonoran I	Who, What, Why and How? Addressing Alternate Sites of Care in Your Curriculum
	Instructional Design & Delivery	Grand Sonoran E	Teaching Instructional Design: How Genentech Prepares People without Educational Backgrounds to Effectively Train Adult Learners
	Management & Leadership Development	Grand Sonoran C-D	Biogen's Manager Development Curriculum: Driving Engagement and Organizational Change through Manager Effectiveness
	Management & Leadership Development	Pinnacle Peak 1	Management Development Program *Building Your Leadership Bench For the Future
	Medical Device & Diagnostics	Grand Sonoran G	Creation, Development, Implementation & Evaluation of an eLearning Sales Simulation
	Mobile & Digital Learning	Grand Sonoran J	Beyond Microlearning: Creating Effective Modern Learning
	New & Innovative Technologies in Learning & Development	Grand Sonoran F	Utilizing New Tools to Solve Old Problems
	Non-Commercial (Clinical / Technical)	Pinnacle Peak 2	Case Study: Client Engagement —A Consulting Workshop to Strengthen the Relationship between Training and the Business
	Partner Sponsored	Grand Sonoran A-B	Transforming Clinical Data Presentations How to Develop and Deliver a KOL Moderated Workshop
Strategic Insights	Grand Sonoran K	Go Beyond Best Practices to Regain Your Competitive Advantage	
2:30–2:50 PM	Learning Lab	Lab #1–Exhibit Hall	Time Capsule! Predicating and exploring the top 3 trends in Learning in 2020
	Learning Lab	Lab #2–Exhibit Hall	Global Content and Local Audience: Customization is a Success Factor
	Learning Lab	Lab #3–Exhibit Hall	Moving from Tasks to Strategy: Building a Collaborative Partnership with Your Cross-Functional Training Customers
3:00–4:00 PM	Networking	Learning Village Exhibit Hall	<b>Networking Refreshment Break</b>
4:15–5:45 PM	<b>Concurrent Workshops</b>		
	Career Success	Pinnacle Peak 1	Three Steps to Growing Your Powerhouse Professional Network
	Customer Engagement & Selling Skills	Grand Sonoran C-D	From Face to Face to Virtual Classroom—Creating a Comprehensive Program
	Field Sales Trainers	Pinnacle Peak 3	Jump Start Facilitation Skills for Field Teams: An Interactive How-To Session
	Healthcare Reform & Managed Care	Grand Sonoran I	Practicing the Dialogue of Access and Reimbursement
	Impact & Measurement	Grand Sonoran H	Speed to Impact: How to Bend the Space-Time Continuum without Breaking Your New Hire and In-Role Learners
	Instructional Design & Delivery	Grand Sonoran E	Dealing with Difficult Participants
	Mobile & Digital Learning	Grand Sonoran J	Digital Learning Basics: How and When to Use Mobile, Microlearning and More
	Management & Leadership Development	Grand Sonoran K	Redefining a Culture of Coaching and Development—Lundbeck's Multi-Pronged Approach to Transformation through Innovation
	Medical Device & Diagnostics	Grand Sonoran G	Medical Device & Diagnostic Training Panel & Networking Reception
	New & Innovative Technologies in Learning & Development	Grand Sonoran F	Using Virtual Reality and Augmented Reality to Maximize Training Results
	Non-Commercial (Clinical / Technical)	Pinnacle Peak 2	Training Leader Panel Discussion: Non-Commercial Training
Partner Sponsored	Grand Sonoran A-B	Achieving Growth by Appropriately Challenging the Status Quo	
6:00–9:00 PM	Networking	Desert Kivas	<b>Networking Party &amp; Charity Activity:</b> The charity portion of the event will run from 6:00–7:30 PM. Sign up for a 20-minute time slot to participate in the charity team-building: 6:00, 6:30, 7:00 PM through the mobile app.

# CONFERENCE AGENDA-AT-A-GLANCE



## WEDNESDAY, JUNE 13

Time	Track/Activity	Location/Room	Title
7:30–7:50 AM	Networking	Learning Village Exhibit Hall	Breakfast
8:30–8:50 AM	<b>Learning Labs</b>		
	Learning Lab	Lab #1–Exhibit Hall	Driving Field Leader Excellence
	Learning Lab	Lab #2–Exhibit Hall	Making Micro Happen–Your Recipe for Success
	Learning Lab	Lab #3–Exhibit Hall	Self Guided, Sustainable Training for the High Turnover role of Training Manager
8:30–9:30 AM	<b>Concurrent Workshops &amp; Learning Labs</b>		
8:30–9:30 AM	Customer Engagement & Selling Skills	Grand Sonoran H	Sales Simulation Programs that Drive Performance
	Customer Engagement & Selling Skills	Pinnacle Peak 1	Going from 0-1,300 –Establishing a Unified Sales Process Across the Entire Sales Organization in 12 Months
	Impact & Measurement	Pinnacle Peak 3	How Effective is Your Sales Force? A Roadmap to Unlocking Your Field Sales' True Potential
	Instructional Design & Delivery	Grand Sonoran C-D	Translating the Patient Journey into an Immersive Learning Experience
	Instructional Design & Delivery	Grand Sonoran E	Experience This: Innovative and Technology Driven Learning Strategies for a Workshop-Centered Learning Curriculum
	Management & Leadership Development	Grand Sonoran I	Accelerate the Impact of Field Coaching Using a Mobile Coaching Platform
	Management & Leadership Development	Grand Sonoran J	Emotional Intelligence (EQ): How to Apply It and Why It Matters
	Management & Leadership Development	Grand Sonoran K	Novartis Case Study–Unleashing the Power of Coaching Automation
	Medical Device & Diagnostics	Grand Sonoran G	50 Years to Confusion-The Latest Research on Management Development
	New & Innovative Technologies in Learning & Development	Grand Sonoran F	There's an App for that! Engaging and Training Your Sales Teams with a Mobile Learning Platform to Augment Your LMS
Non-Commercial (Clinical / Technical)	Pinnacle Peak 2	Technology as a Clinical Coach & Trainer: Real World Engagement	
Partner Sponsored	Grand Sonoran A-B	Leading Through Change	
9:00–9:20 AM	Learning Lab	Lab #1–Exhibit Hall	ACE–The Game: Creating a Global Competitive Learning Environment
	Learning Lab	Lab #2–Exhibit Hall	Communication Platforms "Engaging the Unengaged!"
	Learning Lab	Lab #3–Exhibit Hall	Performance Support: Tool, or System?
9:30–10:00 AM	Networking	Learning Village Exhibit Hall	Networking Refreshment Break
10:15–11:45 AM	Plenary Sessions & Keynotes	Grand Saguario Ballroom	<b>Chef Jeff Henderson Keynote, LTEN Excellence Awards &amp; Hall of Fame</b>
12:00–1:50 PM	Networking	Learning Village Exhibit Hall	<b>Lunch, Learning Labs and Topic Tables.</b>
12:00–1:50 PM	<b>Learning Labs</b>		
12:00–12:20 PM	Learning Lab	Lab #1–Exhibit Hall	Forget the Forgetting Curve! Sharing New Trends and Impactful Ways to Increase Retention and Application
	Learning Lab	Lab #2–Exhibit Hall	Bring Patients to Life in Training
	Learning Lab	Lab #3–Exhibit Hall	Quantum's 3 Predictor's of Success
12:30–12:50 PM	Learning Lab	Lab #1–Exhibit Hall	Give Your Curriculum a Face Lift
	Learning Lab	Lab #2–Exhibit Hall	Virtual Preceptorships: An Immersive Approach to Clinical Knowledge
	Learning Lab	Lab #3–Exhibit Hall	Learning Through Reality: Exploring New and Innovative Technologies
1:00–1:20 PM	Learning Lab	Lab #1–Exhibit Hall	Chatbot as Field Sales Coach? 4 Use Cases to Pilot in 2018
	Learning Lab	Lab #2–Exhibit Hall	7 Keys to Effective Mobile Training for MSLs (Medical Science Liaisons) and CRAs (Clinical Research Associates)
	Learning Lab	Lab #3–Exhibit Hall	Unleash the Power of Hybrid Coaching
1:30–1:50 PM	Learning Lab	Lab #1–Exhibit Hall	Learning by Design: Changing the Way We Interact with Information via Infographics
	Learning Lab	Lab #2–Exhibit Hall	Learn How Any Field Sales Trainer Can Make an Employee Podcast in 20 Minutes!
	Learning Lab	Lab #3–Exhibit Hall	Marketing 2.0: Boost Engagement Among Learners To All Stakeholders

# CONFERENCE AGENDA-AT-A-GLANCE



## WEDNESDAY, JUNE 13 (CONT.)

Time	Track/Activity	Location/Room	Title
2:00-3:00 PM	<b>Concurrent Workshops</b>		
	Career Success	Pinnacle Peak 1	The Luminary Pathway: Lighting a Path to Sustainable, Self-Driven Field Professional Development
	Field Sales Trainers	Pinnacle Peak 3	How To Get Things Done: Skills for Positively Influencing Others & Building Relationships
	Globalization of Education	Grand Sonoran C-D	Training Leaders Panel Discussion: Learning Going Global, Will You Be Ready?
	Impact & Measurement	Grand Sonoran I	Practical, Innovative, Scenario-Based Development Tools for Self-Assessing Learning Needs
	Instructional Design & Delivery	Grand Sonoran E	Sales Academy 101: How New Technologies Can Revolutionize Onboarding
	Management & Leadership Development	Grand Sonoran J	21st Century Women, Power & Leadership
	Medical Device & Diagnostics	Grand Sonoran G	High Yield Training Practices
	Globalization of Education	Grand Sonoran H	Global Product Launches: How to Evolve a Global Learning "Apparatus" into a "Learning Launch Machine"
	Non-Commercial (Clinical / Technical)	Pinnacle Peak 2	Making Technical and Compliance Training Effective AND FUN
	Partner Sponsored	Grand Sonoran A-B	Closing the Digital Divide in Sales Training
	Strategic Insights	Grand Sonoran F	LTEN Seminal Study: Current State and Future Trends of Technology in Life Sciences Education
Strategic Insights	Grand Sonoran K	The Right Start: How Valeant Designed Their Ultimate Onboarding Experience	
3:30-4:00 PM	Networking	Grand Canyon Foyer	<b>Networking Refreshment Break</b>
4:15-5:45 PM	<b>Concurrent Workshops</b>		
	Career Success	Pinnacle Peak 1	A Brand New You: Creating your Personal Brand
	Customer Engagement & Selling Skills	Grand Sonoran H	No More Fake Empathy!
	Customer Engagement & Selling Skills	Grand Sonoran J	Designing and Implementing an Account-Based Planning and Selling Workshop for Sales Colleagues
	Customer Engagement & Selling Skills	Pinnacle Peak 3	Training's Vital Role in the Patient-Focused Transformation of Customer Engagement at Bayer Healthcare
	Impact & Measurement	Grand Sonoran I	Measuring Sales New-Hire Training Impact
	Instructional Design & Delivery	Grand Sonoran E	Reframe-4 Paradigm Shifting Training Skills From Non-Traditional Sources!
	Management & Leadership Development	Grand Sonoran F	Transactional to Transformational Leadership
	Medical Device & Diagnostics	Grand Sonoran G	Diagnosis Learning: The Anatomy of Developing a Global Learning Strategy
	Non-Commercial (Clinical / Technical)	Pinnacle Peak 2	ROI: Define & Demystify
	Partner Sponsored	Grand Sonoran A-B	Driving Skill & Knowledge Application through Competitive Simulations
Strategic Insights	Grand Sonoran K	Takeda CL&D: Paving the Way for Continuous Learning & Improvement	

## THURSDAY, JUNE 14

Time	Track/Activity	Location/Room	Title
7:00-7:50 AM	Networking	Grand Saguaro Ballroom	<b>Breakfast</b>
7:00-7:50 AM	Networking	Grand Saguaro Ballroom	<b>Meet &amp; Greet with Award Poster Presenters</b>
8:00-9:30 AM	Plenary Sessions & Keynotes	Grand Saguaro Ballroom	<b>Lorella DePieri Keynote</b>
9:30-9:55 AM	Networking	Grand Saguaro Ballroom	<b>Networking Refreshment Break</b>
10:00-11:30 AM	<b>LTEN Talks</b>		
	LTEN Talk	Grand Saguaro Ballroom	How Virtual and Augmented Reality will Disrupt Healthcare Learning
	LTEN Talk	Grand Saguaro Ballroom	The Marriage between Microlearning and Technology
10:00-11:30 AM	Plenary Sessions & Keynotes	Grand Saguaro Ballroom	<b>Training Leader Panel Discussion: Agility &amp; Leadership Thorough Change and Transformation</b>
11:30-11:35 AM	Plenary Sessions & Keynotes	Grand Saguaro Ballroom	<b>Closing Remarks</b>