

LTEN Annual Conference Workshop Guidelines

Please read this document carefully.

All guidelines and information requested is supplied within.

Important Dates

8/27/2021	Open Call Launch to Submitters
9/24/2021	Close Call
9/25/2021	Review Opens
10/6/2021	Review Closes
10/8/2021	Acceptance Sent
10/8/2021	Learning Lab Acceptance
10/11/2021	Declines
10/15/2021	Date, Time & Location Sent to Accepted Workshops & Labs
11/5/2021	Handouts and/or PowerPoint Deadline

Questions? Email Christine Gaudet at cgaudet@l-ten.org

When suggesting a workshop, please note:

- You may submit up to **two** workshops and one learning lab for consideration.
- You must indicate whether you are submitting for a 60-minute workshop or a 20-minute learning lab micro-learning session and whether the workshop is designed to be virtual, in-person or both.
- The call for workshops will open on **August 27, 2021** and will close on **September 24, 2021** at midnight ET.
- LTEN coordinates a review committee to evaluate submissions and make final selections. The review period will begin **September 25, 2021 through October 6, 2021** at which time you may be asked for additional information.
- Acceptance notifications will be sent on **October 8, 2021**.
- The workshops that are declined will be notified on **October 11, 2021**.
- If selected, LTEN will schedule the date and time of your presentation. Unfortunately, we **cannot accommodate date and time preferences**. Workshops will take place on November 9-10, 2021 at the Gaylord Rockies, Aurora, CO.

Workshop 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.

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

Workshop Content Tracks

- Career Success
- Customer Engagement & Selling in a Matrix Environment
- Field Training
- Healthcare Reform and Market Access
- Impact and Measurement
- Instructional Design & Delivery
- Learning Labs: 20-Minute Micro-Learning Session
- Management & Leadership Development
- Medical Device & Diagnostic Training
- Partner Sponsored Workshop
- Quality, Research & Development, Medical (QRDM) Training
- Virtual Learning, Tools, Techniques & Technology

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 particular 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.

2021 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.

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 Market 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.

Impact and Measurement

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.

Quality, Research & Development, Medical (QRDM) Training

If your work includes developing, delivering or sourcing training for 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, correcting human error, GxPs, (cGMP, GLP, GTP, GDP, etc.), product submissions, 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.

Virtual Learning, Tools, Techniques & Technologies

Mobile, digital, and distance learning is no longer new, or revolutionary. But training departments continue to be embroiled in figuring out how to evaluate the various and constantly changing options as well as how to best integrate new applications.

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 how your peers are using it new ways.

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.

You will be asked to supply the following information for each workshop:

For the Presenter/Primary Speaker:

Name
Job Title
Company Name
Phone Number
Email Address
LTEN Membership

For each Co-Presenter:

Name
Job Title
Company Name
Phone Number
Email Address

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

Session Title (100 characters or less)
Session Description (500 words or less)
Session Format
Session Track
Session Length (60 minutes or a 20-minute micro-learning session)
Learning Objective 1 (100 words or less)
Learning Objective 2 (100 words or less)
Learning Objective 3 (100 words or less)

NOTE: The submission form will provide a link for editing the submission if needed.

Questions? Email Christine Gaudet at cgaudet@l-ten.org