

The Learning Business Perspective

*Jeff Cobb and Celisa Steele, co-founders of Tagoras and Leading Learning
January 30, 10 to 10:45 am Eastern*

You want your learning business to flourish and excel in doing its important work. But knowing where to focus your time, energy, and budget in order to improve can be hard to discern, and sometimes it can feel like you're going it alone.

It can be invaluable to connect with peers at other learning businesses and identify as a part of a community of professionals with shared challenges and a shared mission to create learning products and services that deliver value and move the dial. That connection is exactly what you'll get at the Learning Business Summit.

This session will prime you to learn, from session leaders and other attendees, and help you get the highest return out of your investment in the event.

We'll cover the current big-picture state of continuing education, professional development, and lifelong learning and unpack reach, revenue, and impact, three areas that everyone working in a learning business needs to understand and know how to influence.

Using Data-Driven DEI Strategies to Develop Products with Greater Reach

*Miranda McKie, founder and CEO of McKie Consultants
January 30, 11 am to 12:15 pm Eastern*

Learning businesses want to offer products that help learners improve. But are your products designed, developed, and delivered with the lived reality of your audience in mind? What if you're inadvertently excluding and creating barriers for people who want to engage with your offerings?

This session takes a design thinking approach to help you use data to unearth and understand your issues related to diversity, equity, and inclusion (DEI) and to then make more informed decisions about the design and development of your learning products.

You'll identify data critical for your objectives and learn about statistical techniques to analyze data effectively. Expect a hands-on experience that will equip you with practical skills to prioritize and scrutinize data and give you data-driven, DEI-informed confidence in developing products with greater reach.

Learning Subscriptions As a Revenue Win

*Jack Coursen, senior director of professional development at the American
Speech-Language-Hearing Association (ASHA)
January 30, 1:15 to 2:30 pm Eastern*

A subscription changes the very nature of your learning business's connection with its customers, from one-off transactions to an ongoing relationship where you're their go-to source for learning.

The American Speech-Language-Hearing Association (ASHA) spent three years investigating, planning, and developing a continuing education subscription. The ASHA Learning Pass launched at the start of 2020, and—aside from a temporary pivot to “free for all ASHA members” at the start of the COVID-19 pandemic—the subscription has grown tremendously in the four years since, and it quickly became the dominant driver of revenue, growth, and engagement for the ASHA Professional Development program. Revenues are up 300 percent, and learner engagement is up 200 percent.

This session distills ASHA’s efforts to create and implement a learning subscription into the most critical questions and issues. We’ll explore why a subscription model is worth serious consideration, what the critical features are, how to determine what parts of your portfolio to include or exclude, and how to predict the revenue and engagement potential for your learning business.

And, if your learning business already offers a subscription product, this close look at another learning business’s approach will leave you with ideas for how to fine-tune your offering to yield greater reach, revenue, and impact.

From Knowing to Doing: The Ultimate Impact of Learning

Dr. Brian S. McGowan, co-founder and CLO at ArcheMedX

January 30, 3:15 to 4 pm Eastern

While lifelong learning can routinely drive short-term changes in the knowledge of adult learners, evidence suggests creating change in performance is far more complex. But behavior change, getting learners to do something new or better, is the ultimate measure of impact for a learning business.

By leveraging established best practices in cognitive science (how we think), learning science (how we learn), and behavioral science (how we perform), learning business professionals create the necessary scaffold for change. Picture these three fields—cognitive science, learning science, and behavioral science—as a Venn diagram with performance impact in the middle where all the circles share some overlap. (Seriously, pause to picture the Venn diagram!)

Each field on its own is insufficient; all three in unison are necessary. This session will arm you with a set of lessons and tools established by each of these sciences that, when effectively employed by your learning business in design and delivery, can predictably lead to sustained performance improvements.

Mastering the Art of Program Marketing: 10 Tips for Improving Reach

Sonya Guthrie, IOM, co-founder of Up10 Solutions, and

Ashlee Tselikis, MBA, Up10 senior consultant

January 31, 10 to 11:15 am Eastern

Are you looking to elevate the visibility and impact of your learning programs? This session unravels 10 tips to help your learning business effectively reach the right customers and yield meaningful conversions. You’ll get tips and tricks to help you:

- Understand your audience.
Learn how to identify their needs, preferences, and pain points to tailor your marketing approach effectively.
- Craft compelling messages.
Explore how to create narratives that resonate with your audience, turning abstract programs into compelling and relatable stories.
- Build strategic partnerships.
Unlock the power of collaboration by identifying and engaging with partners to amplify the reach of your programs.
- Measure success.
Uncover the metrics that matter for your marketing efforts and how to make data-driven decisions to continually improve your strategies.

Pricing in a Post-Pandemic World: Maximizing Revenue

Jeff Cobb and Celisa Steele, co-founders of Tagoras and Leading Learning
January 31, 11:30 am to 12:45 pm Eastern

Learning businesses rely on the revenue that comes from introducing new offerings and growing the adoption of existing offerings. That means they have to know how to determine the best pricing for attracting and converting prospective customers while maintaining—or, better yet, maximizing—revenue levels. In a post-pandemic world, doing that has become harder.

Competition for dollars and attention was an issue before the pandemic. Then, with the massive and quick move to online education during COVID, learner expectations around price and value shifted dramatically. Do traditional one-off registration fees still work? What drives willingness to spend on education now? How can we gauge what learners might pay for a product?

This session will draw on years of research and consulting experience along with examples from a range of learning businesses to illustrate methods for assessing price sensitivity and willingness to pay. You'll learn to how to bolster the case for your current pricing, raise prices strategically, and evaluate non-product-specific pricing approaches like subscriptions or folding education into membership fees.

Better Learner Surveys: How to Capture Meaningful Data That Shows Impact

Will Thalheimer, PhD, MBA, consultant, speaker, researcher at Work-Learning Research
January 31, 1:45 to 3 pm Eastern

Learner surveys are the most common method of evaluating learning offerings, but many learning business professionals know to be skeptical of the value of traditional approaches. By using performance-focused learner surveys, you can get actionable data that helps improve the impact of your offerings. Plus, learners like these new questions better than those on typical smile sheets.

Led by the author of *Performance-Focused Learner Surveys: Using Distinctive Questioning to Get Actionable Data and Guide Learning Effectiveness*, this session looks in depth at performance-

focused learner surveys. It will cover the problems with smile sheets, what good learner survey questions look like, and why they're more effective than traditional questions. You'll have the chance to assess sample learner survey questions and see how questions can send messages that nudge thoughts and actions. You'll see questions developed with the help of a diversity, equity, inclusion, and accessibility expert that your learning business can use to evaluate any training program. Finally, you'll learn how performance-focused learner surveys fit into the Learning-Transfer Evaluation Model (LTEM), a standard in learning evaluation quickly gaining training.

The Path to Greater Reach, Revenue, and Impact

*Jeff Cobb and Celisa Steele, co-founders of Tagoras and Leading Learning
January 31, 3:15 to 4 pm Eastern*

As learning business professionals, we all know that one of the hardest parts of any educational offering is making sure learners do something with what they've heard and experienced. But sometimes even the best-intentioned learners and attendees struggle to identify which lessons and insights will yield a meaningful return if applied.

This closing session is a chance for synthesis, reflection, and planning, with an eye towards what can you implement and try. It will recap key take-aways from all the education sessions at the summit, highlighting overlap and through lines that can be mined to identify actions that will help you achieve greater reach, revenue, and impact. We'll focus on how to carry forward what we've learned and which ideas have the most potential for improve our learning businesses and our learners.

Demo of MapleLMS

*Matt Peterson, relationship director, and Avin Tiwari, customer training manager at MapleLMS
Thursday, February 1, 9 to 9:45 am Eastern*

Demo of EthosCE by Cadmium

*Raja Venkata, director of client services at EthosCE by Cadmium
Thursday, February 1, 10 to 10:45 am Eastern*

Demo of Elevate by Cadmium

*Sam Hirsch, account executive at Elevate by Cadmium
Thursday, February 1, 11 to 11:45 am Eastern*

Demo of iSpring Suite

*Inna Solar, account executive, and April Collins, project manager at iSpring
Thursday, February 1, 12 to 12:45 am Eastern*

Demo of BenchPrep

*Jake Schoch, enterprise account executive at BenchPrep
Thursday, February 1, 1 to 1:45 am Eastern*

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Jake Schoch, enterprise account executive at BenchPrep
Thursday, February 1, 1 to 1:45 am Eastern

Demo of Ti Enterprise Learning Cloud

Sylvia Bermudez, vice president of North America sales, and Grant Griebel, sales engineer at Thought Industries
Thursday, February 1, 2 to 2:45 am Eastern

Demo of Path LMS

Lance Simon, senior director of business development, Jodi Ray, client success manager, and Joceyln Taylor, senior director of sales and marketing at Blue Sky eLearn
Thursday, February 1, 3 to 3:45 am Eastern

Demo of TopClass LMS by ASI

Mike Bourassa, director of business development at WBT Systems
Thursday, February 1, 4 to 4:45 am Eastern