



The 2010 conference

Good Practice for Great Performance

Breakthrough to Success

Empower your Workforce | Inspire your Customers | Innovate with Technology

28th, 29th and 30th April 2010 | 10-12 Russell Square, London WC1B 5EH

this edition published: 23 April 2010

Why You Should Come To This Conference

What can we learn from experts and experienced practitioners about nurturing people and embracing technology, that will help us have our organisations be as effective and successful as they can be?

Combining inspirational speakers that will update you with exciting possibilities, practical solutions you can use back at work and time for reflection and lively discussion, this participatory and interactive conference will inform, refresh and encourage you.

We proudly launch the **Peer Award**. For the first time this year, some twenty companies with great projects to share, that have entered the 2010 Training Journal Awards, are presenting their ideas at conference. The winner will be the one judged best by conference participants evaluating the impact, innovation and inspirational qualities.

It is flexible and affordable. You can attend all three days or just the parts you want. To help foster debate within your organisation, when booking a standard confirmed conference place you may bring a Director as your guest, such as your HR Director, free of charge.

This document provides an overview of the event. Information in greater depth may be found at our website www.informatology.com. You can make your reservations and book your places at <http://www.informatology.com/conference/bookings/>, by emailing us at reservations@informatology.com or by phoning us direct at **020 8642 3980**.

To make sure you have the most up-to-date information, do check the current version at <http://www.informatology.com/conference/pdf/>. The publication date is on the front page.

The Conference Plan

Wed. 28 April 2010

One seminar in the morning, a choice of two in the afternoon.

Plenary (page 4)

Morning

> **Change** (5)

Lunch

> **Food for Thought** (4)

Afternoon

> **Coaching** (6)
or > **Partnerships** (7)

Thu. 29 April 2010

A choice of two seminars in the morning, three in the afternoon.

Plenary (page 8)

Morning

> **Leadership** (9)
or > **Learning, Knowledge & Technology** (10)

Lunch

> **Food for Thought** (8)

Afternoon

> **Talent** (11)
or > **Future of L&D** (12)
or > **New Media @ Work Unconference** (13)

Fri. 30 April 2010

Choose a day with two seminars, or one of two whole-day Masterclasses.

Plenary (page 14)

People Strand

> **Customer Service** (15)
and > **Great Places to Work** (16)

Masterclasses

> **Great Video on a Shoestring – the BBC** (17)
or > **Social Media for Learning & Performance - Jane Hart** (17)

The conference is made up of half-day (and some whole-day) seminars, and each has its own page in this brochure.

This here is an overview of the conference plan, and acts as a contents page for the seminars.

Day 1 Plenary & Lunchtime Talks

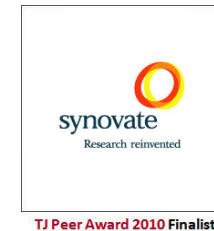
Plenary: Professor Robert Winston

Lord Winston, Professor of Science and Society at Imperial College, is one of Britain's most respected scientists and engaging TV personalities. With some 300 scientific publications on reproduction and embryology, he is Chancellor of Sheffield Hallam University, Chairman of the Royal College of Music, and was voted "Peer of the Year" by his fellow Parliamentarians.



Lunch: Angus Farr, Recent Head of T and D, Moore Stephens

Shortcomings in the performance of key people can impact the bottom line. So why are line managers often unwilling or unable to address this?



Lunch: Jane Molloy, Founder, Learning a Living

Synovate's "Training Trainers to Train Trainers" equipped an international pool of 16 to design and run their own bespoke Train the Trainer programme.



Maintaining Motivation through **Change**

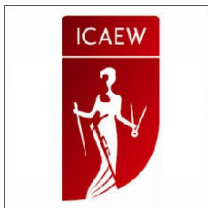
Organisations are downsizing, merging or splitting, undergoing or embarking on great transformation. All are challenged to emerge with a committed and motivated workforce.

Speakers:

1. Head of IiP Branding & Communications, UKCES
2. Head, Learning & Professional Development, ICAEW
3. Strategic Director of Resources, Halton Council
4. Corporate Services Director, West Mercia Housing Group.

1. Alec Jessel

Alec has instigated many of the key change initiatives at Investors in People.



2. Michael Buckley

The ICAEW provides leadership and support to 134,000 members in over 160 countries.



TJ Peer Award 2010 Finalist

3. Ian Leivesley

Actively encouraging feedback and participation, in preparation for an Efficiency Review.



TJ Peer Award 2010 Finalist

4. Simon Wright

A culture of continuous learning through coaching, that is adopted across the business.



Coaching that Empowers

Coaching sows the seeds that create an empowered and confident workforce eager to take responsibility, and it nurtures your people to grow and achieve their potential.

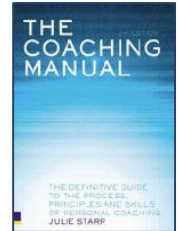
Speakers:

1. Julie Starr; *author and coach*
2. Talent Manager, Dell (Ireland)
3. BAE Systems – Submarine Solutions
4. OD Manager, Electrocomponents PLC



1. Julie Starr

A bestselling author; with groups and individuals she challenges and shifts perspectives. Julie gives masterclasses on accredited coaching programmes.



TJ Peer Award 2010 Finalist

2. Cathal O’Kane

Training and supporting coaches to quantify and interpret their coaching success at DELL.



TJ Peer Award 2010 Finalist

3. David Scholey

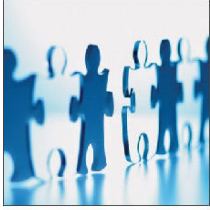
Managers can instantly speak with a coach as needed, rather than wait for a coaching session.



TJ Peer Award 2010 Finalist

4. Sara Wright

Innovative coaching to embed skills in the live environment, not simply in a classroom.



Powerful Partnership Synergies

Purchasers in partnership can gain from economies of scale; Providers joining forces can offer a broader service; and innovative solutions can surpasses the requirement.

Speakers:

1. Head of HR, TalkTalk Technology
2. Head of HR, G4S Secure Solutions (UK)
3. Director of Business Development, Middlesex University



TJ Peer Award 2010 Finalist

2. Laura Dunn

Helping technical specialists become confident people managers, fast and at low cost



TJ Peer Award 2010 Finalist

3. Valerie Dale

Custom development, leading to a recognised qualification, and delivered in partnership.



TJ Peer Award 2010 Finalist

4. Alex Mortimer

MODNet; a unique collaboration of HE, FE and training providers leading to university degree.

Day 2 Plenary & Lunchtime Talks

Speakers:

1. CEO, Cushman & Wakefield
2. Head of L&D, the Skills Funding Agency
3. Police Training Officer, Hertfordshire Constabulary



TJ Peer Award 2010 Finalist

1. Plenary: Bryan Laxton

How they unlocked knowledge, innovation and engagement via a programme for 250+ leaders.



TJ Peer Award 2010 Finalist

2. Plenary: Phil Quinn

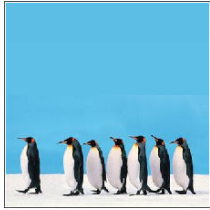
Maintaining motivation whilst transferring 3,000+ staff to new agencies and local authorities.



TJ Peer Award 2010 Finalist

3. Lunch: Ken Baldock

Developing the police's skills in speaking with people with communication needs.



Inclusive Leadership

“Top-Down Leadership” is not Top Leadership. People respond far better to leaders that build rapport and that can empower staff as individuals.

Speakers:

1. Professor Andrew Mayo, author and thinker
2. Head of Learning and Development, NSL Services
3. OD & L Consultant, Dstl
4. Chief Storyteller, Narrate Consulting



1. Professor Andrew Mayo

A frequent speaker, writer and facilitator in international HRM, specialising in people and organisation development.



TJ Peer Award 2010 Finalist

2. Barry Hopley

A new approach to engaging learners such that they 'really get it'.



TJ Peer Award 2010 Finalist

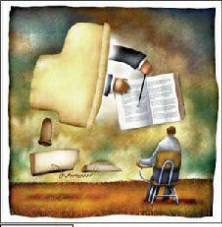
3. Stacey Dunkin

How honest, open conversation between leaders and teams can lead to successful performance.



4. Tony Quinlan

A more powerful framework for an effective shared understanding and engagement.



Learning, Knowledge and Technology

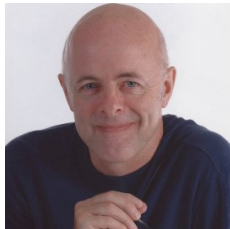
Technology can assist with learning, help facilitate the sharing of knowledge and encourage participation. It is fast evolving and challenging to get right.

Speakers:

1. Global Head of Learning Technologies, Google
2. Clive Shepherd, Technology-Assisted Learning expert
3. Training Manager, Bupa Business Technology
4. Training Manager, Royal Caribbean Cruise Line

1. Sudhir Giri

Creating an Enterprise Learning Ecosystem: How Google does Search, Content Creation, and Expertise Location itself.



2. Clive Shepherd

An leading expert on harnessing technology for workplace learning and communications.



3. Tiina Paju-Pomfret

How Bupa is using social media in a learning context.



TJ Peer Award 2010 Finalist

4. Michelle Russell

E-Learning and social media that encourages their travel agents to promote the RCCL brand.



Engaging and Utilising Talent

Perhaps the key strategy for survival now and success in the long term is that of nurturing and motivating your organisation's most fundamental asset – its talent.

Speakers:

1. Talentmap Project Manager, UKCES
2. Director of Engagement, Orange UK
3. Global Head of Learning & Performance, Nomura
4. OD Manager, Trafford Housing Trust

1. Graham Hasting-Evans

Talentmap provides a simple single view of the education, employment & skills system, to help employers work together to improve business.



TJ Peer Award 2010 Finalist

2. Emma Krygier

Helping selected Customer Service representatives progress to become Team Managers.

NOMURA

3. Christian Hobson

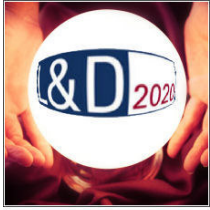
People responding robustly to the destabilising effects of a merger or acquisition.



TJ Peer Award 2010 Finalist

4. Larry Gold

Identifying stars and nurturing them with rewards and talent & performance management.



The Future of Workplace Learning

The traditional trainer role is changing, for instance with an increased involvement of line managers in delivering solutions. So, “What next for the profession?”

Speakers:

1. Research and Events Director, TJ (Training Journal)
2. Principal Consultant, L&D 2020 Project
3. Principal Consultant, Institute for Employment Studies

1. Debbie Carter

Debbie instigated the TJ L&D 2020 research project, an on-going exploration into the future of workplace learning.



2. Martyn Sloman

A research academic in learning, training and development.
Formerly an Adviser at the CIPD.



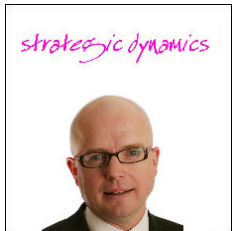
3. Paul Fairhurst

Responsible for helping clients gain sustainable benefits from IES research and consultancy.



New Media @ Work **Unconference**

If you love social media, you'll love this unconference run by and for the participants, with a refreshing mix of lively "Pecha Kucha" talks and informal cafe conversations.



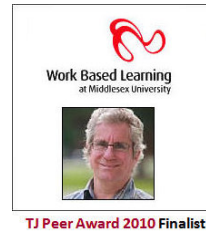
Jon Ingham

Using New Media to Develop Social Capital



Leon Benjamin

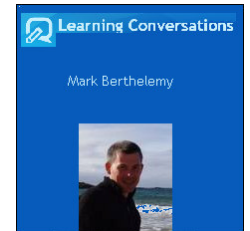
Change Comes from Within



TJ Peer Award 2010 Finalist

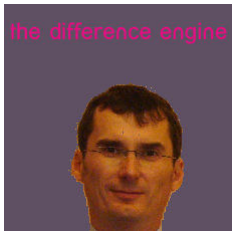
Dr. Anthony 'Skip' Basiel

The Power of Webcasts



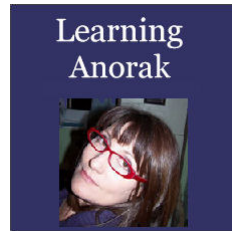
Mark Berthelemy

Choosing and Using Social Software



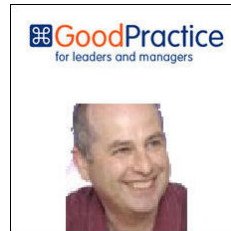
Patrick Dunn

Leaping from Instructional Design to Games Design



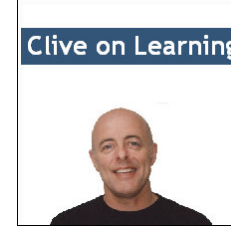
Karyn Romeis

Getting in Under the Radar



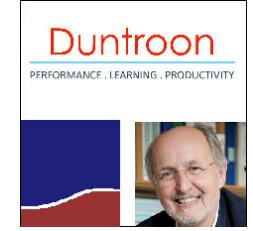
Peter Casebow

New Media to Improve Organisational Performance



Clive Shepherd

Enjoyable e-learning: is this an oxymoron?



Charles Jennings

Conversations build Markets and Capability

PHONE: 020 8642 3980
WEBSITE/EMAIL:
www.informatology.com
enquiries@informatology.com

Thursday 29 April 2010 | Afternoon Seminar 3

Day 3 Plenary Talks

Speakers:

1. CEO, the Institute for Customer Service
2. Manager of Strategic Training, EDF Energy



1. Plenary: Jo Causon

Jo believes customer service is moving to the top of the business agenda.



TJ Peer Award 2010 Finalist

2. Plenary: Sharon Davies

Unleash the Beast encouraging Customer Services to devise their own solutions.



Great Customer Service

Does your service suit the customer or is it the other way around? Do your customers feel listened to by staff that behave with customers as you would want?

Speakers:

1. Chief Executive, the Institute of Customer Service
2. Training & Development Manager, Natural History Museum
3. Head of Learning & Development, Select Service Partner
4. Head of Learning & Development, Simmons & Simmons

1. Jo Causon

Jo believes customer service is moving to the top of the business agenda.



TJ Peer Award 2010 Finalist

2. Lunch: Serena Palmer

Creating a more proactive Visitor Services department to help improve service delivery.



TJ Peer Award 2010 Finalist

3. Oliver Simons

Coaching around Customer Service attitudes and behaviours helps maintain market lead.



TJ Peer Award 2010 Finalist

4. Nigel Spencer

Transforming junior lawyers into fully-rounded business advisers, servicing clients from the outset.



Make yours a **Great Place to Work**

The UK's "Best Workplaces" list is published annually in the FT and the Guardian. Find out how award winning organisations benefit in terms of work-life balance and leadership.

Speakers:

1. Chief Executive, the Great Place to Work Institute, UK
2. Director, Workplace Transformation , GPTW Inst.
3. tbc
4. tbc

1. Tom O'Byrne

The Institute works with some of the most respected companies to unlock the human potential that is vital to their long-term success.



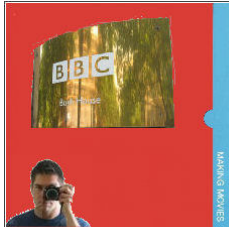
2. Jenny Simnett

The Director of Workplace Transformation at the Great Place to Work® Institute will, using ideas from some of their award winning member organisations, lead an interactive workshop to provide takeaway suggestions on Best People Practices.

The focus is on sharing Best Practice in the areas of

- > Creating a Great Place to Work®
- > Work-Life Balance
- > Leadership Behaviour

Hands-on interactive Masterclasses



BBC 'Making Movies on a shoestring' Masterclass

Devised and presented by **Nick Shackleton-Jones**, *Online & Informal Learning Manager* at the **BBC**. A hands-on workshop where you will learn to create a video, working in facilitated groups.

1. Intro to developing online content
2. Design: What to film
3. Script content; collect images
3. Film a video with voice-over
4. Edit and upload the video
5. Show & Tell to the class



Jane Hart's Using Social Media for Learning Masterclass

How social media can support learning and performance within an organisational context. A highly participative, interactive and social workshop based around the use of different social technologies.

1. Using social media for personal learning
2. Using social media for formal
3. Using social media for group learning
4. Using social media for intra-organisational learning

Sponsored Workshops

Sessions:

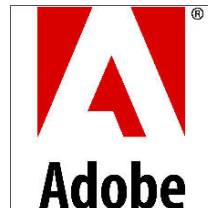
THESE ARE 40-MINUTE OPTIONAL SESSIONS, FREE FOR DELEGATES.

1. Accrediting your in-house training (*Wed or Thu*)
2. Adobe Captivate (*Thu only*)
3. Immersive Technologies (*Thu only*)



1. Middlesex University

Have your training accredited by Middlesex; they recognise learning wherever it occurs.



2. Adobe

Discover how Adobe Captivate can help you rapidly author professional eLearning content.



3. Rivers Run Red

Find out how to communicate and collaborate in a rich, 3D environment.

impact

innovation

inspiration