

# Ninth Annual

**CREATIVE TRAINING TECHNIQUES™ CONFERENCE**

**Sept. 30 – Oct. 4, 2002 at the Minneapolis Airport Marriott**

“For the trainer who wishes to move beyond lecture-based training, I recommend Bob Pike's participant-centered seminars and in-house consultants.”

Ken Blanchard  
Co-author of The One Minute Manager

“Bob Pike is creating a new standard in the training industry by which all other programs will soon be measured.”

Elliot Masie  
President, The MASIE Center

Join the thousands who have energized their corporate programs with Bob Pike's famous participant-centered techniques. Here are some of our past attendees...  
BancOne • Bank of America • Caterpillar, Inc. • The Chubb Group of Insurance Companies • CO Department of Transportation • Crum and Forster • Cypress Fairbanks  
Independent School District • Edward Jones • Eli Lilly and Company • Fairchild Semiconductor • Good Samaritan • IRS • Lockheed Martin • McKesson HBOC • National  
Multiple Sclerosis Society • NIKE, Inc. • Nordstrom • Novartis • OH Division of Health and Safety • The One Group • Pfizer Inc. • SmithKline Beecham • Taiwan  
Semiconductor Manufacturing Company • USAA Bank • U.S. Army • Wal-Mart • The Wella Corporation • Wells Fargo

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The Bob  
**PIKE**  
**GROUP**  
Your Performance  
Solutions Partner

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Minneapolis, MN 55439-2518

**1-800-383-9210**

[www.bobpikegroup.com](http://www.bobpikegroup.com)

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# A TRAINER'S GUIDE TO SUCCESS...

The Bob  
**PIKE**  
**GROUP**

Your Performance  
Solutions Partner

How to use training to boost performance and  
succeed at higher levels than ever before.

**Ninth Annual  
Creative  
Training  
Techniques™  
Conference**  
Sept. 30 – Oct. 4, 2002  
Minneapolis  
Airport Marriott

- 25 NEW concurrent sessions for everyone from platform to e-learning trainers
- 10 HIGHLY RATED new concurrent sessions from 2001 that participants said we must repeat
- 10 CONFERENCE CLASSICS – concurrent sessions that have been updated and fine tuned for today's tough business environment
- 4 NEW Pre-conference and 2 NEW Post-Conference sessions – First Public Offering of these sessions!



From the desk of:

Bob Pike, CSP, CPAE

Our 9th Annual Creative Training Techniques™ Conference will soon be upon us. Whether you're a regular attendee or haven't joined us in a few years, you'll want to be at this one!

This year's focus is to strengthen the relationship between your company's business objectives, you, and your training function. You can choose from more than 40 sessions, half of them brand new this year! These sessions will help increase your value to your organization and give you techniques that work in the real world. All of these sessions are designed by our world class trainers and performance consultants who, like you, spend the bulk of their time working with trainers and organizations designing solutions to improve results!

- You'll discover the best in techniques for designing and delivering exciting, effective participant-centered training – regardless of training platform.
- You'll learn to apply our well-known participant-centered techniques and methodology to performance-based learning systems for the entire work force.
- You'll see how customized learning systems can improve every aspect of your business.
- You'll find out how Bob Pike's Performance Solutions Pathfinder™ can help your organization exceed customer expectations and gain a significant competitive advantage, and how to use our Performance Solutions Cube to examine alternatives beyond training.

Join us early at our pre-conference sessions for some extra in-depth learning opportunities. Stay for the post-conference and learn advanced skills and techniques for to help improve your company's success.

Don't miss this exciting conference! Better yet, bring a delegation from your company to fully leverage the knowledge and power available there. I look forward to welcoming you personally to the event.

Sincerely,

*Bob Pike*

Bob Pike, CSP, CPAE  
CEO/Chairman  
The Bob Pike Group

P.S. Sign up now by mail, fax, phone or e-mail to take advantage of our early registration discounts (see registration form)!

# WHAT YOU NEED TO KNOW

## to help employees and upper management achieve new heights...with The Bob Pike Group's proven participant-centered techniques

**If you only attend one training conference this year, this has to be the one!**

Your choice of two participation level:  
**Conference** – Tools and techniques to enhance your training programs  
Your choice of 40 fabulous sessions including:

- 25 BRAND NEW SESSIONS covering everything from platform training to e-learning
- Our 10 most popular sessions from 2001
- 10 CONFERENCE CLASSICS updated and fine-tuned for today's tough business environment
- Conference Manual
- Networking events
- Review of Bob Pike endorsed materials.

**Conference Plus...**All the exciting features of the regular conference registration...

- PLUS a special kickoff dinner and consulting opportunity with the Bob Pike Consultants
- PLUS six timeslots specifically dedicated to your needs where you'll receive additional project specific, one-on-one consultation or organizational performance enrichment
- PLUS handouts from each of the 45 sessions whether you attended them or not (See pages 6-9.)

**Pre-Conference Sessions** – The foundation for all Bob Pike Sessions. Come two days early and participate in your choice of eight two-day-long, in-depth workshops – including four brand new sessions being publicly offered for

the first time ever. these sessions are an excellent introductory or refresher course. (See pages 4-5.)

**Post-Conference** – Stay an extra half-day and get in on advanced courses designed to help you improve performance and corporate success. (See page 9.)



## CONFERENCE 2002

### Fun and Excitement

Join us in Minneapolis for this one-of-a-kind breakthrough conference. Don't miss it! The Bob Pike Group has challenged over 75,000 corporate trainers just like you to break free from traditional lecture-based training and shift the fun and retention power into high gear with this new participant-centered approach. Now it's your turn.

Experience the proven power of the amazing alternative to lecture-based training. This conference is dedicated exclusively to the Participant-Centered Approach to training, regardless of the delivery platform – classroom, e-learning, or videoconferencing, this could easily be the most valuable conference you ever attend.

We are committed to meeting your professional development goals in a participant-centered learning environment. That's the promise that Bob has been keeping to corporate trainers and performance consultants year after year in our highly acclaimed Train-the-Trainer Conference. You'll learn proven and exciting interactive techniques and personal discovery methods that research has proven time and again to significantly increase retention and actual transfer of skills.

### Learn The Hot New Techniques

The 9th Annual Creative Training Techniques™ Conference will provide you with a whole arsenal of tools for you to take home with you. Here's a sample:

- Participant-Centered Activities •

Games • Creativity • Innovation • Coaching • Team Skills • Consulting • Adult Learning Styles • Openers • Energizers • Graphics • Magic • Review Techniques.



To register or for more details call 1-800-383-9210 or [www.bobpikegroup.com](http://www.bobpikegroup.com)

# BEGIN WITH A SOLID FOUNDATION...

Pre-Conference Sessions - September 30 - October 1, 2002



## Training and Performance Solutions: 514 Ways to Increase the Impact and Results of Your Training Performance

Presented by Bob Pike, CSP, CPAE

As trainers we have very full agenda's, sometimes we're asked to train as a mandate and senior management assumes the organization will be better because of our efforts. In other instances, our charge is to develop the organizations core competencies. For more than 30 years Bob Pike has worked with clients to develop training and performance solutions under each of these scenarios. For this session Bob has reviewed 30 years of work and come up with a comprehensive cross-section of those solutions. This represents 20 distinct modules on topics like: Creative Training Techniques™. Selling training to management, Designing high impact training materials, Performance Improvement, Managing change, Transfer of training, 5 alternatives to training in creating performance solutions, and much, much more. As an attendee you will participate in determining the length and depth of time spent on each module, but the comprehensive manual will take you well beyond the two days. There will be a blend of presentation and consultation as Bob helps you create your own solutions.

You will receive a special 500 plus page workbook of the best that Bob Pike has done in the past 30 years. It contains not only the "What's," but also the "How's." (This book is not available to the general public.) As a bonus you will receive a 60-minute highlight video of Bob modeling his best techniques!

## Techniques & Tricks for Trainers: 119 Magical Attention Management Techniques & Review Tools to Make Your Sessions More Powerful - and Fun to Do!

Presented by Doug McCallum

Break preoccupation, gain focus, and create a memorable closing with the training tools you'll receive in this seminar! Today's participants are critical consumers of professional entertainment. They rapidly "channel surf" when watching TV and may be doing that in your classroom (unless you know how to keep all their senses engaged). In this class, you will become comfortable using parables, card tricks, illustrations, props, and clever illusions. You will learn how to "dramatize and visualize" key messages so your ideas really hit home with your audience. You will learn magical ways to dramatize 8 key action words to keep attention and increase impact. These universal action words are: comparing, adding, removing, fixing, creating, unifying, risking and evaluating. No matter what your content, combining these action words with magic will highlight your message so learners retain it longer. Most of these techniques require no props and little practice so you'll be successful in their use the first time you use them!

- Learn to dramatize key points to gain attention and increase retention even with the most potentially boring content.
- Seamlessly weave basic illusions and content into engaging object lessons built on powerful metaphors.
- Expand your personal repertoire of applause-provoking openers, reviews, and closers.
- Physically involve your audience for higher content retention.

The Idea Book! Workbook by Dave Arch, *Tricks for Trainers, Volume 1* and *First Impressions, Lasting Impressions* books by Dave Arch are just three of the resources that are yours as a part of this seminar.

## Creative Training Techniques™: 37 Ways to Deliver Training with Greater Impact and Results

Presented by Jim Smith, Jr.

The Creative Training Techniques™ seminar will give you the skills you need to increase effectiveness and put the fun back into learning. Learn how to design high-impact, high-energy training programs through this exclusive seven-step comprehensive process. Learn the core principles for developing an interactive, participant-centered teaching style, which will capture and retain learners' attention and show you how to increase retention of content and maximize results from your training investment. The participant-centered philosophy is based on the belief that participants learn best when actively engaged in the learning process. In this seminar you will learn a process that enables people to quickly master the skills and acquire the knowledge that will improve their workplace performance.

- Learn the exclusive seven-step process for designing instructor-led, participant-centered training.
- Understand 11 ways to motivate the adult learner and how to avoid de-motivating them
- Learn the three tests of an effective open and close.
- Discover how to make handouts just as important as your presentation
- Learn high-powered review/reinforcement and energizing techniques, and see them modeled.

A 120-page manual and a copy of the "Creative Training Techniques Handbook" are just two of the resources that are yours as a part of this seminar.

## NEW Just Because You Said It Doesn't Mean They Learned It\*

Presented by Sue Ensz

"Using a variety of teaching methods is superior to the use of a single method of instruction. By varying their instructional methods teachers sustain the attention of their students and maximize student learning." (Gage, N.L. & Berliner, D.C. (1984). Educational Psychology, Boston: Houghton Mifflin.)

Trainers intuitively sense the limitations of the lecture method for building high involvement and subsequently high content retention. Research supports those feelings. Nevertheless, lecture continues to be the most frequently used method of delivering content. This two-day seminar is designed to model and deliver into the hands of trainers the variety of tools they need to make a consistent and dynamic impact on their learners.

Explore the effective use of 19 lecture alternatives and 15 involving review activities including: Case Studies, Memorizations, Simulations, Crossword Puzzles, Object Lessons, Skits, Debates, Demonstrations, Learning Teams, Games, Reports, Graphic Stories, Role Plays, plus many more! "Just Because You Said It Doesn't Mean They Learned It!" arms you with the skills you need to avoid the frustration of overwhelmed students and to create exciting and interactive learning environments! A 120 page resource manual and an easy to customize computer-based game show review tool are just two of the resources that are yours as a part of this seminar.

\* Attending this session can also be the first step in the process of becoming certified to deliver this seminar in your organization. For more information on this process, please contact Dave Arch at (800) 383-9210.

## The Greatest Salesman Ever

Presented by Rich Meiss

This program is built around the success principles that Og Mandino wrote into his best-selling book called "The Greatest Salesman in the World." It is an experiential learning system designed to help each participant discover the keys to success and build them as habits into his/her life. The Ten Success Principles include:

- I will make and keep commitments
- I will persist until I succeed
- I will master my emotions
- I will multiply my value a hundredfold
- I will act now

Some programs teach concepts, but this program creates a life-changing experience! Enjoy greater success, improved performance and productivity as you "Become the Greatest You!"

You will receive *The Greatest Salesman in the World* book, *Becoming the Greatest You Notebook* - a 200+ page manual, Og Mandino's Personal Success Assessment (taken on-line) report, Affirmation Flash Cards, and a Set of 2 Follow-Up CD's.

## Designing Participant-Centered Training

Presented by Bill Wilson and Kathy Dempsey

Experience a design process specifically geared to the Creative Training Techniques instructor-led yet participant-centered learning approach. Participant-centered design is an interactive approach that will provide you with the ability to contribute to your organization's business performance. It will help by reducing your design time and create a learning environment where people learn with greater speed, higher retention, and they have fun while doing it. During Day 1 you will learn a design model that will step you through the process of developing a participant-centered course and you will get to practice with that model. On Day 2 your team will work on your own course using the model with coaching from our team. If you are the whole team you will be paired up with other colleagues who are in the same position. You can form your own team and if one of you doesn't have a design challenge we will have some suggested challenges for you.

- Harvest the rewards of a class designed by high levels of participation and interaction where your learners are able to immediately apply their skills and positively affect their on-the-job performance.
- Create a team model which successfully integrates your subject-matter experts, line managers, clients, and yes, even your own boss, in the design process in order to gain buy-in, input and necessary resources.
- Integrate this tool into your performance toolbox by applying design methodology as you consult with your organizational leaders on strategic planning, performance solutions, and team-based activities.
- During this session you will be able to adapt, adopt, and apply this model to a specific design course unique to your organization and explain how your design will deliver powerful results.

A Planning Kit and workshop manual are just two of the resources that are yours as a part of this seminar.

To register or for more details call 1-800-383-9210 or [www.bobpikegroup.com](http://www.bobpikegroup.com)

## Web-Based Instructional Design

Presented by Dave Arch

This seminar explores the effective selection and redesign of current classroom courses for delivery over the Internet/Intranet in either a synchronous format (trainer/coach and learner online together) or an asynchronous format (individuals online independent of each other and progressing at their own pace). Emphasis is on how to incorporate interactive learning activities in the process in order to maximize training results. If you are in a position to lead your organization through the process of bringing their current classroom offerings to the Internet/Intranet, this workshop is a must.

- Discover the critical component missing in 85% of all on-line learning and how to incorporate design and delivery strategies worth emulating.
- Gain a step by step process for selecting the most appropriate content and converting it for delivery over the Internet/Intranet.
- Learn how to accelerate learning and retention by integrating techniques that enliven online lectures and tap the motivational power of participant

control.

- Leave with a personal action plan to jumpstart your web-based delivery initiative and the tools to guide others involved with your redesign efforts.

A 140-page manual and a copy of the *Web-Based Interactive Learning Activities* are just two of the resources that are yours as a part of this seminar.

\* Although examples from the Web are used consistently throughout the course, you won't focus on comparative analyses of software/hardware delivery options of content - the focus is on technique.

## The New Training Director: 27 Steps from Suspendable to Strategic

Presented by Betsy Allen, MBA, CSP

Today's challenges demand bold action, common language and clear business metrics as evidence of results. All new and aspiring Training Directors must know how to elicit ownership organization-wide, create strategic partnerships and provide evidence of bottom line performance outcomes. Revisit the fundamentals - needs assessment, evaluation, and training transfer - with an emphasis on results. Learn how to position the training function for success! Discover ways to sell your training to management to justify budgets and staffing

## CONFERENCE AT A GLANCE

Pre-Conference: Monday - September 30 - Tuesday October 1, 2002  
9:00 a.m. - 4:30 p.m.

Training and Performance Solutions: Bob Pike	The Greatest Salesman Ever Rich Meiss	Creative Training Techniques™: Jim Smith, Jr.	Web-Based Instructional Design Dave Arch	The New Training Director: Betsy Allen
Techniques & Tricks for Trainers: Doug McCallum	Designing Participant-Centered Training Bill Wilson and Kathy Dempsey	NEW Just Because You Said It Doesn't Mean They Learned It Sue Ensz	Training and Performance Solutions: Bob Pike	

Conference: Tuesday - October 1, 2002

Opening Reception 5:00 p.m. - 6:30 p.m.
6:30 p.m. - 9:00 p.m.
Conference Plus: Consulting Opportunity

Wednesday - October 2, 2002

Opening General Session: The Top Ten Questions Trainers Ask - And the Answers 6:30 a.m. - 10:00 a.m.				
10:30 a.m. - 12:00 noon				
Session #101 QUICK Openers Doug McCallum	Session #102 High Impact Visuals Sue Ensz	Session #103 Lecture Busters: Priscilla Shumway	Session #104 MMMMPact Training Jim Smith, Jr.	Session #105 Shed or You're Dead: Kathy Dempsey

Lunch 12:00 noon - 1:00 p.m.

Session #106 Drawing SIMPLE Cartoons Doug McCallum	Session #107 High Impact Learning Activities Sue Ensz	Session #108 Changing Role of the Training Manager Rich Ragan	Session #109 The 10 Deadly Sins of Sales Training Dave Mattson
Session #CP1 Conference Plus Session The Magnolia Difference Journey Betsy Allen, The Bob Pike Group, Josh Davies, and Linda Fisher, Magnolia Hotel.			

3:00 p.m. - 4:30 p.m.

Session #110 Still Even More Tricks for Trainers Dave Arch	Session #111 Training 2003—Get Ready, Get Set, Go! Rich Ragan	Session #112 Successful Storytelling: Kathy Dempsey	Session #113 Leadership, Attitudes & Motivation Rich Meiss
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Carnival of Creativity 6:00 p.m. - 9:00 p.m.



Thursday - October 3, 2002 7:00 a.m. - 8:15 a.m.

Session #201 Warming Up the Crowd: Pre-Session Activities Rich Meiss	Session #202 Climbed Any Mountains Lately? Rich Ragan
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7:00 a.m. - 10:00 a.m.

Session #CP2 Conference Plus Session Move from "Suspendable to Strategic" by Driving Continuous Renewal Betsy Allen	
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8:30 a.m. - 10:00

Session #203 Presenting and Training with Magic Doug McCallum	Session #204 Whasssuppppp?!?: Ways to use C.T.T. in the Diversity Room Jim Smith, Jr.	Session #205 Creative Training Techniques for Web-Based Training Dave Arch	Session #206 Training on the Right Track Dyerenda Johnson
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10:30 a.m. - 12:00 noon

Session #207 How to CTize Your Training Bob Pike	Session #208 Showmanship for Presenters Dave Arch	Session #209 Coaching with Confidence Rich Meiss	Session #210 Top 10 Reasons Why Strategic Planning Fails Kathy Dempsey	Session #211 Magical Training Moments Rae Pautke
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Lunch 12:15 p.m. - 1:15 p.m.

1:30 p.m. - 3:00 p.m.

Session #212 Team Focus™: Betsy Allen	Session #213 Be Outstanding! Jim Smith, Jr.	Session #214 The Tetrapod of Nature - Bill Wilson	Session #215 The Greatest Salesman Ever Rich Meiss
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3:30 p.m. - 5:00 p.m.

Session #216 Sales Meetings with Flair: Priscilla Shumway	Session #217 Adventures in Attitudes® Preview Kathy Dempsey	Session #218 Been There, Don't Do That Jim Smith, Jr.	Session #219 Mission Possible: Dyerenda Johnson
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Session #CP3 Conference Plus Session The Chance Locator - A Tool for Managing Change  
Bill Wilson

Friday - October 5, 2001 7:00 a.m. - 8:15 a.m.

Session #301 Becoming the Greatest You Rich Meiss	Session #302 Be Outstanding! Jim Smith, Jr.
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Session #CP4 Conference Plus Session Consulting Skills for Sales: Help Clients Assess Criteria, Think Critically, and Buy Your Solutions.  
Betsy Allen and Keith Baudin

8:30 a.m. - 10:00 a.m.

Session #303 Closers, Closers, Closers Jim Smith, Jr.	Session #304 Diagnosing the Disease: Kathy Dempsey and Dyerenda Johnson	Session #305 Creative Training Techniques™ for Technical Trainers Cindy Rae Pautke	Session #306 Situation Analysis: Processes for Productivity Betsy Allen
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Session #CP5 Conference Plus Session Putting It All Together  
Bob Pike

Closing General Session - Meet the Pros  
10:30 a.m. - 11:45 a.m.

Post Conference: 1:00 p.m. - 4:00 p.m.

Transfer of Training: 155 Strategies Bob Pike	Dealing with Difficult Participants Rich Meiss	Showmanship for Presenters Dave Arch	Designing Participant-Centered Training Bill Wilson	One-on-One Training Betsy Allen
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# SHARPEN YOUR SKILLS AND BOOST YOUR IMPACT...

Conference Sessions – October 2-4, 2002

Tuesday – October 1

5:00 – 6:30 p.m.

## Opening Reception

Join Bob Pike and The Bob Pike Group Consultants in a high-energy session designed to help get your conference experience off to an awesome start.

6:30 – 9:00 p.m.

## Conference Plus Consulting Opportunity

Join Bob and The Bob Pike Consultants for an evening of consulting and dinner.

Wednesday – October 2

8:30 – 10:00 a.m.

## NEW Opening General Session: The Top Ten Questions Trainers Ask – And the Answers

Presented by Bob Pike, CSP, CPAE

In this fast-paced session, learn creative training tools and techniques, and hear useful, practical answers to the some of the toughest – and most frequently asked – questions from trainers. You'll hear success stories based on techniques that really work – not just things that theoretically work!

10:30 a.m. – 12:00 noon

## NEW Session #101 QUICK Openers To Put Pizzazz Into Your Training Sessions

Presented by Doug McCallum

QUICK Openers that take two to five minutes and can be used with small and large groups. Go home with enough openers for two weeks of training using a new one each and every day!

## Session #102 High Impact Visuals

Presented by Sue Ensz

Discover practical and proven graphics for dynamic trainers in this useful course on how to build and present materials in various media. Learn how to use visuals to dramatically add impact and retention, for both large and small groups.

## NEW Session #103 Lecture Busters: How to Break the Monotony and Increase Learning

Presented by Priscilla Shumway

The old adage, “the brain can absorb only as much as the rear end can endure” sets the stage for this fun and informative session on 1–3 minute activities that reinforce the key concepts of your lecture while involving your audience. Come experience activities taken from improvisational theater, and “stolen” from the best of the best!

## Session #104 MMMMPact Training

Presented by Jim Smith, Jr.

Are your workshops tired? Are office meetings leading your training sessions in the ratings? If so, then we've got the answer. Put some MMMMPact into your learning programs. Come learn how MMMMPact Training can spark your delivery, enthusiasm and materials. Learn how to use Movement, Metaphor, Motivation and Movies to keep your sessions “Moving.”

## NEW Session #105 Shed or You're Dead: Embracing Change and Learning to Grow

Presented by Kathy Dempsey

From birth to death life continually demands you to “shed your skin” or change and grow. So why is it so difficult? As an individual, how do you handle the challenges that life hands you? As a trainer, how do you then help others “shed their skin” and grow? In this session you will identify strategies to deal with change. In addition, you will leave with a personal action plan to help you continue to shed!

12:00 noon – 1:00 p.m. Lunch

1:15 – 3:00 p.m.

## NEW Session #106 Drawing SIMPLE Cartoons To Put Pizzazz Into Your Training Room

Presented by Doug McCallum

Simple drawing tricks that will help spice up your training room and grab your audience's attention. The techniques taught are easy to learn and you will learn how to draw a number of different cartoon figures!

## Session #107 High Impact Learning Activities

Presented by Sue Ensz

Come to this session and explore proven low-tech and high-tech games for learning as well as the research supporting these techniques. Your participants will become energized even while revisiting content through their involvement with these games. Expand and refresh your teaching toolkit with five new activities. Validate your own training techniques through exploring the research.

## Session #108 The Changing Role of the Training Manager

Presented by Rich Ragan

The changing role of the training manager requires us to think and act differently. Some of the major challenges for a training manager today include linking the function to the strategic objectives of the organization, creating cross-functional alliances, and integrating technology in the delivery of training. This session will present techniques and lessons learned from experienced managers.

## Session #109 The 10 Deadly Sins of Sales Training

Presented by Dave Mattson

What are the 10 most common mistakes made in the field of sales training? What are the most helpful strategies to combat those errors? How can we all be better performance consultants for those who deliver sales training within our organization? Come and explore these questions with Dave Mattson, a facilitator who has successfully integrated the Creative Training Techniques instructional model with the very well-respected Sandler Sales System.

## NEW Session #CP1 Conference Plus Session The Magnolia Difference Journey: Leading the Cultural Change Process

Presented by Betsy Allen, The Bob Pike Group, Josh Davies, and Linda Fisher, Magnolia Hotel. Join this highly interactive, case study content-rich session designed to help you experience a highly successful change process. Follow The Magnolia Difference Journey as Linda Fisher and Josh Davies describe how they partnered with The Bob Pike Group to elevate “management by default” to “leadership by design,” hired hands into hired heads and people over paper. Their transformation has permeated all processes of their organization, has touched every customer transaction, and their success can be duplicated.

3:30 – 5:00 p.m.

## NEW Session #110 Still Even More Tricks for Trainers

Presented by Dave Arch

This all time favorite is back! Dave shares seventeen new openers, closers, energizers and review techniques from his *Tricks for Trainers* books and videotapes. Use powerful attention management skills to enhance and bring your training to life.

## Session #111 Training 2003— Get Ready, Get Set, Go!

Presented by Rich Ragan

Leaders of successful organizations are relying on the critical contribution you can make in Human Resource Development. What can you do to personally respond to the challenge? What are the competencies and new roles needed for the future? How do you maximize your limited resources for high payoff? At this session you will find the answers to these questions.



## NEW Session #112 Successful Storytelling: The Tool for Effective Communication

Presented by Kathy Dempsey

Stories are one of the most powerful ways to communicate, illustrate and reinforce a point. Long after our participants leave our training session, it's often the stories we tell that they remember. Why is that? What makes for a great story? How do you tell one? In this session, you will have the opportunity to work on one of your personal stories and learn how to use it to help others learn!

## Session #113 Leadership, Attitudes & Motivation

Presented by Rich Meiss

In this session you'll learn how to increase the impact of activities, get people to take responsibility for their own learning and behavior, and understand why people do what they do. You will also learn some keys for creating an organizational climate that supports change.

6:00 – 9:00 p.m.

## Carnival of Creativity

Join us for a relaxing evening of games, magic, food and other surprises!

Thursday – October 4, 2001

7:00 – 8:15 a.m.

## Session #201 Warming Up the Crowd: Pre-Session Activities

Presented by Rich Meiss

A good farmer knows that seeds will grow much more quickly if the soil is properly prepared. Likewise, you need to prepare the soil of the mind by preparing the before the class even begins. Learn at least 10 different types of pre-class activities, including puzzles, brainteasers, crosswords, and tangrams.

## Session #202 Climbed Any Mountains Lately?

Presented by Rich Ragan

Go on an expedition of personal discovery in keeping trainers' motivation high. As a mountain-climber of snow-packed glaciers, Rich will share some of his experiences and relate them to the training field. Learn how to keep the classroom energized and stay UP all the time, as you explore your paradigms.

To register or for more details call 1-800-383-9210 or [www.bobpikegroup.com](http://www.bobpikegroup.com)

7:00 – 10:00 a.m.

## NEW Session #CP2 Conference Plus Session Move from "Suspendable to Strategic" by Driving Continuous Renewal

Presented by Betsy Allen

Explore the power of partnering toward a HALO (Higher performing, Agile, Learning Organization) through Bob Pike's Continuous Renewal Process Map. According to John Seely Brown, Xerox Chief Engineer, “Organizations are merely webs of participation. Change the patterns of participation and you change the organization and its outcomes forever.” As your entity grows, it proceeds through forming and norming and will mature and decline unless a conscious renewal process recharges the organization for growth. What's your process? How do you assess where you are now? Join us to experience how we partner to AIM (action, inquiry and mobilization) your entity toward a HALO through a highly participant and team-centered approach.

8:30 – 10:00 a.m.

## NEW Session #203 Presenting and Training with Magic

Presented by Doug McCallum

Simple and easy to learn magic tricks that you can use to put pizzazz into your training session. You will learn how to spice up your training, grab your audience's attention, and most important illustrate key learning points through magic.

## NEW Session #204 Whasssupppppp?!?!: Ways to use C.T.T. in the Diversity Room

Presented by Jim Smith, Jr.

Let's cut to the chase! Many diversity sessions create more distance than closeness. Those sessions create polarization rather than purpose – whining rather than winning – loathing rather than learning. Come see how you can facilitate high impact, meaningful and moving diversity workshops that far exceed any participant's expectations.

## Session #205 Creative Training Techniques for Web-Based Training

Presented by Dave Arch

Put the Instructor-Led and Participant-Centered Instructional Model into Web-based training. You will discover how to open a Web-based training session in an interactive manner, review content without letting students even know that you are reviewing, and include that vital student networking in Web-based classes.

## Session #206 Training on the Right Track

Presented by Dyerenda Johnson

All aboard! In this highly interactive session you'll have the opportunity to define how you learn best and apply those principles to your own learning session. It's your “ticket” to more effective training!

10:30 a.m. – 12:00 noon

## NEW Session #207 How to CTTize Your Training

Presented by Bob Pike, CSP, CPAE

So you've invested in an off-the-shelf program and can't start all over again just because you now understand what participant-centered training is all about. Or you have a good program with one or two interactive methods that are used over and over. Over the years thousands of trainers, have learned how to CTTize their programs even though there wasn't the budget to start from scratch. In this fast-paced session Bob will take you through the steps he uses to transform instructor-centered programs into participant-centered programs. As a matter of fact submit specific examples in advance and he may even choose to work on a piece of your program as part of the process!

## Session #208 Showmanship for Presenters

Presented by Dave Arch

You'll add sparkle and pizzazz to your training using the secrets of today's top entertainers as revealed by Dave Arch. You'll discover the power of planned spontaneity, maximize your impact through staging, and the key to making humor work for you. It will refine the experienced trainer and get the new trainer off to a stronger start.

## Session #209 Coaching with Confidence

Presented by Rich Meiss

Coaching with Confidence is designed to empower leaders and employees to have open, authentic relationships with each other. As you practice coaching scenarios, you will learn and practice skills to enhance your coaching style and methods, what makes a successful coach, and the cost of not coaching.

## NEW Session #210 Top 10 Reasons Why Strategic Planning Fails

Presented by Kathy Dempsey

In order to be most effective, every organization, every group, needs strategic planning. Even though you may have an incredible plan, it can't stop there. Why do some organizations thrive and are extremely successful and others struggle and fail to implement all the great ideas? Come learn the common pitfalls to avoid!

**NEW** Session #211  
**Magical Training Moments**

*Presented by Cindy Rae Pautzke*

This experiential session will increase your presentation impact by creating a climate for learning through the addition of "magical moments." Stimulate learners and help aid in their retention by using foolproof, easy to do magic sprinkled throughout your training. Understand how style, presentation, and patter contribute to a successful magic moment. Practice a variety of simple magic tricks applying patter that you have designed specific to your learning environment that will allow you to mystify anyone by nightfall.

12:00 - 1:15 p.m. - Lunch

1:30 - 3:00 p.m.

**Session #212**  
**Team Focus™: Transform your Operating Groups into Highly Effective Teams**

*Presented by Betsy Allen*

Discover "Team Focus™," a series of dynamic tools for maximizing team effectiveness. Through our unique experiential team activity, learn how to monitor your team's performance, clarify its purpose, goals, and member roles, and improve results by understanding individual and team behaviors. Take the Team Focus challenge and see the results today!

**Session #213**  
**Be Outstanding!**

*Presented by Jim Smith, Jr.*

In today's society many have settled for just being good at what they do. Whether it's in the training room, the corporate office or in front of large audiences, we've come to realize that in most cases good enough is simply not good enough. The rewards, promotions and payoffs for just being good are minimal. What can one do raise the bar? What can one do to create lasting memories? What can one do put big fat smiles on the faces of their customers? Come find out what it takes to "Be Outstanding!"

**NEW** Session #214  
**The Tetramap of Nature - Answering the questions "Why are you like that?"**

*Presented by Bill Wilson*

The Tetramap of Nature is an integrated way of looking at human behavior that is powerful, memorable and without cultural basis. In this highly energetic and fun-filled session you will experience the power of this framework for looking at behavior. You will experience the differences between the elements of Earth, Air, Water and Fire. You will also see the strengths of each element and why you need them all in your organization and on your team to be successful. Come to this session and find out "Why are you like that?"

**NEW** Session #215  
**The Greatest Salesman Ever**

*Presented by Rich Meiss*

Studies at the Carnegie Institute in Pittsburgh (now Carnegie-Mellon University) have revealed that success on the job is influenced only 15% by our knowledge and skills, but 85% by our attitudes and values. Said another way, people are hired for their technical skills, but fired for their lack of personal skills. This session will overview the personal success factors needed to succeed in any job, and highlight some of the ways these are taught in the full two-day seminar. Areas explored will include how to develop success habits, developing persistence, managing your emotions, and increasing your value to your organization.

3:30 - 5:00 p.m.

**NEW** Session #216  
**Sales Meetings with Flair: How to Plan and Present Meetings that will be Remembered**

*Presented by Priscilla Shumway*

Sales meetings! The mere mention of those two words can either strike fear into the hearts of your sales team or pump them up for a jammin' good time. Learn new ways to set meeting objectives, get buy-in through needs assessments, set up participative agendas, create invitations that involve, and include openers, energizers and review techniques to make new learning stick!

**Session #217**  
**Adventures in Attitudes® Preview**

*Presented by Kathy Dempsey*

Preview a portion of this empowering program that over four million people have attended. You'll experience five typical exercises, hear testimonials, and discover powerful participant-centered applications, motivations, and self-understanding.

**Session #218**  
**Been There, Don't Do That**

*Presented by Jim Smith, Jr.*

What are the 11 deadly sins that trainers commit? In this session you will examine them and learn how to make sure you never commit them. You will also discuss the Five Fatal Flaws and how to avoid them.

**NEW** Session #219  
**Mission Possible: Creative Orientation Programs!**

*Presented by: Dyerenda Johnson*

Does the development and delivery of exciting orientation programs seem like an impossible goal? Then this session is for you! With super sleuth-like skill you and your team members will discover that developing a dynamic, successful orientation program is no mystery at all!

**NEW** Session #CP3  
**Conference Plus Session**  
**NEW The Chance Locator - A Tool for Managing Change**

*Presented by Bill Wilson*

Employees reactions to organizational change are not really about the proposed change but are more about how the change will impact them, personally. The Change Cycle identifies the six phases that people and organization go through when implementing a change. The Change Locator pinpoints where you are in that cycle. Just like in driving, when you know where and you have a good map you can get where you want. The same is true in managing change. With the Change Cycle as your roadmap and the Change Locator to help you figure out where you are you can develop a strategy to guide your organization through the change to your desired destination. This will be a life changing experience.

Friday - October 5, 2001

7:00 - 8:15 a.m.

**NEW** Session #301  
**Becoming the Greatest You**

*Presented by Rich Meiss*

Personal skills are no longer soft skills, they are now essential skills. A study by McGraw-Hill suggests that today's employees spend only 18% of their time on the job. What they do with the other 82% of their time has a profound impact on their job performance. This session will highlight ways to build success habits that impact both personal and professional success. Based on the works of best-selling author Og Mandino, you will learn the 10 key success principles and how to build them into your life..

**Session #302**  
**Be Outstanding!**

*Presented by Jim Smith, Jr.*

Encore presentation o See Session #213

**NEW** Session #CP4  
**Conference Plus Session**  
**Consulting Skills for Sales: Help Clients Assess Criteria, Think Critically, and Buy Your Solutions.**

*Presented by Betsy Allen and Keith Baudin*

Have you ever been faced with: Customer delays in making decisions? Customer objections that are vague and subjective? Customers who are approaching a buying decision "yes" or "no"? Join us to experience a powerful process tool with your customers called Decision Analysis. Explore seven strategies for creating customer consensus for value-based decisions (where you win)! Develop a common language for decision making with your customers, colleagues and CEO's. Use the tools of Decision Analysis, to assure sound lasting decisions based on facts, logic and reasonable assumptions.

8:30 - 10:00 a.m.

**Session #303**  
**Closers, Closers, Closers**

*Presented by Jim Smith, Jr.*

Don't let your attendees wander out at the end of your training programs. Learn what is needed to close a training program that will dramatically affect your attendees. Different types of closers will be modeled so you can immediately end your training programs with more impact.

**NEW** Session #304  
**Diagnosing the Disease: 39 Viruses that infect your Training**

*Presented by: Kathy Dempsey and Dyerenda Johnson*

In this highly interactive and creative session you become the physician! Can you identify all 39 training viruses? You'll have the opportunity to write the prescription to help keep your training alive! Don't miss this session—DOCTOR'S ORDER!

**NEW** Session # 305  
**Creative Training Techniques™ for Technical Trainers**

*Presented by Cindy Rae Pautzke*

Transform your technical trainers into creative trainers who know how to actively involve participants (even with the driest technical content). Discover effective ways to teach

technical procedures faster and with greater recall. Explore approaches for dealing with the challenge of different experience levels among trainees. Incorporate review techniques that increase retention and application on the job.

**Session #306**  
**Situation Analysis: Processes for Productivity**

*Presented by Betsy Allen*

First, we help you diagnose what kind of issue you are facing - because different issues require different problem-solving approaches. Next, we provide a clear roadmap that makes the problem-solving process visible. You'll experience and have a chance to practice with real business problems using our proven, step-by-step problem-solving tools. So the net result is that the problem is solved faster, with more true collaboration among colleagues. And, it is a repeatable process you can use time and time again!

**Session #CP5**  
**Conference Plus Session**  
**Putting It All Together**

*Presented by Bob Pike*

This session will allow you the chance to discuss the information you have gathered during the last two days and how best you will apply it back on the job. It will also give you the opportunity to ask any questions you may still need answers to.

10:30 - 11:45 a.m.

**Closing General Session - Meet the Pros**

*Presented by Bob Pike and The Bob Pike Group Consultants*

Still have a question left over from a session - or that hasn't been answered by the conference sessions and your networking? Here's your chance. In this fast-paced session attendees will get to pose questions to all of The Bob Pike Group consultants. Here's a final opportunity to add enormous value to your 2002 conference experience.



# INCREASE YOUR VALUE TO YOUR ORGANIZATION...

Post-Conference Sessions - October 4, 2002

**Transfer of Training: 155 strategies to Ensure that the Training Delivered gets results**

*Presented by Bob Pike, CSP, CPAE*

Training is a process, not an event - right? But how do you make sure that what people learn they use back on the job. In this highly interactive session Bob will help you explore 155 practical before, during, and after the training event strategies that you can use with key people in the process to ensure that training not only gets used, but also gets results that make a difference. As a bonus you'll also learn 5 steps to sell training to management, and 10 ways to increase management support for training.

**Showmanship for Presenters**

*Presented by Dave Arch*

You'll add sparkle and pizzazz to your training using the secrets of today's top entertainers as revealed by professional speaker and magician Dave Arch. You'll discover the power of planned spontaneity, maximize your impact through staging, and the key to making humor work for you. This interactive session will give you hands-on experience using these proven ideas. It will refine the experienced trainer and get the new trainer off to a strong start.

**Designing Participant-Centered Training**

*Presented by Bill Wilson*

The conference is over and you have all these great ideas about how you can make your training more participant-centered. The real challenge is how to incorporate all you have learned into your courses. In this session you will learn how to do just that. You will learn a design model that will step you through the process of developing a participant-center course. We will help you understand how to focus your course to deliver the specific learning needed to have the desired impact on performance and how to deliver that material in a participant-center way. From chunking the material into Need to Know, Nice to Know and Where to Go sections to when to use a Window Pane or where the Triad Review fits. This model will guide you step by step through the process. You will leave the conference with not only a lot of new ideas of how to make your training better, but with a plan for how to make the changes in your courses in a way that will have the greatest impact on your participants and your organization.

**One-on-One Training**

*Presented by Betsy Allen*

Today's trainers are being asked to be performance specialists. The scope of their duties is changing, and they are often in situations where they are asked to perform one-on-one training, which is very different from classroom training. Learn six techniques that are successful in one-on-one training. Learn how to make one-on-one training more relevant and more fun—for the trainer and the learner.

**Dealing with Difficult Participants**

*Presented by Rich Meiss*

A participative course designed to model techniques for dealing with the 11 most common difficult participants. You will learn both preventive and corrective techniques for dealing with the latecomer, the skeptic, the prisoner, the know-it-all, and 7 more aggravating types of participants. Armed with these techniques, you will be able to turn even the most aggravating participants into active learners.

To register or for more details  
call 1-800-383-9210 or  
[www.bobpikegroup.com](http://www.bobpikegroup.com)

# PRESENTERS



**Bob Pike, CSP, CPAE**, has been developing training and performance improvement programs since 1969. He has written over 20 books, including the best-selling book for trainers in history *"The Creative Training Techniques Handbook,"* along with *"Dealing with Difficult Participants," "One-on-One Training,"* and more. He has authored and produced more than a dozen videos including the 3-part *"Creative Training and Presentation Techniques"* video series with the BBC (British Broadcasting Co.). In 1987 he was the founding editor of the Creative Training Techniques Newsletter, the most widely read monthly newsletter in training. More than 75,000 trainers worldwide have attended Bob's Creative Training Techniques™ Seminars. Bob's organization was the first to be asked by ASTD to present an entire conference-within-a-conference at the International Conference. He has served on the National Board of Directors of ASTD and currently serves on the International Boards of the National Speakers Association and the International Alliance for Learning. He is one of 44 people to have earned the Certified Speaking Profession Designation and be inducted into the CPAE-Speakers Hall of Fame.

**Betsy Allen, MBA, CSP** business growth specialist, trainer and speaker. Betsy Allen's corporate management, entrepreneurial and Harvard MBA experience shapes her professional skill set. In business, she's focused on challenging conventional paradigms, initiating quantum leaps and long-term improvements in organizational performance. Some of Betsy's most recent engagements with retail and pharmaceutical companies have been focused on how to create and grow a culture where decisions emphasize creativity, quality and efficiency.

**Dave Arch**, best-selling author and trainer-of-trainers, has written seven resource books for the training industry including the *Tricks for Trainers* books and videos in addition to his popular monthly column in the *Creative Training Techniques Newsletter*. Drawing upon twenty-five years of training experience, Dave travels for The Bob Pike Group customizing and presenting seminars and keynotes including the cutting edge seminar entitled *Creative Training Techniques for Web-Based Design*.

**Kathy Dempsey's** creative and unique approach to learning is highly interactive and fun. Using her 17 years of education and health care experience, she also consults with

various companies in developing and presenting creative training programs. Kathy is also the co-author of the book *Irresistible Leadership*. She is a member of the National Speakers Association and serves on the board of the Georgia Speakers Association. Kathy holds a Masters Degree in Education.

**Sue Ens** combines her Masters in Education with twenty years of teaching and directly applying the Creative Training Techniques™ Instructional Model in elementary, secondary, college, and distance learning classrooms. Sue has worked with 125 school districts in Nebraska, Iowa, and South Dakota. Sue has recently consulted with small and mid-size companies assisting them to get their training content into an interactive web delivery.

**Dyerenda Johnson's** 20 plus years of nursing and health care education have given her the perfect background for the creative strategies she uses in her presentations. From critical care nurse to Learning Resource Facilitator, she has wowed audiences with her wit and humor. She has coordinated the development of "Memorial Hospital University" – a series of interactive programs to assist Memorial Health Care System to become a learning organization. She holds a Masters Degree in Health Services Administration.

**Rich Meiss** has played a key role in the Human Resource profession since 1972, holding executive positions with Personal Dynamics Institute, Carlson Learning Company and The Bob Pike Group. He has personally delivered effective training programs in over 150 cities in the U.S., Canada, Mexico, Europe, and Asia. Co-author of training programs with Bob Pike, Dr. Denis Waitly and Dr. Michael O'Connor, Rich has had numerous articles published in business and professional journals.

**Doug McCallum** has been training adults for over 30 years, developing numerous seminars and keynote addresses. As an outstanding evaluator of existing training programs and trainers, Doug has consulted with numerous companies to help them improve their training programs. As a trainer/teacher he brings an ability to educate, as well as entertain, plus a sense of humor and the right amount of empathy. Doug has a Masters Degree in Adult Education.

**Cindy Rae Pautzke** utilizes her 20 years of Training and Management experience combined with her industry

knowledge to create successful training opportunities that produce performance results! She has trained with key fortune 500 clients on applications including premium fulfillment, loyalty programs, and teleservices. She is known for her use of magic and the creation of energizing learner centered activities.

**Rich Ragan** has served as a consultant and trainer to leading corporations for twenty-five years. Having served as Manager of Corporate Training for Wells Fargo Bank in San Francisco, Rich understands both the theory and practice of how to implement effective training. He has received the ASTD Torch Award for outstanding contribution to the training profession and the coveted Exemplary Leadership Award in 1990, as selected by the Council of Regions and Chapters.

**Priscilla Shumway** has been educating and training adults for over 25 years. A former public school teacher and corporate trainer, Priscilla has focused her energies on staff development in the education and software industry since 1991. She holds a BA in Education from Antioch College and an M.Ed. in Creative Arts in Education from Rutgers University. She has had advanced studies in Accelerated Learning, Integrative Learning and Learning Styles and has studied with such notables as Ken Dunn and Ned Herrmann

**Jim Smith, Jr.** professional speaker, writer, management and professional development and diversity consultant, and motivational speaker, Jim brings energy, passion, theatre and fun to his training programs. Jim delivers moving keynote speeches, motivation sessions, diversity, and train-the-trainer programs throughout the country. He has his Master's degree in Journalism. Jim has recently under taken a major engagement working with a Fortune 500 company to improve the retention and effectiveness of training.

**Bill Wilson** is Vice President of QEI DATA, a training firm that specializes in accelerated learning based training for computer software. His unique training approach and PortNet training system have been featured in *TRAINING* and *Inside Technology Training* magazines. He is an engaging speaker who has presented at regional, national and international conferences and has designed training for clients like Chrysler, Allstate and BellSouth. Bill is also Vice President of Programs for the International Alliance for Learning.



## The Bob Pike Group's 9th Annual Creative Training Techniques Conference September 30 - October 4, 2002

### 4 Easy Ways to Register

1. Web – Register using the form on our website at: [www.bobpikegroup.com](http://www.bobpikegroup.com)
2. Phone – Register by phone. Our office hours are Monday-Friday 8:00 a.m. – 4:30 p.m. C.S.T. **1-800-383-9210** or leave a detailed message on our 24-hour registration line.
3. Mail – Copy the registration form and mail it to: The Bob Pike Group, 7620 West 78th Street, Minneapolis, MN 55439
4. Fax – Fax this registration form to: **(952) 829-0260**

### Ways to Save: Added Value Combinations

**Pre-Conference and Conference Savings:** If you register for both a pre-conference session and the conference save an additional \$100 off the pre-conference price. This is on top of any discounts already mentioned! **Group Savings:** Deduct \$50 per conference registration when three to five people from one company register and pay together. Deduct \$100 per conference registration when more than five people from the same company register and pay together. This is on top of any discount already mentioned! **The bigger the group, the more you save!**

### Registration Information Conference Registration includes:

- Conference Manual
- Your choice of 40 concurrent sessions over 2 1/2 days
- Networking Events – see how your peers are doing things
- First hand review of Bob Pike endorsed materials

### Conference Plus Registration includes:

- Conference Manual, including handouts from every session
- Your choice of 45 concurrent sessions over 2 1/2 days
- Six opportunities, during the conference, to receive additional project specific, one-on-one consultation, or organizational performance enrichment, not available to all conference attendees
- A kickoff dinner prior to the conference to map out your conference and conference plus strategy
- Networking Events – see how your peers are doing things

### Cancellation/Substitutions

Registrations cancelled less than two weeks before the event are subject to the full fee. A company may substitute one person for another. All substitutions or cancellations must be in writing. The Bob Pike Group reserves the right to make subsequent cancellations or changes if circumstances require.

### Conference Location and Hotel Reservations

Minneapolis Airport Marriott  
2020 East 79th Street  
Bloomington, MN 55425

For reservations call: (800) 228-9290 or (952) 854-7441

Reduced Rates: \$119 per night double or single are available until September 6, 2002.

## Registration Form

VIP Registration Number: **V I P - #** \_\_\_\_\_

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

For additional registrations please photocopy this form.

## Prices

**If paid by May 31**      **If paid by July 15**      **If paid after July 15**

### Pre-Conference: Sept. 30 - Oct. 1

<input type="checkbox"/> Training and Performance Solutions with Bob Pike	\$995	\$1045	\$1095
<input type="checkbox"/> Creative Training Techniques™	\$795	\$845	\$895
<input type="checkbox"/> Web-Based Instructional Design	\$795	\$845	\$895
<input type="checkbox"/> The New Training Director	\$795	\$845	\$895
<input type="checkbox"/> Techniques and Tricks for Trainers	\$795	\$845	\$895
<input type="checkbox"/> Designing Participant-Centered Training	\$795	\$845	\$895
<input type="checkbox"/> Just Because You Said It, Doesn't			
<input type="checkbox"/> Mean they Learned it	\$795	\$845	\$895
<input type="checkbox"/> Greatest Salesman Ever	\$795	\$845	\$895

### Conference: Oct. 2 - 4

<input type="checkbox"/> Conference	\$895	\$945	\$995
<input type="checkbox"/> Conference Plus	\$1295	\$1395	\$1495

### Post-Conference: Oct. 4

<input type="checkbox"/> Transfer of Training: How to Sell Training to Management with Bob Pike	\$195	\$245	\$295
<input type="checkbox"/> Dealing with Difficult Participants	\$195	\$245	\$295
<input type="checkbox"/> Showmanship for Presenters	\$195	\$245	\$295
<input type="checkbox"/> One-on-One Training	\$195	\$245	\$295
<input type="checkbox"/> Designing Participant-Centered Training	\$195	\$245	\$295

Conference Fee	\$ _____
Pre-Conference	\$ _____
Post-Conference	\$ _____
Less Group Discount	\$ _____
Total (All payments must be made in U.S. funds)	\$ _____

### Payment Method:

- Check       VISA
- MasterCard       American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card (Please Print) \_\_\_\_\_

Signature \_\_\_\_\_

## Conference Hotel

The Minneapolis Airport Marriott is the Conference seminar site – reduced rate for guestrooms

When making reservations ask for **The Bob Pike Group** block of rooms.

Minneapolis Airport Marriott  
2020 East 79th Street  
Bloomington, MN 55425

For reservations call: (800) 228-9290 or (952) 854-7441

Rates: \$119 per night double or single until September 6, 2002

## Next to the Mall of America

[www.mallofamerica.com](http://www.mallofamerica.com)

To register or for more details call **1-800-383-9210** or [www.bobpikegroup.com](http://www.bobpikegroup.com)

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