



**Preliminary Announcement**  
**Early Registration**

# LERN Annual Conference

*“The most exciting week of  
the year in lifelong learning”*

**San Francisco, CA**

**Wednesday Nov 20 (Pre-Conference Seminar day) – Saturday noon, Nov 23, 2013**



*Special care was taken to supply very relevant & current topics within the ever-changing technical landscape of education.*

**Rhonda LaPointe**  
Victoria BC, Canada

*The LERN Annual Conference is the best I have ever attended.*

**Terri House**  
Concord, CA

*I got MANY great ideas from the LERN fall conference and have earned us some extra revenue already for this spring by utilizing those ideas!*

**Dana Thorp Patterson**  
Springfield, MO

*Thanks for a wonderful conference – I learned so much...it was great!!*

**Storm Rose**  
Morristown, NJ

*The conference was Awesome! It was my first time, and the wealth of knowledge and networking opportunities was well worth it.*

**Yvonne Noisette**  
Charlotte, SC

# Why Come This Year

**Most advanced, how-to** — Come get the most advanced, current, sophisticated and valuable practical how-to strategies and techniques for improving your organization. These tested and proven techniques will save or make your program thousands of dollars.

**New Media and Internet** — This conference is leading the field with the most relevant and cutting-edge information on Video Marketing, Mobile Marketing, Social Media, and eMarketing. Position your program for success on the web.

**Don't fall behind** — There's no more time for you to prepare your organization for the new environment of the Information Age. It's here. Things are changing quickly. You can't afford to have your program fall behind.

**Network with the best** — The most successful practitioners in the world will be attending this conference. Come and network, steal their ideas (and get their brochures).



**Monthly Updates**  
Stay in touch with the latest on speakers, sessions, travel and much more at [www.lern.org/conference](http://www.lern.org/conference)



# Highlights

## Robert Stephens

*Keynoter Speaker, Founder of The Geek Squad*

“Beyond Social Media: The Sharing Economy” explores what will happen next on, and off, the web. He discusses his bet on the biggest trend of the coming decade – the Sharing Economy.

With more than 24,000 agents, The Geek Squad is now the world’s largest technology support company. After serving as Chief Technology Officer of Best Buy, Stephens is now pursuing his next start-up company.



- More New SuperStars and Presenters in our Final Brochure
- More than 70 of the most advanced, current, practical how-to sessions. The most practical conference in the world.
- More top experts and consultants than ever before, with seminar presenters, trainers, authors and the best practitioners from the most successful programs in continuing education and lifelong learning
- Excellent indepth pre-conference sessions
- New era sessions. Last year’s LERN conference marked a new era for the field of continuing education and lifelong learning. Now we’re developing brand new sessions to keep your program ahead of the curve for the second decade.
- Roundtables, special interest groups, luncheons, receptions – more ways to network with your colleagues than any other conference event.

- Some 900 participants from more than 45 states and Canada provinces, plus other countries like the United Kingdom, Russia and Australia.
- **PAY BACK.** In these times, participants come to make money, increase enrollments, cut costs. Attendees report making or saving from \$8,000 to \$1.0 million. You will too.

## Cost Savings

### **Early registration discount.**

Register by August 1, 2013, and take advantage of our early registration discount. If your fiscal year ends June 30, you can charge it to either fiscal year.

**Income.** The biggest savings is when your program makes more money next year. The LERN conference is known for producing new information every year. With it, your program will get more registrations, higher income, or saved costs.

## WHAT TO DO NOW

**Make your plans now to attend.** Seek budget approval to attend. Consider sending a team from your staff, as the third person is FREE!

**Register by August 1, 2013,** and take advantage of our early registration discount. If your fiscal year ends June 30, you can charge it to either fiscal year.

The final conference brochure will be out in July. Details and updates are also available on the Internet at [www.lern.org/conference](http://www.lern.org/conference)

**Encourage your colleagues to attend.** This is the most exciting event of the year in lifelong learning. To take advantage of the early registration discount, use the registration form on the back of this brochure and mail it to: LERN, PO Box 9, River Falls, WI 54022, USA; fax it to 888-234-8633. Or call 800-678-5376.

**Questions?** Call us at 800-678-5376 or send e-mail to [info@lern.org](mailto:info@lern.org).

## Who Will Benefit?

Leaders will receive the latest information on financial, policy and planning issues to help make informed policy decisions and plan future directions.

Managers and coordinators will get the most advanced and current tips and techniques in budgeting, programming, management, trends, marketing and brochure design to increase enrollments, boost income and save on costs.

The content is geared to those in a variety of institutional settings conducting educational programs for the community, for business and industry, seminars, and professional development.

Colleges, universities, public schools, recreation departments, vocational-technical schools, hospitals, museums, health care



organizations, associations and private providers will be represented at this conference. The 900 participants will come from throughout North America, Europe, Russia and Australia.

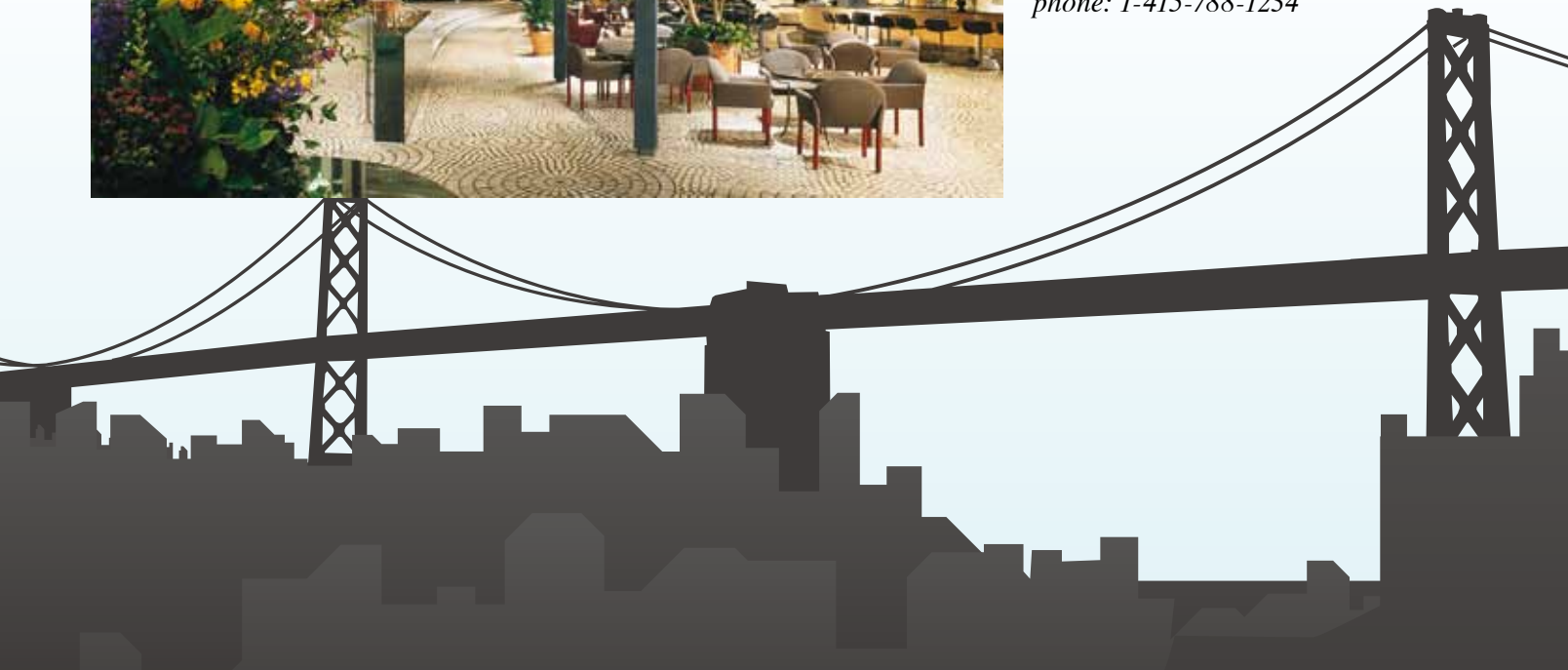
## Hotel

The beautiful Hyatt Regency San Francisco is in the perfect location. Just walk out the door of the hotel

and you are on Market Street. In a few steps you can board the famous California Street Cable Car. The Market Street Trolley is also just steps from the hotel.

One direction takes you toward Union Square, the Haight or Castro districts. The other direction takes you along the Embarcadero to Fisherman's Wharf and Ghiradelli Square. We're just a few blocks from Chinatown. And the BART is also just steps from the hotel and can take you quickly over to Oakland and Berkeley.

**Hyatt Regency Hotel**  
5 Embarcadero Center  
San Francisco, CA 20001  
*phone: 1-415-788-1234*



# What to Tell Your Boss

**Your boss should come too.** The LERN Annual Conference has the most sophisticated, advanced strategies for CEOs and top decision makers. Your boss will gain insight and strategies not available anywhere else: in finance, long-term planning and other management areas.

**Investment payback is 10:1.** That's right, the LERN Conference provides a 10-to-1 return on your investment. People attend this conference to increase registrations, boost income, and save on costs. Your program will make more money after you attend the LERN Conference.

**Now is the time.** Your organization has to move quickly to redesign itself for the 21<sup>st</sup> century. There's new competition, changing learner demands, and shifting markets. Plus, to be fiscally sound, you have to redesign your organization and staffing to remain successful and competitive. Move now or it will be too late.

**900 people can't be wrong.** There's a reason why the LERN Conference is the largest lifelong learning conference in the world. We provide "*Information That Works!*" You cannot be as successful without it.



***Send Several Staffers.** Take advantage of our early registration discounts, plus Third Person FREE, to send several of your staff members to the conference. The more people you send, the greater the benefit to your organization.*

## AGENDA

### Wednesday, November 20

**9:00 a.m. – 3:00 p.m.**

Pre-Conference seminars  
More seminars than ever!  
The latest current info indepth

**10:00 a.m. – 5:00 p.m.**

Conference registration

**3:00 – 4:30 p.m.**

About the Conference  
About LERN  
About San Francisco

**5:00 – 6:00 p.m.**

All-Conference receptions

### Thursday, November 21

**8:00 a.m. – 5:00 p.m.**

- Opening Session & Keynote
- 30 or more Concurrent Sessions and roundtable discussions
- All Day — Exhibits open
- Networking Luncheon

### Friday, November 22

**8:00 a.m. – 3:00 p.m.**

- 30 or more Concurrent Sessions and roundtable discussions
- General session keynoter
- International Awards Luncheon
- All Day — Exhibits open
- Silent Auction

### Saturday, November 23

**8:00 a.m. – Noon**

- More Concurrent Sessions
- All new Nine Shift for 2014
- Conference ends by noon





PO Box 9  
River Falls, WI  
54022 USA

Full Brochure  
Available in July

Non Profit  
Organization  
US Postage  
**PAID**  
Saginaw, MI  
Permit No. 52

*What I liked most about the conference  
was the enormous amount of information;  
very pragmatic approach.*

**Irena Benedik**  
Ljubljana, Slovenia

*Good until August 1, 2013*

## Early Registration

### LERN Annual Conference – San Francisco, CA!

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*Pre-Conference seminar titles will be announced soon. Check our web site at [www.lern.org/conference](http://www.lern.org/conference) for updates.*

Member/Customer ID Number (from mailing label)		SC Number (from mailing label)		Position: <input type="checkbox"/> Adm. <input type="checkbox"/> Cont. Trng. <input type="checkbox"/> Mktg. <input type="checkbox"/> Program Staff <input type="checkbox"/> Teacher (K-12) <input type="checkbox"/> Faculty (CC/U)
Organization		Department		
Name		Birth Year		
Address				Title: <input type="checkbox"/> Dean <input type="checkbox"/> Director <input type="checkbox"/> Supt. <input type="checkbox"/> Other
City	State/Province	ZIP/Postal Code	Country	
E-mail	Phone	Fax		

**Save \$100!**

*Early registration fees are good until August 1, 2013.*

**THIRD PERSON IS FREE!**

**Early registration fees, including \$100 discount:**

- |   |   |
|---|---|
| <input type="checkbox"/> \$695 Member, Basic<br>no meals            | <input type="checkbox"/> \$795 Non Member, Basic<br>no meals            |
| <input type="checkbox"/> \$775 Member, Full<br>includes 2 luncheons | <input type="checkbox"/> \$875 Non Member, Full<br>includes 2 luncheons |
| <input type="checkbox"/> FREE 3rd Person<br>no meals                | <input type="checkbox"/> \$90 3rd Person<br>includes 2 luncheons        |

CHECK ONE —

☐ Payment enclosed. (Check #: \_\_\_\_\_)

☐ Please bill. (Purchase order #: \_\_\_\_\_)

☐ Charge to:



Card Number

Expiration Date

CVV #

Cardholder's Name (please print)

Cardholder's Signature