Spark curiosity. Ignite potential.

FEBRUARY 5-7 2020
SAN JOSE
Join Us For a Reimagined and Redesigned TK Experience.

Technology empowers your work and is continually evolving. We’re evolving too.

Whether you’re a novice designer or an artificial intelligence geek, you’ll discover and co-create a learning experience to match your skill level. The new TK experience offers opportunities unlike any other learning tech event.


You’re in the driver’s seat. TK now has many new choices to fit your needs.

Network with new connections; learn and experiment with ideas, tools, and resources that will take your work—and your learners—to the next level.

Not Just Passive Observation
| Preconference Learning |
Jump start your TK experience with a preconference workshop or certificate program. These professional development options are highly interactive and will enhance your skills and keep you competitive. Space is limited, so register early! [td.org/TK20-edu](td.org/TK20-edu)

| Keynote Speakers |
We’ll spark your curiosity with a unique opening presentation by digital illusionist Marco Tempest. And stick around for our closing keynote speaker truth-teller Luvvie Ajayi, who will help you bring it all together and send you back to the office ready to deliver on all that you’ve learned.

**Opening Keynote: Marco Tempest**
For years, Marco Tempest’s masterful blend of digital media and magic has enabled audiences to glimpse the future before technology gets there.

**Closing Keynote: Luvvie Ajayi**
Luvvie Ajayi is an award-winning author, speaker, and digital strategist who thrives at the intersection of comedy, technology, and activism.

---

**Not Just Passive Observation. Active Learning.**
What’s New About TK 2020?

Co-creation, experimentation, ideation? Take your pick! At the TK Playground, you’ll be immersed in a learning environment unlike any other. Participate in accelerated education sessions, hyper-focused conversations with subject matter experts, and a wide range of hands-on learning activities. You’ll explore new solutions that meet your right-now, real-world challenges, and take away practical ideas for what lies ahead. Be the hero of your own story.

Explore action-focused stages that fulfill your mission.

**Build:** Development-focused, hands-on sessions.

**Disrupt:** Facilitator-led conversations about industry issues. Be prepared to ask questions and share.

**Spark:** Find your next big idea. Focus on emerging areas and trends. Ignite presentations.

**Connect:** Networking-style sessions that are topic-or industry-focused.

**Advance:** Skills-based sessions and discussions to help you hone your craft.

**Explore:** Mini case studies highlighting what’s going on in organizations.

Play sparks creativity, and what you do here will ignite your potential. Every TK participant adds value. Whether you prefer group discussions or one-on-one conversations, the new TK is designed to help everyone learn from one another.

Not Just Knowledge Absorption
Not Just Demonstration. Co-Creation.

The challenges you face are not yours alone. Collaborate with others who share the same interests, passions, and experiences and hear from others who have conquered similar challenges. Take your learning one step further by creating solutions with other TK participants. The size and structure of TK facilitates a safe zone for you to seek out and share answers.

Not Just Expo Booth Fly-Bys. Supplier Meetings.

At the new TK, there’s no expo; but there are valuable partner meetings and supplier sessions. Partner meetings allow you to select the organizations you want to learn more about and schedule dedicated time to meet on your terms. You’ll share your challenges in advance, so suppliers will come prepared to discuss customized solutions. In 15 minutes, you can short circuit the sales process and get the answers you need to make strategic decisions when you go back to the office. At Supplier Sessions, you can see new technologies in a demo environment. Ask questions or learn from what others are saying at these interactive product explorations.

Knowledge Sharing.
Not Just Informal Networking. Facilitated Connections.

Our event app has robust networking features including attendee matching and appointment scheduling. With the ability to message others within the platform and dedicated meeting space on-site, you’ll easily be able to connect with other participants. Ready to get started? Join a discussion group now to share your expertise and gain knowledge before you arrive.

But wait, there’s more! Attend the Kickstarter event on Tuesday to get tips on maximizing your TK experience. Sign up for the Meet-to-Eat dinners on Tuesday and Wednesday nights. Have fun while you learn at the Hack-a-Thon on Wednesday evening.

Not Just Notes. Practical Takeaways.

The TK experience offers a variety of ways to learn before, during, and after the conference. We want to ensure your questions are answered, and you’ve gathered shareable, digestible, and actionable insights that will inform and influence your work for months to come.

We’re committed to helping you make meaningful connections.
Join the New TK Today!

ATD MEMBERS AND GROUPS OF FIVE OR MORE GET THE BEST RATES!

<table>
<thead>
<tr>
<th></th>
<th>ATD MEMBERS</th>
<th>NONMEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVANCED RATE</td>
<td>$1,395</td>
<td>$1,595</td>
</tr>
<tr>
<td>ENDS DECEMBER 13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>REGULAR RATE</td>
<td>$1,495</td>
<td>$1,695</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>$1,195</td>
<td>$1,395</td>
</tr>
<tr>
<td>STUDENT</td>
<td>$495</td>
<td>$595</td>
</tr>
<tr>
<td>GROUPS (FIVE OR MORE)</td>
<td>$1,195</td>
<td>$1,395</td>
</tr>
</tbody>
</table>

Schedule at a Glance

TUESDAY KICKSTARTER 5–6:30 P.M.

WEDNESDAY, FEBRUARY 5

7 A.M. COFFEE CHATS
8 A.M. OPENING KEYNOTE
10 A.M.–5 P.M. EDUCATIONAL PROGRAMMING
5:30 P.M. AFTER CHATS
6–10 P.M. HACK-A-THON

THURSDAY, FEBRUARY 6

7 A.M. COFFEE CHATS
10 A.M.–5 P.M. EDUCATIONAL PROGRAMMING
5:30 P.M. AFTER CHATS

FRIDAY, FEBRUARY 7

7 A.M. COFFEE CHATS
8 A.M.–10:15 A.M. EDUCATIONAL PROGRAMMING
10:30 A.M. CLOSING KEYNOTE

register at td.org/join-new-tk.
Learning has evolved. So has TK.

Experience active learning, not passive; knowledge sharing, not just absorption; co-creation, not just demonstration; partner meetings, not expo booth fly-bys; facilitated connections, not just informal networking; and practical takeaways, not just notes.

There are conferences and there is the new TK. Experience it for yourself.