2020 ATD International Conference and Exposition
Tracks and Subcategories

Career Development (Content Track 1)
The Career Development track highlights trends and topics influencing a community of learning professionals interested in advancing their own careers and helping others develop their skills and expertise.

- Advanced Skills
- Competency Models
- Credentialing
- Entrepreneurship
- Foundational Skills Development
- Job Search and Career Transition
- Organizational Career Development Programs
- Personal Branding

Evaluating Impact (Content Track 2)
The Evaluating Impact track highlights implementing learning analysis process models and systems in order to measure talent development intervention, program effectiveness and organizational outcomes.

- Data & Analytics
- Evaluating Learning Impact
- Evaluation Instruments
- Evaluation Metrics – What to Measure
- Evaluation Planning
- Learning Retention
- Learning Transfer
- Leveraging Technology to Measure and Evaluate Learning
- Predictive Analytics
- ROI
- Training Evaluation

Global Perspectives (Content Track 3)
The Global Perspectives track highlights trends and topics influencing a community of professionals from all over the world, with an interest in developing global talent, sharing regional best practices and conducting global benchmarking.

- Cross-Cultural Training
- Global Benchmarking
- Global Best Practices
- Global Leadership
- Virtual Teams
Instructional Design (Content Track 4)
The Instructional Design track focuses on trends and topics related to the process of analyzing the learning needs and goals for designing instructional materials to meet those needs.
- Accelerated Learning
- Action Learning
- Design Thinking
- Developing Content and Materials
- Experiential Learning
- ISD Models
- Learning Retention
- Learning Theories and Approaches
- Learning Transfer
- Measurement and Evaluation
- Needs Assessment
- Tools and Platforms
- Train the Trainer

Leadership Development (Content Track 5)
The Leadership Development track highlights trends and topics influencing a community of leaders driving strategy, developing talent, and building a strong global workforce.
- Developing an Organizational Culture of Collaboration
- Developing and Improving an Organizational Leadership Development Strategy
- Developing Leadership Skills and Competencies
- Developing New and High-Potential Leaders
- Emotional Intelligence
- Entrepreneurship in Leadership Development Models
- Executive Development
- Innovations in Leadership Development Models
- Leaders as Teachers
- Strategic Planning
- Strategic-Level Thinking Skills/Competencies
- Team Building

Learning Sciences (Content Track 6)
The Learning Sciences track highlights trends and topics influencing a collective of professionals interested in understanding the mechanics behind how individuals take in information, form connections and ideas, and exercise new behaviors on the job to improve performance.
- Behavior Change
- Engagement and Motivation
- Memory and Learning
- Organizational Dynamics
- Research and Practice
Learning Technologies (Content Track 7)
The Learning Technologies track highlights trends and topics that leverage synchronous and asynchronous using technology tools and platforms to develop the future workforce.
- Artificial Intelligence and Machine Learning
- Augmented Reality
- Authoring Tools
- E-Learning and Digital Design
- Games and Simulations
- LMS/Platforms
- Mobile Learning
- Performance Support
- Social Learning
- Video
- Virtual Reality

Management (Content Track 8)
The Management track is based on survey data and discussions with our corporate members. The results are a new framework to identify the skills that we believe contribute to a manager's success as a developer of talent. The framework is ACCEL (Accountability, Collaboration, Communication, Engagement and Listening/Assessing). This is not specifically Leadership Development.
- Accountability (Performance Management, Delegation, Development Planning)
- Collaboration (Teamwork, Collaboration, Trust, Knowledge-sharing, Culture)
- Communication (Change Communication, Challenging Conversations, Actionable Feedback, Transparency)
- Engagement (Leadership, Guidance, Coaching and Mentoring, Influence, Connection, Recognition)
- Listening and Assessing (Emotional Intelligence, Critical Thinking, Evaluation, Mindfulness, Soft Skills)

Managing the Learning Function (Content Track 9)
Managing the learning function has become more complex in recent years as training is moving away from a simple order-taker approach. Responsibilities for those who manage such functions involve understanding more strategically how to approach areas such as organizational development, project management, aligning development with business goals, understanding learning ideas and trends, and developing expertise in non-training solutions such as performance consulting and coaching.
- Business Alignment
- Consulting and Business Partnering
- Knowledge Management
- Learning Trends
- Non-Training Options: Performance Consulting and Performance
- Organizational Development
- Project Management
Sales Enablement (Content Track 10)
The Sales Enablement track will highlight trends and topics influencing those who develop sales talent.

- Account Development and Retention
- Complex Solution Definition and Positioning
- New Account Acquisition
- Partner Sales Support
- Sales Coaching
- Sales Incentive and Compensation Design
- Sales Pipeline and Forecast Management
- Sales Strategy Definition and Execution
- Sales Talent Development
- Sales Talent Selection
- Sales Team Management
- Sales Tool and Process Improvement

Talent Strategy & Management (Content Track 11)
The Talent Strategy & Management track will highlight trends and topics influencing a community that manages organizational talent and the employee lifecycle.

- Change Management
- Coaching
- Culture
- Diversity and Inclusion
- Employee Engagement
- Future Readiness
- Mentoring
- Organizational Development
- Recruitment and Retention
- Skills Gap
- Succession Planning
- Talent Acquisition and Onboarding

Training Delivery & Facilitation (Content Track 12)
The Training Delivery & Facilitation track covers the transfer of knowledge and sector of talent development via adapting, personalizing, adjusting, and ad-hoc development of training artifacts for specific audiences and venues, modalities, or platforms.

- Activities
- Engagement
- Facilitation
- Planning and Preparation
- Presentation Skills
- Storytelling
- Train the Trainer
- Virtual Classroom
Government (Industry Track 1)
The Government track highlights trends and topics influencing a community of government learning professionals from federal, state and local agencies, using innovation and collaboration to develop talent in the workplace.
- Change Management
- Engagement and Motivation
- Evaluating Learning Impact
- Knowledge Management
- Leadership Development
- Public Sector
- Shared Services for Talent Development
- Talent Acquisition and Selection

Healthcare (Industry Track 2)
The Healthcare track highlights trends and hot topics influencing a community of healthcare executives, providers, managers and trainers working to create next-generation healthcare environments through learning, talent development and cultural change.
- Career Management and Transitioning in Healthcare
- Change/Transformational Management
- Clinical and Non-Clinical Management-Evidence Based Care – Best Practices
- Employee Engagement in Healthcare
- Evaluating the Learning Impact - ROI
- Healthcare Compliance and Governance
- Healthcare Leadership
- Healthcare Training Delivery
- Instructional Design in Healthcare
- Integrated Talent Management
- Knowledge Transfer Management
- Learning and Emerging Technologies in Healthcare
- Patient-Centered Innovation
- Quality Assurance and Patient Experience and Service Excellence
- Talent Development Trends
- Wellness and Sustainability

Higher Education (Industry Track 3)
The higher education track highlights trends and topics influencing a community where students, faculty, and practitioners collaborate with talent development professionals to develop a stronger workforce.
- Academic/Practitioner/Corporate Partnerships
- Aligning Course Curriculum with ATD Content Or Competency Model
- Applying Adult Learning Principles in The Academic Classroom
- Developing Faculty and Staff in Higher Education
- Research/Theory to Practice in The Workplace
- Trends and New Methods for Engaging Students in the Academic Classroom