



Greater Atlanta Chapter of ASTD

50th Anniversary Celebration: 50 Years of Linking People, Learning, and Performance!

Come join us as we commemorate our 50th Anniversary as the premier professional association and leading resource on workplace learning and performance issues. This once-in-a-lifetime event will include networking and reminiscing during a catered reception, recognition of Chapter Presidents, screening of the professionally produced chapter video, and an engaging presentation by Tony Bingham, National President and CEO of ASTD. And, adding to the celebration is the opportunity to win three FREE national and local memberships and copies of Training for Dummies and the ASTD Competency Model! It's an evening to remember for the next fifty years! Register today!



Relevance **By Tony Bingham,** National President & CEO of ASTD

"Learning organizations are leading organizations. You have a huge impact on the learning—and thus the success—of your organization. That's being recognized at the highest levels. Organizations should be begging for your services, but making that happen is up to you.

"On-demand" has usurped "on-time" as a basic business mantra. But many businesses find themselves ill-equipped to grow because the skills required to meet demand for growth are in short supply in their organizations. Whether addressing a skills gap or just a lack of capability, workplace learning and performance professionals are increasingly asked to play a key role in moving their organizations forward. Developing the flexible and adaptable workforce required of today's more agile business environment has become one of the biggest challenges the profession has ever faced.

To be relevant, the WLP professional must be able to prove that the learning initiatives of the organization are driving meaningful results. Organizations that merely measure the quantity or dollar amount of their learning activities miss the boat. It's not just how much you do or how much you spend; it's how you leverage the investment by generating results and communicating their impact.

No one will automatically bestow credibility and relevance on a profession unless it proves its worth. You cannot simply assert that you are relevant, you must prove it day after day, result after result."

Tony Bingham, a strategic leader with broad-based business, financial, operational, and technical management expertise, is the President and Chief Executive Officer of the American Society for Training and Development. ASTD has over 70,000 members.

"Will you be there...or will you just hear about it?"

- Date: Monday, October 24, 2005
- Time: 5:00 pm - 8:00 pm
- Location: Georgia Tech College of Management
LeCraw Auditorium
800 West Peachtree St. NW, Atlanta GA 30332
- Directions: http://mgt.gatech.edu/about_us/map_directions.html
- Cost: Per Person: \$45 - Member, \$55 - Non-Member
Per Couple: \$75 - Member, \$95 - Non-Member
- Early Bird: Register by October 1, 2005 and get \$10 Off above ticket prices!



Reserve Your Space,

Register Today!

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Or Call

404-845-0522

Registration

Deadline:

October 19, 2005



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