

The most influential gathering of senior HR & Training executives in Southern Africa



# ASTD *south africa* 2010

American Society for Training and Development  
6th GLOBAL CONFERENCE & EXHIBITION

"There is no such thing as sustaining leadership. It must be re-invented again and again."

Gary Hamel



"Every Leader makes a difference. The question is what kind?"

Marshall Goldsmith

## Growing **Competent Leaders** for Africa

23 – 26 March 2010

Champagne Sports Resort, Drakensberg, KwaZulu Natal

ASTD events always provide exceptional platforms for interaction and learning about the latest trends in Leadership Training and Human Resource Development around the world, in Africa and particularly South Africa.

This year's theme: **Growing Competent Leaders for Africa** is very opportune, as leaders are facing enormous economic pressure and development challenges to keep and sustain motivated and productive workforces. Over 20 local, and 9 International experts from around the world, will bring new insights into growing much needed competence for the future.

In trying times innovative leaders need to shift their strategic focus to a new world of better solutions and choices and new horizons to create uncontested market space. As Peter Drucker quotes "The best way to predict the future is to create it"

At ASTD 2010 delegates will join over 300 senior executives who attend ASTD each year to:

**Discover** what's new and exciting in Leadership and in Training and Development Technology and how best to invest in our people.

**Identify** what's working and not working so well in searching for best practices in areas such as Accelerated Learning, E-learning, Employee Engagement, Workforce Diversity, HRD Governance and Coaching.

**Get up-dated** on some of the new technologies and methodologies being applied to improve Workplace Learning and Work Life Balance.

**Learn** about some of the implementation challenges relating to Talent Management and Intercultural Leadership.

**Explore** how you/we can improve and sustain our competitiveness rating as a company and a nation working towards and beyond the 2010 FIFA World Cup Soccer tournament.

**Focus** on some world trends in Integrated Learning Tools to enhance Organisational Effectiveness and Competitiveness.

### WHO SHOULD ATTEND

Human Resource Executives  
Leaders in Government & Private Sector  
Line Managers  
Training & Skills Development Practitioners  
Personal Coaches and Mentors  
Business Strategists  
Management Consultants  
Training & Courseware Developers

Organised by: ASTD Global Network South Africa and SBS Conferences



For more information about the programme, exhibition and on-line booking facilities visit:

[www.sbs.co.za/astd](http://www.sbs.co.za/astd)



## VENUE

Champagne Sports Resort is a magnificent venue nestled in the lush green valleys below the rugged peaks of Central Drakensberg about four and a half hours drive from Johannesburg and two hours from Durban. It boasts first class superior accommodation, ideal conference and exhibition facilities and an outstanding networking environment for ASTD's annual event.

## ACCOMMODATION RATES

**Single B&B: R1050    Sharing B&B: R760**

Prices are PER PERSON PER NIGHT and include breakfast. These rates are only applicable to conference delegates booking their accommodation through SBS Conferences via the REGISTRATION page on this website.

Contact Natalie Smit at SBS for more information: [natalie@sbs.co.za](mailto:natalie@sbs.co.za)

## EXHIBITION

A trade exhibition, relevant to Corporate Training and Management Development will take place alongside the conference, where suppliers will gain exposure to the influential delegates and decision-makers expected to attend from South Africa, Africa and around the world.

Summit Room at Champagne Sports Resort, Drakensberg

Stands are 3m x 2m = 6m<sup>2</sup>

**Cost for Stand Package is R1750/m<sup>2</sup> + VAT.**

**What you get:** Shell Scheme, Carpeting, Fascia Name, 2 Spots, 1 Plug Point and 1 person included in daily lunch, refreshments as well as the cocktail party and dinner

**NB: THIS DOES NOT INCLUDE CONFERENCE ATTENDANCE OR FURNITURE**

Contact Natalie Smit at SBS for more information: [natalie@sbs.co.za](mailto:natalie@sbs.co.za)

## SPONSORSHIP

Several opportunities are available for suppliers of relevant products and services to gain valuable exposure to the influential delegates at both the conference and social events.

Contact Natalie Smit at SBS for more information: [natalie@sbs.co.za](mailto:natalie@sbs.co.za)

## ADVERTISING

Companies may promote their services and products to the delegates by placing leaflets or brochures in the conference bags.

**The cost is R3000 (excluding VAT) per A4 leaflet.**

Contact Natalie Smit at SBS for more information: [natalie@sbs.co.za](mailto:natalie@sbs.co.za)

## ASTD SOUTH AFRICA

ASTD Global Networks South Africa is the official body representing ASTD in South Africa.

**For details visit [www.astd.co.za](http://www.astd.co.za)**

**ASTD (American Society for Training and Development)** is a leading association of workplace learning and performance professionals, forming a world-class community of practice. ASTD's 70,000 members and associates come from more than 100 countries and thousands of organizations — multinational corporations, medium-sized and small businesses, government, academia, consulting firms, and product and service suppliers.

ASTD marks its beginning in 1944 when the organization held its first annual conference. In recent years, ASTD has widened the industry's focus to connect learning and performance to measurable results, and is a sought-after voice on critical public policy issues.

## GOLF

The resort has a challenging 18-hole Championship Golf course. A few 4-balls have been booked to play 18 holes on Tuesday, 23rd March 2010 from 12:00 noon.

**The cost is R195 per person for 18 holes and golf cars cost R210.**

If you are interested in playing please make contact with Natalie at [Natalie@sbs.co.za](mailto:Natalie@sbs.co.za) or 021 914 2888.

## TRANSFERS

Golgotyou.com arranges transfers from JHB and Durban to the Champagne Sports Resort.

To make use of these transfers, or for more information, please contact Fiona on 084 581 6492 or 036 488 7255.

## CAR HIRE

Car hire is another way of getting to the resort.

**Approximate cost is R1300 for a Group B car hired from 23 — 26 March 2010.**

**For details visit [www.astd.co.za](http://www.astd.co.za)**

## DAY 1    PRE-CONFERENCE WORKSHOP

TUESDAY 23 MARCH 2010

12:00    Registration & Finger Lunch for Workshop Delegates

12:00    Golf Tournament Commences

13:00    WORKSHOP

15:00    Refreshments

15:30    WORKSHOP

17:30    Workshop Ends

Note that these workshops run simultaneously and you would have to choose 1 out of the 4 to attend for the afternoon.

**Workshop 1:** Exploring and Experiencing Models to Understand the Coaching Process – *Dr. Sunny Stout Rostron, Director, Manthano Institute of Learning (Pty) Ltd*

**Workshop 2:** Nuts and Bolts on E-learning – *Robert Pfau, National Manager: Learning Solutions Delivery, Liberty Life*

**Workshop 3:** How to implement an HR Strategy – *Prof Pat McLagan, Chairman, McLagan International, Inc. USA*

**Workshop 4:** Using Current Global Best Practices in Accelerated Learning – *Karen Gray, Director, Gray Training*

# CONFERENCE PROGRAMME

## DAY 2

WEDNESDAY 24 MARCH 2010

07:30	<b>Registration Opens</b>	
08:15	Conference Opening	<i>Robin Probart, President, ASTD Global South Africa</i>
08:30	Plenary 1: The future - as seen from the future	<i>Prof André Roux, Director, Institute for Futures Research</i>
09:30	Plenary 2: The Challenges facing competent Leadership Today	<i>Prof Nick Binedell, Director, Gordon Institute of Business Science</i>
10:15	<b>Refreshments / View Exhibition</b>	
	<b>TRACK A</b>	<b>TRACK B</b>
10:45	<b>A Case Study: Implementing best people practices in Sanlam Personal Finance utilising the "Investors In People" standard</b> <i>Frederick Stroebel, Head: Human Resources: Training &amp; Development, Sanlam Personal Finance</i>	<b>A Case Study of Brazilian Training and Engagement Strategies</b> <i>Prof Alfredo Castro, President, MOT Organisational Changes &amp; Training &amp; Alexandre Slivnick, Brazilian T &amp; D Association, Brazil</i>
11:30	<b>Insights and challenges from the field of NeuroLeadership</b> <i>Dr Louise Van Rhyin, CEO, Symphonia Leadership Development</i>	<b>How Germany prepared for the FIFA World Championship: Does the Customer always have to be king?</b> <i>Christine Possler, Owner, Christine Possler Consulting, Germany</i>
12:15	<b>Lunch / View Exhibition</b>	
13:30	<b>Leading with 4 Elements: The Power of Versatility and Agility in a world of changes and social interactions</b> <i>Fernando Sanchez, General Director, Mejorar S.A. &amp; Olimpia Petzold, Professor of Thinking Skills &amp; General Psychology, University del Zulia, Venezuela</i>	<b>The King III Report and implications for Training and Development</b> <i>Marius Meyer, Senior Lecturer: HRD, University of Johannesburg</i>
14:15	<b>Keys to making learning stick</b> <i>Alinda Nortje, Executive Chairperson, Free To Grow South Africa (Pty) Ltd</i>	<b>Practical Guidelines for Measuring Leadership Competencies</b> <i>Brent Newton, Senior Lecturer, Durban University of Technology</i>
15:00	<b>Refreshments / View Exhibition</b>	
15:30	<b>Democratizing OD (Organisational Development) - a key strategic objective for local and global organisations?</b> <i>Dr Louise Van Rhyin, CEO, Symphonia Leadership Development</i>	<b>Developing Competence &amp; Commitment in Leaders (using Blanchard's Situational Leadership II model)</b> <i>Jeffrey Govender, Senior Facilitator, Group Five</i>
16:15	<b>Accelerated Learning Techniques - Using latest international models to improve Learning Strategies</b> <i>Karen Gray, Director, Gray Training</i>	<b>Using Cultural Games to increase Intercultural Sensitivity</b> <i>Annita Thomas, Senior Consultant &amp; Interculturalist, The Thomas Center, USA &amp; Steven Filby, HR Director Asia Pacific, Hotel Club, Australia</i>
17:30	<b>Drinks in Exhibition Hall until 18:30</b>	
19:00	<b>Conference Braai until 22:30</b>	

## DAY 3

THURSDAY 25 MARCH 2010

07:30	<b>Registration Opens</b>	
08:00	Plenary 3: A New Leadership Ethos: The Ability to Predict	<i>Dr Marc Van der Erve, Author/Speaker</i>
09:15	Plenary 4: Do's and Don'ts of doing Business and Training Worldwide	<i>Fernando Sánchez, General Director, Mejorar S.A., Venezuela</i>
10:00	<b>Refreshments / View Exhibition</b>	
	<b>TRACK A</b>	<b>TRACK B</b>
10:30	<b>How to successfully attract, recruit and retain talent in a flat market</b> <i>Leonie Pentz, Executive Search Professional, TBA</i>	<b>A global journey and some lessons learnt</b> <i>Robert Macleod, Director, Investors in People International, UK</i>
11:15	<b>Desperately seeking Synergy</b> <i>Niël Steinmann, CEO, People's Dynamic Development</i>	<b>Case Study on entering youth into ICT, a programme in support of JIPSA</b> <i>Wikus van der Merwe, Telkom</i>
12:00	<b>Lunch / View Exhibition</b>	
13:30	<b>High Impact Executive Leadership and Teaming: Understanding why top teams often underperform and how to resolve it</b> <i>Guy Blackbeard, Manager: Learning &amp; Development Director, Maccauville Learning Academy</i>	<b>Are perceptions in understanding cultural differences realistic?</b> <i>Simon Skhosana, Managing Director, Top Performers for Africa</i>
14:15	<b>The changing landscape of connecting legislation to Organisational Performance</b> <i>Mike Truelock, OD Manager &amp; Chris Gengan, Skills Development Manager, Sappi Management Services</i>	<b>Global Training Methods</b> <i>Annita Thomas, Senior Consultant &amp; Interculturalist, The Thomas Center, USA &amp; Steven Filby, HR Director Asia Pacific, Hotel Club, Australia</i>
15:00	<b>Refreshments / View Exhibition</b>	
15:30	<b>How to set up E-learning on a shoestring - The pitfalls and opportunities</b> <i>Robert Pfau, National Manager: Learning Solutions Delivery, Liberty Life</i>	<b>Aligning Leadership Decision Making in Organisations</b> <i>Deon Greyling, Senior Vice President, BTS South Africa</i>
16:15	<b>Coaching to develop awareness of diversity and power issues</b> <i>Dr Sunny Stout Rostron, Director, Manthano Institute of Learning (Pty) Ltd</i>	<b>The implications of ROI measurement</b> <i>Diederick Stoel, CEO, ProfitWise International, Netherlands &amp; Marius Meyer, Senior Lecturer:HRD, University of Johannesburg</i>
17:30	<b>Drinks in Exhibition Hall until 18:30</b>	
19:00	<b>Conference Informal Themed Dinner until 22:30</b>	

## DAY 4

FRIDAY 26 MARCH 2010

08:00	<b>Registration Opens</b>	
08:15	Plenary 5: The Management Inferno: Facing the Shadow Side of Formal Leadership	<i>Prof Pat McLagan, Chairman, McLagan International, Inc. USA</i>
09:15	Plenary 6: Best Practices in E.Q.	<i>Dr Pieter van Jaarsveld, CEO, Tandem Training</i>
10:00	<b>Refreshments / View Exhibition</b>	
10:30	Plenary 7: International Best practices in achieving a competitive advantage through Training	<i>Diederick Stoel, CEO, ProfitWise International, Netherlands</i>
11:15	Plenary 8: South Africa in its strive to become more competitive — Are we improving?	<i>Steuart Pennington, CEO, SA The Good News</i>
12:00	<b>Lunch (until 13:00) in Exhibition Hall</b>	

