



News Release

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For Immediate Release

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ASTD Announces Webinar Sessions for July and *Technology for Trainers* Webinar Series

(Alexandria, VA) June 12, 2003 - The American Society for Training & Development (ASTD) announces its schedule of ASTD Webinars for July 2003. A Webinar is an online presentation featuring an expert in a particular field using a web-based collaborative tool. Participants may log in from anywhere to attend. The July schedule for the ASTD Webinar series is as follows:

Session 1:

"Using E-Learning: I Don't Cost You Money, I Make You Money!" presented by William Horton on Tuesday, July 8 from 1 to 2 p.m. EDT.

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Session 2:

"Graphics – Choice Depends on Purpose" presented by Thomas Toth on Thursday, July 10 from 1 to 2 p.m. EDT.

Thomas Toth will be continuing this series of Webinars, "Technology for Trainers," through the summer and fall. Each of these 60 minute sessions will address the specific needs of the e-learning developer regarding the technology behind e-learning. Participants that complete the six (6) ASTD Webinars in Toth's series will receive a signed "Certificate of Completion." To see a schedule of future dates and times, go to www.astd.org/webinar and click on "Session Schedule."

For each of Toth's ASTD Webinars, two (2) free copies of his new book, *Technology for Trainers*, will be included in a drawing. Webinar participants must enroll before 11 a.m. the morning of each Webinar to guarantee that their name is included in the drawing.

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Session 3:

"Blending is Baloney!" presented by William Horton on Tuesday, July 15 from 1 to 2 p.m. EDT.

Session 4:

"What Does E-Learning Really Cost? – How can you budget and benchmark your e-learning program?" presented by Josh Bersin and Chris Howard on Thursday, July 17 from 1 to 2 p.m. EDT.

Session 5:

"Beans: Four Principles for Running a Business in Good Times or Bad – A Business Fable Taken From Real Life" presented by Leslie Yerkes on Tuesday, July 22 from 1 to 2 p.m. EDT.

Session 6:

"Top 10 Blunders in Buying E-Learning Tools" presented by William and Katherine Horton on Thursday, July 24 from 1 to 2 p.m. EDT.

Session 7:

"PowerPoint: The E-Learning Tool You Already Have!" presented by Katherine Horton on Tuesday, July 29 from 1 to 2 p.m. EDT.

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The participation fee for each ASTD Webinar is \$69 per person. Please note that ASTD Webinars may be added to the schedule throughout the month. For a current schedule or to register for an ASTD Webinar, go to www.astd.org/webinar and click on "Session Schedule."

Continuing through 2003, the ASTD Webinar series will host several sessions each month. Sponsorship opportunities are available by contacting the ASTD sales department by email: dbell@astd.org. Future Webinar dates will be included on ASTD's Website, www.astd.org, and in upcoming press releases. Questions about the ASTD Webinar series should be directed to the ASTD Customer Care Center - phone: 703.683.8100 or email: webinars@astd.org.

About ASTD

ASTD is the world's leading association of workplace learning and performance professionals, forming a world-class community of practice. ASTD's 70,000 members come from more than 100 countries and 15,000 organizations - multinational corporations, medium-sized and small businesses, government, academia, consulting firms, and product and service suppliers.

Founded in 1944, ASTD is now a global force, widening the industry's focus to connect learning and performance to measurable results, and is a sought-after voice on critical public policy issues.

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