

D2L Fusion 2020

Anaheim, CA | July 20–22

D2L.com/Fusion

Professional Development Business Case Toolkit

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Many travel and training budgets have been reduced, which means that regardless of the merits of attending the Fusion conference, you'll probably need to justify the expense and your time away from the office.

Fusion offers you the ability to connect with peers and learn from educators and learning leaders from around the world. Attend Fusion to share and discover new perspectives, enjoy practical hands-on training, get an infusion of energy and ideas, and build your network in a meaningful way.

We've put together a Business Case Toolkit to help you convince your institution that the return on investment (ROI) is substantial for attending this training.

Benefits of Attending

D2L Fusion brings together the best in learning innovation.

- **Make lasting connections** with a community of peers, partners, and industry experts.
- Binge on all the **topics and sessions that matter most to you.**
- Discover the **latest trends, product innovations, and best practices.**
- **Share your goals and get answers** to your toughest questions.

Fusion is the best all-in-one conference for your learning buck. You'll leave with **tangible and actionable learnings** that **you can** apply when you return to your organization.

Oh, and you'll have **some fun** too!

Available Advantages

- Comprehensive content from education experts and subject matter experts.
- A flexible program – a combination of plenary, concurrent general and breakout sessions, discussion forums, networking opportunities, and the ability to custom-build your conference experience with track-based sessions.
- Discuss current concerns and future thoughts and ideas with peers and experts.
- Hands-on Labs where you can provide direct feedback to D2L and connect with subject matter experts and peers a variety of relevant subjects including: User Experience, Extensibility, Training and Documentation, Data and Analytics, and Accessibility.

Tips and Talking Points

Here are some tips and talking points that you will want to consider. Focus on what you will specifically bring back to your organization as a return on the investment.

- Fusion is the best all-in-one conference that offers a **comprehensive, time-intensive learning** environment that will minimize your time away from work. Your attendance will be much more **cost-effective and time-efficient** compared with registering for multiple seminars or webinars.
- There is an opportunity to meet **face-to-face with D2L** tech support and solutions experts to provide feedback and remedy lingering challenges, discuss workarounds, and explore solutions prior to implementation on campus.

- **Professional development training** is critical for preparing employees to take on greater responsibility. Attendance at this professional development conference will **provide the tools** to help ensure your program is up to par.
- The topic and session **content** is relevant and thought-provoking for organizations of all sizes and regions.
- There will be ~1,000 **attendees and learning experts** and partners from organizations around the world at Fusion. You will build your network with meaningful connections that you can continue to learn from.
- You will leave Fusion with **tangible and actionable learnings** prepare and deliver a short presentation and Q&A to your colleagues to **share the benefits and learnings from Fusion with the rest of** your organization.
- Share the **speaker handouts, session recordings, and learnings** with your colleagues. As an attendee, you have access to materials posted by speakers and featured session recordings, as well as a mobile app for networking directly with presenters and other attendees.
- If you are working to obtain or maintain your professional education status, Fusion offers **valuable training hours** you can apply toward required **continuing education**.
- Be prepared with a plan showing who will cover for you during your absence while attending Fusion.
- This conference will help **build your team**, providing a forum for team members to discuss tools, technologies, and processes and how they might apply to improve your team strategies.

Draft Agenda at a Glance

*AGENDA SUBJECT TO CHANGE. Go to www.D2L.com/Fusion for the latest schedule.

| FUSION 2020 – FULL CONFERENCE*** AGENDA AT A GLANCE | |
|--|---|
| MONDAY, JULY 20, 2020 – FUSION CONFERENCE DAY 1 | |
| 7:00 AM | Pre-Conference* Registration Open |
| 8:00 AM | Pre-Conference* Breakfast |
| 9:00 AM | Pre-Conference* Sessions 1 |
| 10:10 AM | Pre-Conference* Morning Coffee Break |
| 10:20 AM | Pre-Conference* Sessions 2 |
| 11:30 AM | Pre-Conference* Lunch |
| 12:15 PM | <i>Wellness Break</i> |
| 12:30 PM | Pre-Conference* Sessions 3 |
| 1:00 PM | Main Conference** Registration Opens |
| 1:40 PM | Pre-Conference* Afternoon Snack Break |
| 1:50 PM | Pre-Conference* Sessions 3 |
| 3:00 PM | Pre-Conference* Sessions End / Main Conference** begins |
| 3:00 PM | Affinity Network Group Activities Begin / Labs Open |
| 4:40 PM | Mainstage - Community Spotlight |
| 4:55 PM | Mainstage - Opening Keynote by John Baker |
| 5:45 PM | Welcome Reception in Exhibit Hall |
| 7:30 PM | Welcome Reception Ends |
| TUESDAY, JULY 21, 2020 – FUSION CONFERENCE DAY 2 | |
| 6:00 AM | <i>Wellness Activity (sign-up required)</i> |
| 7:00 AM | Registration Open |
| 8:00 AM | Breakfast / Exhibit Hall and Labs Open |
| 8:45 AM | Mainstage – Community Spotlight |
| 9:00 AM | Mainstage – Solutions Spotlight |
| 10:10 AM | Breakout Sessions 2 (various session formats) and Labs |
| 11:00 AM | Coffee Break |
| 11:15 AM | Breakout Sessions 2 (various session formats) and Labs |

| | |
|---|---|
| 12:05 PM | Lunch |
| 12:50 PM | <i>Wellness Break</i> |
| 1:10 PM | Breakout Sessions 3 (various session formats) and Labs |
| 2:05 PM | Breakout Sessions 4 (various session formats) and Labs |
| 2:45 PM | Afternoon Snack Break |
| 3:10 PM | Breakout Sessions 5 (various session formats) and Labs |
| 4:00 PM | Walking Break |
| 4:15 PM | Mainstage – Special Guest Keynote 1 |
| 7:30 PM | Evening Networking Event |
| 9:30 PM | Evening Event Ends |
| WEDNESDAY, JULY 22, 2020 – FUSION CONFERENCE DAY 3 | |
| 7:00 AM | <i>Wellness Activity</i> |
| 8:00 AM | Registration Open |
| 8:00 AM | Breakfast / Exhibit Hall and Labs Open |
| 8:45 AM | Five Minute Flare Presentations |
| 9:45 AM | Breakout Sessions 6 (various session formats) and Labs |
| 10:35 AM | Coffee Break |
| 10:50 AM | Breakout Sessions 7 (various session formats) and Labs |
| 11:40 PM | Lunch |
| 12:30 PM | <i>Wellness Break</i> |
| 12:55 PM | Breakout Sessions 8 (various session formats) and Labs |
| 1:50 PM | Breakout Sessions 9 (various session formats) and Labs |
| 2:40 PM | Afternoon Snack Break |
| 3:00 PM | Breakout Sessions 10 (various session formats) and Labs |
| 3:50 PM | Walking Break |
| 4:00 PM | Exhibit Hall and Labs Close |
| 4:15 PM | Mainstage – Special Guest Keynote 2 |
| 5:15 PM | Mainstage – Closing Remarks |
| 5:30 PM | End of Conference |

Agenda subject to change.

*****Full Conference Pass includes the Pre-Conference plus Main Conference.** This pass has access to the entire 3 full days of Fusion activities including: All-day access to the Pre-Conference session workshops starting at 8:00AM Monday, as well as the full Main

Conference program that starts at 3:00PM Monday and continues all day Tuesday and Wednesday. Access also includes the Monday Welcome Reception; breakfast, lunch and coffee breaks all three days, and one Evening Networking Event Pass.

- ***Pre-Conference starts at 8:00AM on Monday and includes access to all activities on that day:** all-day access to hands-on in-depth workshops, activities, breakfast, lunch, and coffee breaks on Monday, as well as access to the Networking activities, Mainstage Keynote, and Welcome Reception on Monday evening.
- ****Main Conference starts at 3:00PM Monday, after the Pre-Conference sessions end.** Main Conference program includes labs, conference networking activities, Mainstage Keynotes, breakout sessions, Exhibit hall, and conference networking activities that occur after 3:00PM Monday, and all day both Tuesday and Wednesday. Access also includes the Monday Welcome Reception, breakfast, lunch and coffee breaks on Tuesday and Wednesday, and one Evening Networking Event Pass.

Tracks and Labs in Fusion Program

Instruction and Design Track

Educators and the people who support them continue to strive to improve the achievement of student learning outcomes. These innovations and quality improvement efforts continue to add to the portfolio of effective practices in online education. This track will include both client- and D2L-led sessions relevant to teachers, faculty, trainers, and the people who support them, such as instructional designers, instructional technologists, librarians, and accessibility advocates. Key topics include:

- Active learning techniques
- Blended learning
- Competency-based education design
- Content creation and curation
- Course design and quality rubrics
- Flipped classrooms
- Gamification of student learning
- Learner engagement
- Modern workplace
- Open courses
- Personalized learning
- Social media for learning
- Student engagement techniques
- Video and feedback strategies

Technical and Development Track

The ever-growing importance of technical expertise will be on full display in the sessions offered in this track. Brightspace site administrators, IT support professionals, and developers will share the technical aspects of supporting online learning, innovative developments with Brightspace Valence, and effective practices for user support.

Key topics include:

- Effective practices for administrators
- Implementation of Brightspace products
- Mobile applications, devices, and support
- Responsive design
- Manager dashboard
- Supporting end users and other learners
- Supporting online students
- Supporting online instructors, trainers, and HR specialists

Leadership and Strategy Track

Engage with industry thought leaders, senior educational leaders, and D2L subject matter experts in a comprehensive review of key topics and customer case studies, as well as in-depth discussion periods. In this track, D2L invites colleagues committed to transforming their institutions to share their leadership perspectives, organizational processes, and staff development programs in an effort to help all attendees facilitate institutional change and continue to make significant progress in improving learning outcomes.

Key topics include:

- Accreditation for online programs
- Competency-based learning programs
- Developing and growing online programs
- Faculty or course evaluation

- Legal and policy issues
- Student recruitment and retention
- Proctoring and student authentication
- Professional development for online educators

Accessibility Track and Lab

Join the Accessibility Lab for demos and hands-on experience. D2L accessibility experts will be on hand to answer your questions, listen to your feedback, and help you get the most out of the Brightspace platform.

If you're looking for a Partner solution to improve accessibility, the Accessibility Lab is the place to go! The following partners will present demos and be available for discussion at their assigned hours: ReadSpeaker, Kaltura, Bb Ally, AIRA. A full program of Accessibility and UDL-related presentations will also be happening throughout the conference agenda.

Key topics include:

- Universal design for learning
- Web accessibility for online course design
- Accessibility training
- Choosing accessible technologies for teaching and learning

Data Analytics Track and Lab

Data enthusiasts, system administrators, data scientists & data analysts: Join us in the Data Analytics Lab!

D2L developers, consultants and product managers will be on hand to answer your questions, listen to your feedback and help you get the most out of your Brightspace data. Whether you're already building out your data access solution using the data hub or wondering how to get started, we will have hands-on activities to meet you where you are in your data journey. We will also have some opportunities to provide feedback in our brand-new Insights features and where we go next.

This program of Analytics focused breakouts and discussions takes place throughout the conference schedule. Attendees can drop by any time to ask questions, bring their own code or system design to seek help or engage in our activities.

A full program of Data Analytics related presentations will also be happening throughout the conference agenda.

Key topics include:

- Data analytics for training and instruction
- Data analytics for organizational reporting
- Effective practices with the D2L Student Success System™ functionality

Extensibility Track and Lab

Software developers, system administrators, technical decision makers: join us in the Extensibility Lab!

D2L developers and extensibility experts will be on hand to answer your questions, listen to your feedback, and help you get the most out of the Brightspace developer platform. Whether you're using the Brightspace APIs, building an LTI integration, or looking for a Partner solution, the Extensibility Lab is the place to be!

This program of extensibility-focused seminars and discussions takes place throughout the conference schedule. Attendees can drop by any time to ask questions or even bring their own code or system design to seek help extending the Brightspace platform.

A full program of Extensibility related presentations will also be happening throughout the conference agenda. Key topics include:

- Brightspace extensibility
- Brightspace valence applications
- LTI integrations

Knowledge Central Track and Lab

At Knowledge Central you can take a tour through our updated Documentation, Knowledge, and Community resources or sit down with a Brightspace Trainer – or both!

We'll have some product and resource experts available, and they want to know what you need to make your workday easier!

Our Brightspace Training is designed to help you realize the potential of how our tools can be used to enhance teaching and learning. Come, sit down with our product trainers who are experts in all Brightspace products to pick up knowledge, effective practices and valuable tips. There will be an opportunity to sign up for an appointment or just drop by!

The Brightspace Community is where you can access our updated Documentation and Knowledge resources. But it's more than that. It's about having a conversation – tell us what you'd do differently. Tell us what you love. Learn a thing or two that you can show off to your colleagues and teach us a thing or two that we can use to improve the Brightspace Community for everyone.

A full program of Knowledge related presentations will also be happening throughout the conference agenda. And you can drop by, or book an appointment in advance to meet with one of our D2L Trainers, Community, or Knowledge resources in the Lab.

Key topics include:

- Getting the most out of the tools within Brightspace
- Using advanced options in Brightspace to increase productivity
- Using advanced options in Brightspace to improve learner engagement
- Leveraging D2L services and tool synergies to improve your learning programs

User Experience Research Lab

At D2L, we want to hear from our clients. We are always striving for a better experience for instructors, students, administrators, and all users interacting with Brightspace integrated learning platform technology. This Lab is your opportunity to sit down with Product Designers and UX Researchers, participate in live user research and usability testing to give feedback on early designs, and help us understand the problems you face in education.

At the User Experience Research Lab and throughout the year, your feedback helps us create the next generation of teaching and learning solutions.

You can drop by, or book an appointment in advance for one of the UX testing and feedback sessions.

Sample Business Case Letter

This is a suggested template for a letter you can draft to request employer support for your attendance at Fusion 2020 in Anaheim, CA. If you decide to use it, please make sure you include your organization's name and the correct prices in the appropriate areas. Also, be sure to do your homework and calculate your return on ROI.

[Date]

[Supervisor's name]

[Title]

[Organization name]

Dear [Supervisor's name],

I am writing to obtain approval to attend Fusion 2020, a global learning conference taking place July 20-22 in Anaheim, CA. This is a valuable event, with opportunities to learn from industry experts. The event's focus aligns directly with our department's priorities: [LIST PRIORITIES].

Every year, D2L Fusion brings together the best in learning innovation. Over the course of the conference, I will have access to:

[SELECT TOP OPPORTUNITIES FROM LIST]

- 100+ sessions of varying levels, formats, and topics to help broaden my knowledge base and skill set.
- Five different specialized labs with presentations and discussions taking place throughout the full conference schedule. Dedicated experts will be on hand to take feedback, answer questions, provide support, and share solutions and best practices.
- The opportunity to explore many topics as industry thought leaders, evangelists, technologists, and peers share their insights and learning and technology best practices.
- Informative and instructive tracks that will demonstrate how to fully leverage the online learning solution through training, focus groups, and in-depth roundtable discussions.
- Introductory courses for beginner Brightspace users, including product-focused seminars.
- Structured networking time with peers from other organizations to help grow our relationships.
- D2L staff and partners eager to discuss and showcase the latest technologies and solutions available.
- Access to the most recent version of the Brightspace Learning Environment, with an opportunity to learn from experts and explore new features.
- Over a hundred speakers in the learning and education space from organizations around the world as well as Special Guest Keynote speakers. The chance to meet and have meaningful networking time with 1,000 attendees from organizations around the world in educational and corporate spaces.
- Critical information and takeaways that can help harness the potential of our Brightspace solution to improve learning.

Benefits to Our Organization

- An opportunity to learn from peers and leading experts from around the world.

- The ability to fully leverage the capabilities of the newest learning strategies and solutions.
- A presentation of key learnings: My attendance will also benefit the rest of the team, as I plan on hosting a post-event presentation to share what I have learned.

Presentation Topic Highlights Include:

[SELECT TOP 5 PRESENTATION TOPICS FROM LIST]

- Accessibility
- Analytics
- Assessment
- Blended Learning
- Competency-based Education
- Corporate Training
- Course Design
- Engagement and Active Learning
- Extensibility and APIs
- Future Skills
- Gamification
- Implementation and Migration
- Mobile
- Online Programs
- Personalized Learning
- Professional Development
- Retention and Student Success
- Site Administration
- Teaching and Productivity

The presentations that I plan to attend include: **[list top and most relevant sessions from published agenda]**.

Training and Continuing Education

This conference will provide training toward my continuing education. If I attend every slotted session offered in the Main Conference, I will receive 450 minutes/7.5 hours (based on a 50-minute hour) of training. If I also attend the Pre-Conference on July 20, I will receive an additional 360 minutes/6 hours of training.

Pre-Conference Training – Monday, July 20

Pre-Conference training offers one full day of interactive, in-depth workshops for all levels of Brightspace platform users. Clients will receive specialized, hands-on training sessions led by the highly qualified D2L training and services teams and will actively learn how to improve their approach to eLearning. Workshops include sessions focused on pure product and service training. Essentially, hands-on product training is being offered at a great discount.

Exhibit Partners

I also reviewed the exhibit list and identified a number of solution providers that I would like to visit and evaluate. Some key exhibitors include: **[Company A, Company B, Company C, etc.]**.

Cost Breakdown

I am requesting approval for the registration fee and travel expenses. The Main Conference registration fee includes the two and a half day conference, breakfast and lunch on Tuesday and Wednesday, refreshments, networking activities, and Exhibit Hall entry.

Please see the cost breakdown attached in my Expenses Worksheet.

I believe Fusion will offer me an invaluable learning experience and access to resources that I can start leveraging the minute I am back at **[ORGANIZATION NAME]**. For the benefits that I expect to derive from this conference, I believe the costs are minimal, and I hope you will support my attendance.

Thank you for considering my request. I look forward to hearing back from you!

Sincerely,
[Your name]
[Title]

Calculate ROI for Attendance – Justify Conference Attendance

Conference expenses are affected by a number of factors. Before you begin to justify conference expenses, you need to calculate what those expenses are. Use the following Expenses Worksheet to develop a cost estimate for attending Fusion.

Expenses Worksheet

| Expense Cost | Guideline | Cost |
|--|---|--|
| Main Conference Registration | Early Bird price* | \$700 US |
| Full Conference Registration (Pre-Conference + Main Conference) | Early Bird price* | \$950 US |
| Flight | Try a web travel service to get a quick estimate | \$ |
| Lodging | Fusion negotiated rates with the hotel | \$199/night # of nights x (\$199 + taxes) |
| Transportation: Airport to Hotel | Taxi – car rental? | \$ |
| Transportation: Hotel to Airport | Taxi – car rental? | \$ |
| Mileage Reimbursement | Driving to the conference? To the airport for your flight? Use Google Maps to calculate distances, then multiply the miles by your company cents/mile or cents/km standard. | \$ |
| Parking Reimbursement | At airport for flight departure and/or at hotel where conference is located | \$ |
| Food per Diem | See your organization guidelines for per diem rules | \$ |
| Subtotal | | \$ |
| Total number of employees going (Note: Save another \$50 per person for groups of 5 or more) | | |
| Grand Total | | \$ |

*Rates reflect Early Bird pricing. Early Bird deadline is April 17, 2020. See [Fusion Rates](#) for more details.