

Soon, the thought leaders and decision makers in corporate training and online education will meet again to share their ideas, innovations, and insights. Will you be there?

# Tata Learning Forum 2005

Interact. Innovate. Inspire.



After the success of Tata Learning Forum (TLF) 2004, Tata Interactive Systems brings you Tata Learning Forum 2005 – Boston, our international symposium where some of the leading global organizations, government and educational institutions, and publishers reveal their strategies for learning success. This event offers the e-learning fraternity an opportunity to interact, innovate, and inspire each other. At TLF you will:

- Network with leaders in corporate training and online education.
- Discuss global best practices with CLOs, VPs, training managers from leading international corporations as well as university deans, academicians, publishers, and educational practitioners worldwide.
- Get insightful analyses of leading-edge learning innovations.
- Track the latest developments in the online education and training industry.

**September 19–20, 2005**

## Venue

Executive Leadership Center  
Boston University School of Management  
595 Commonwealth Avenue  
Boston, MA 02215

## Overview

**September 19, 2005**

**1.00 PM–2.00 PM**

Registration

**2.00 PM–2.15 PM**

Welcome Address by Manoj Kutty,  
Worldwide  
President – Sales & Marketing  
Tata Interactive Systems

**2.15 PM–3.15 PM**

CEO Panel Discussion

**3.45 PM–5.30 PM**

Sessions

**6.30 PM–9.45 PM**

Boston Bay Harbor Cruise with  
a Cocktail Reception

**September 20, 2005**

**8.00 AM–3.45 PM**

Separate tracks on Corporate  
Training and Online Education

## The Agenda

### CEO Panel Discussion – Common for both Corporate and Education Delegates

A panel of CEOs will discuss:

Key Trends in the Learning and Training Industry

**Speakers:** **Brian Mueller, CEO, University of Phoenix Online**  
**Jack Lee, CEO, Knowledge Management Solutions Inc.**  
**Sanjaya Sharma, CEO, Tata Interactive Systems**  
**Vicki Morris, VP Marketing, SABA**

### Corporate Track

The sessions will feature speakers from companies like **Abbott Labs, ACS, Aetna, Express Scripts, Qantas, Raytheon, UNICEF, UPS,** and many more...

### Education Track

The sessions will feature speakers from institutions like **Boston University, California Lutheran University, Cognitive Concepts, Compass Learning, Eduventures, Jenzabar, SUNY, and University of Phoenix,** among others.

Beyond the learning sessions, Tata Learning Forum presents unique opportunities for face-to-face discussions and one-on-one meetings with members from every walk of the learning industry. At TLF, you will have the opportunity to network with the following prospective attendee/participating organizations:

Abbott Laboratories	Hoffmann-La Roche Inc.	Rochester Institute of Technology
Aetna	Houghton Mifflin	SABA
Affiliated Computer Services, Inc.	HP	State Farm Insurance
American Airlines	Information Mapping	SUNY
Baker Hughes	Jenzabar	Thomson Delmar Learning
British Airways	Liberty Mutual	Thomson NETg
Boston University	Lippincott Williams & Wilkins	UNFPA
California Lutheran University	Motorola	Universal Health Services
CIGNA	Nationwide	University of Connecticut
Cognitive Concepts	NewYork-Presbyterian	University of Massachusetts
Continental Airlines	Personal Decision Inc.	University of Phoenix
Delta	Prentice Hall School	UPS
Eduventures	Putnam Investments	UTC
Express Scripts	Qantas	Waters
Great Source Education Group	Quinnipiac University	WBT Systems
Higher Colleges of Technology	Raytheon Professional Services	Zurich Financial Services

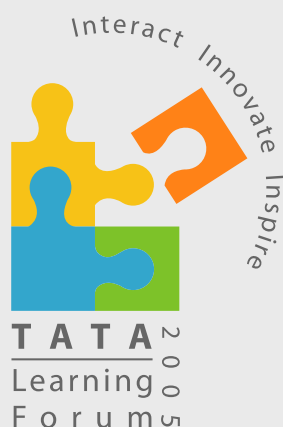
For more information, call **Kashyap Vadapalli** at **1 848 250 9723** or write to [TLF@tatainteractive.com](mailto:TLF@tatainteractive.com)

**Dress code:** Business casuals

Entry to Tata Learning Forum is by invitation only. Final selection of attendees for participation is at the sole discretion of Tata Interactive Systems. Schedule and speaker sessions subject to change.

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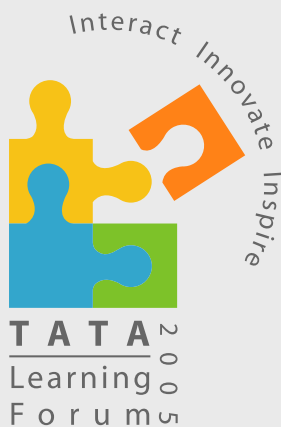
## Agenda

### Corporate Track

Timing	Session	Speakers
<b>September 19, 2005</b>		
2.00–2.15 PM	Welcome Address by Manoj Kuty Worldwide President – Sales & Marketing, Tata Interactive Systems	
2.15–3.15 PM	CEO Panel Discussion	
3.15–3.45 PM	Break	
3.45–4.30 PM	Implementing Learning Programs for a Global Audience	Abbott Labs Baker Hughes
4.30–5.00 PM	Striking The Balance – The Model for Balancing Effective Learning Strategy and Cost	Express Scripts
5.00–5.30 PM	The 3 R's of Measurement and How to Really Approach Kirkpatrick's 4th Level: ROI	Putnam Investments
5.30–6.30 PM	Networking	
6.30–9.45 PM	Boat Cruise	
<b>September 20, 2005</b>		
8.00–8.45 AM	Role of Online Universities in Supporting Workforce Development – Keynote Address	Brian Mueller, CEO, University of Phoenix Online
8.45–9.00 AM	Break	
9.00–9.30 AM	Training Process Outsourcing and Impact on Learning	Delta
9.30–10.00 AM	Operational Excellence – What to Look For in a Global Outsourcing Service Provider?	ACS
10.00–10.30 AM	Break	
10.30–11.00 AM	Mastering the Mix – Blended Learning for the Training Professional	Cigna
11.00–11.30 AM	Leadership Training Using Simulation-based Approach	UPS
11.30 AM–Noon	Learnings from a Broad-scoped Financial Solutions Project	Sun Life
Noon–1.00 PM	Lunch	
1.00–1.30 PM	How Games are Reshaping Corporate Learning	American Airlines
1.30–2.00 PM	Flexible Learning in a Shared Services HR Environment - The Qantas Experience	Qantas
2.00–2.30 PM	Developing EPSS That Works – A Case Study	Zurich Financial Services
2.30–2.45 PM	Break	
2.45–3.15 PM	If We Only Would Have Known... Lessons Learned from a Siebel E-learning Rollout	Nationwide
3.15–3.45 PM	How Can Training Organizations Leverage Content Management Systems for Authoring Content?	Aetna

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<b>September 19, 2005</b>		
2.00–2.15 PM	Welcome Address by Manoj Kuttu Worldwide President – Sales & Marketing, Tata Interactive Systems	
2.15–3.15 PM	CEO Panel Discussion	
3.15–3.45 PM	Break	
3.45–4.30 PM	Market Analysis: Student and Employer Attitudes Shaping Online Learning Growth	Eduventures
4.30–5.30 PM	Online Higher Education: Emerging Trends – A Panel Discussion	Boston University California Lutheran University SUNY University of Phoenix Online
5.30–6.30 PM	Networking	
6.30–9.45 PM	Boat Cruise	
<b>September 20, 2005</b>		
8.00–8.45 AM	Role of Online Universities in Supporting Workforce Development – Keynote Address	Brian Mueller, CEO, University of Phoenix Online
8.45–9.00 AM	Break	
9.00–9.45 AM	Meeting the Quality Challenge in Online Learning	John Ebersole, Boston University
9.45–10.15 AM	Break	
10.15–11.30 AM	Use of Simulations in Higher Education – The Present and The Future	Boston University John Wiley & Sons Quinnipiac University University of Phoenix Online
11.30 AM–Noon	Total Campus Management, Strategy Led Services – A distinct approach to decision-making	Jenzabar
Noon–1.00 PM	Lunch	
1.00–1.30 PM	Big System Cross-Institutional University Learning: The Example of SUNY's Engineering Degree Online	SUNY
1.30–2.00 PM	Innovations and Opportunities in Online Business Education Programs	California Lutheran University
2.00–2.15 PM	Break	
2.15–2.45 PM	E-learning in the Publishing Industry – The Migration from a Print Culture to a Blended Electronic Culture	Lippincott Williams & Wilkins
2.45–3.15 PM	Who is Driving this Bus, Anyway? The Power of Collaborative Project Management	Cognitive Concepts