

FOR IMMEDIATE RELEASENovember 5, 2020**MediaEdge Communications and ATD announce their strategic partnership related to the annual Learning & Training Conference**

TORONTO, ON - MediaEdge Communications and ATD (Association for Talent Development) are pleased to announce the formulation of strategic business partnership related to the annual Learning & Training Conference (LTC).

“We are very excited about our new partnership with ATD and look forward to the many benefits that this relationship will bring to the annual Learning & Training Conference (LTC) as well as the entire Canadian L&D industry”, says Chuck Nervick, senior vice-president at MediaEdge. “We know that the L&D industry has seen significant changes the past several years due to technological advances and new organizational requirements, but COVID-19 has added a new layer of complexity that no one could have ever imagined. As difficult as the past several months have been, we look forward to delivering timely, topical, and critical information to this entire sector during our December 8-9,2020 virtual LTC.”

Through this exciting collaboration, the Learning & Training Conference has added an important partner in ATD that will help deliver content to attending corporate L&D professionals. The 2020 LTC will consist of three education streams that are associated with three important learning sectors: Corporate L&D, Post-secondary Online Learning, and K-12 Online Learning. Over two days, this content-rich conference will deliver 30 education sessions, four keynote sessions and six special industry technology sessions.

“Canadian L&D professionals are a vital part of the global talent development community and we are excited about the opportunity to partner with Media Edge in hosting the 2020 LTC,” says Tony Bingham, President and CEO of ATD. “2020 has shown all of us how important the intersection of technology and learning is. At LTC we’ll be sharing research and best practices that will help Canadian L&D professionals drive even more impact with the work they are doing.”

For more information, please visit learningtrainingconference.com

ABOUT MEDIAEDGE COMMUNICATIONS INC:

For more than 25 years, MediaEdge has launched, managed, and produced market-leading, well-recognized, print and digital publishing, conference and trade show products within a variety of industry-specific sectors, positioning MediaEdge among the most respected organizations in its field. For additional information, please visit www.mediaedge.ca

ABOUT ATD:

About ATD: The Association for Talent Development (ATD), formerly ASTD, is the world’s largest association dedicated to those who develop talent in organizations. These professionals take the knowledge, skills, and abilities of others and help them achieve their full potential. ATD’s members come from more than 120 countries and work in private and public organizations in every industry sector. ATD supports the work of professionals locally in more than 125 chapters, international strategic partners, and global member networks. For additional information, please visit www.td.org

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