

From: Metrics That Matter <MTM@executiveboard.com>
To: Kester, Tonykester@aging.sc.gov
Date: 12/16/2015 1:24:52 PM
Subject: Please Be Our Guest at the February 24-25 CTR Conference in Dallas

Center for Talent Reporting Conference

Dallas, TX - February 24-25, 2016

Dear Valued Client,

CEB Metrics That Matter™ is a founding sponsor of the Center for Talent Reporting (CTR), a nonprofit association whose mission is to improve and standardize the measurement, reporting, and management of human capital to deliver significant business value.

Since you are a valued client, we would like to extend you a *free* CTR Conference registration *and* an annual membership in the Center for Talent Reporting. I have been involved with this organization since its inception, and I believe you would find this conference immensely helpful in your work.

Several factors make this conference unique and worthy of your time:

1. Laser-like focus on measurement, reporting, and management of L&D.
2. Outstanding speakers including industry thought leaders like Laurie Bassi, Patti Phillips, Cushing Anderson, Jean Martin and Dave Vance.
3. The small size of the conference provides you with plenty of time to ask questions and interact with the speakers.
4. Two great post-conference activities.
5. Affordability and convenience - the conference center is at the airport, and hotel rooms are only \$119.

Normally attendance would cost around \$800 (\$299 for CTR membership and \$499 for the conference), but as a founding sponsor we have a limited number of free conference passes and a number of free memberships we can provide to Learning professionals.

This one and one-half day conference takes place **February 24-25 in Dallas**. It is part of CTR week which begins with a two-day TDRp Basics Workshop on the 22nd and 23rd, and concludes with two post-conference workshops: CLO for a Day (a computer-based simulation which puts you in the role of a CLO) and the Strategic Alignment Workshop (step-by-step guidance to successfully align your initiatives to organizational goals).

You can learn more about CTR at <http://www.centerfortalentreporting.org> and more about CTR Week and the Conference at <http://ctrconference.com>.

Please let me know if you are interested, and I will confirm your registration and/or membership with the Center. Note: The free passes will be awarded on a first come/first serve basis, so please let me know of your interest as soon as possible.

Sincerely,

Kendall Kerekes
Managing Director, Metrics That Matter™

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