

GIVE YOUR LEADERSHIP TRAINING THE BOOT

Choose your upskilling adventure at the 2025 Virtual Training Festival



ABOUT THE VIRTUAL TRAINING FESTIVAL

Welcome to the only L&D experience that combines the joy of live music events with a rebellion against traditional corporate learning. Our skill-building workshops are live, virtual, and designed for inclusivity. All learning styles and skill levels are welcome...except PowerPoint. They're banned for life.

REGISTER



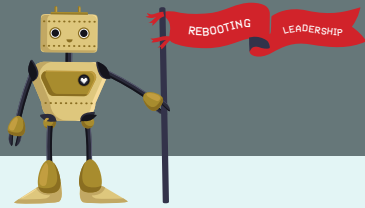
(SALT LAKE CITY, November 04, 2024) — When global educator **Rob Cordova** proclaims that virtual training environments are more effective than in-person, he's met with crickets—or an interrogation. But after more than 25 years of experience training 20,000 learners, Cordova reminds skeptics that in well-designed virtual environments, learners are 600% more likely to engage in post-session application than in-person learners.¹ Facts like this combined with personal conviction inspired Cordova to launch the **Virtual Learning Festival (VTF)**, which offers eight leadership-building workshops scheduled on multiple dates through **Dec. 20, 2025**.

"Inclusivity and accessibility are among VTF's guiding principles," said Cordova, founder and CEO of VTF. "For many people, building leadership skills that will advance their careers comes with barriers like mobility issues, learning disabilities, and auditory or visual impairments. I witnessed this firsthand with my own mom who suffers from dyslexia and saw how it impacted her ability to provide. I'm a parent myself now, with a young son on the autism spectrum who can be overwhelmed in certain settings. These deeply personal experiences are at the heart of every facet of VTF."

Each workshop offers the option for dyslexic-friendly fonts, live A.S.L interpreters, and pre-session calls with Cordova or another VTF team member to limit anxiety about structure and social interactions. And for people who learn in more typical ways, these **90-minute workshops** promise to take an "unboring" approach to L&D. They're activity-based minus cheesy icebreakers and virtual without a camera-on mandate. Cordova will build learners' skills in one of six critical areas: **leadership, communication, creativity, smart decision-making, running effective meetings, and culture-improvement**.

Whether teaching at the **Gabelli School of Business at Fordham University** or serving as an innovation whisperer for **American Express, Delta Airlines, and Disney**, Rob was embracing online meeting platforms years before COVID-19 shifted everything to virtual. "To me, every VTF workshop is an opportunity to leverage the diverse, collective brain power of attendees. My role is as a flexible tour guide who uses peer learning, interactivity, and visual enhancements to create an unforgettable experience around the content."

¹ Rock, D. (2020, Aug. 6). "How to make virtual learning better, not worse, than in-person." Forbes.com.



Advantage

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(SALT LAKE CITY, Nov. 4, 2024) — Beginning **Jan. 14** through **Dec. 22, 2025**, folks in every industry at any level are invited to build the most in-demand leadership skills in just **90 minutes at the 2025 Virtual Training Festival**. Attend a **single workshop (\$350)** or all eight with a **VIP pass (\$1800)** and a **Super VIP pass (\$2000)**. Every workshop is hosted on Zoom and learning stipends or L&D group bookings are welcome!

Activate Authenticity: Uncover the source code that defines you as a leader: Are you a visionary? Empath? The portrait of inclusivity? Through an activity-based approach, you'll identify the leadership superpower that distinguishes you from the pack—and create a mantra that embodies it.

Algorithms for Innovation: Integrate a proven formula for innovating into day-to-day activity. Through an activity-based approach, you'll be able to lead your teams through creativity techniques that challenge industry norms and embrace smart risk-taking.

Clarity on Command: Choose the right language to make transparency your operating system. Through an activity-based approach, you'll experience a master class in avoiding ambiguity and embracing concise direction.

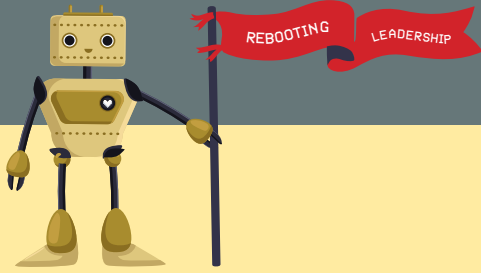
Debug Meetings: Host productive huddles that deliver downloads and decisions without draining your team. And since it's virtual, you'll see firsthand how remote technology in meetings can dramatically reduce costs, increase efficiency, and improve collaboration.

Decision-Making Mode: Install a framework for making the smart choice in any scenario. Through an activity-based approach, you'll learn to recognize your own personal biases and how to distinguish decisions from outcomes.

Decode Career Development: Hack into a system for mapping a path toward your goals + values. Through an activity-based approach, you'll explore five non-linear paths for career movement and the direct correlation of values and skills to career decisions.

Enable Engagement Everywhere: Upgrade your mindset by connecting purposeful play + risk-taking to daily routines. Through an activity-based approach, you'll revisit the joys of exploration and risk-taking—and start applying a playground mindset to workplace culture.

Optimize Communication: Tap into the power of persuasive language to influence behavior and improve others' performance. Taking an activity-based approach, you'll apply methods for driving and influencing change, as well as improving others' performance.



IS THE VIRTUAL TRAINING FESTIVAL... THE FUTURE OF L&D?

FAQs + Answers

What exactly is a Virtual Training Festival?

Held through December 2025, this virtual learning experience offers **live, open-enrollment courses** that your employees can book according to their availability. In **90 minutes**, founder and global facilitator Rob Cordova will build your people's skills in one of these six critical areas: **leadership, career development, clarity, communication, innovation, smart decision-making, running effective meetings, and culture-improvement.**

Who's attending?

New and experienced leaders at organizations in all industries. Think of it as a leadership conference with **all the peer learning and none of the T&E costs.** If you have a cohort of more than eight or prefer confidentiality, we can arrange private workshops.

Our teams already have LinkedIn Learning subscriptions.

Why do we need VTF?

Respectfully, LinkedIn Learning's self-paced approach sucks. It requires a tremendous time investment that translates **into only 2% of knowledge recall.**¹ As an expert facilitator, Rob's workshops are **slide-free** and incorporate **active learning, Q&A, storytelling, play** and even—gasp!—**technology**, for increased recall and engagement.

Does Rob truly believe virtual learning is better than IRL?

Yes. After working with more than 20,000 learners, he's witnessed firsthand how virtual learning can consistently deliver the **holy grail of outcomes: engagement, participation, and long-term retention.**

Intrigued...but still skeptical. Can you offer us a pilot test?

Absolutely. Email Rob **here** for a promo code that comps two employees or decision-makers for one workshop each.

If we opt to enroll our employees, how much will it cost?

Employees can use their learning stipend to register individually or we can enroll entire teams. Choose between a **\$350 Day Pass** (single workshop) and **\$1800 VIP Pass** (six workshops), or even go with a **\$2000 Super VIP Pass** (eight workshops + merch + more).



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¹ Sousa, Dr. David. How the Brain Learns. Thousand Oaks, CA: Corwin Press, 2016.com.

♥ ROB CORDOVA ♥

A global educator, Rob Cordova is as famous for his wizard beard as he is for transforming corporate learning into meaningful, unborning experiences. His activity-based approach has empowered thousands of participants in over 20 countries to think more creatively and embrace experimentation and change. (He's also appointed his college-age daughter as his Chief Creative Officer.)

A former consultant for FutureThink and Innovation Bound, Rob pioneered new techniques in active learning and increased memory retention. More recently, his Creative Leadership and Creative Intrapreneurship courses have earned him industry praise, including Top Presenter awards at Interop and HDI conferences.

Whether delivering his own courses or designing new training programs for Fortune 100 clients, Rob's passion and expertise make his workshops practical, accessible, and memorable. Known for innovation courses that actually enable people to generate real-world ideas, his workshop offerings have expanded to sales, product training, development planning, collaboration, and onboarding.

On any given weekday, Rob can be found coaching executives in creativity, hosting Webinars that don't suck, or delivering orientations that lead to higher talent **retention** rates. As the writer and producer of Industry Snacks, he created the training video series for American Express which more resembles SNL digital shorts than the usual yawn-inducing fare.

In addition to performing a warm-up routine for "Late Night" TV host Seth Meyers, Rob's 25-year career includes training folks in highly regulated industries like pharmaceuticals, energy, and financial services, as well as expertise in operations, customer service, and quality. With in-depth experience in Asia, Europe, and the Middle East, he's well versed in cultural nuances and adapts his content, activities, and approaches accordingly.

Rob received his master's in business education from New York University and has taught the Innovation & Resilience course for the Gabelli School of Business at Fordham University in New York City. He's gained understanding into how Millennials and Gen Z learns—insights that have proven valuable to clients like Foundation Medicine, which won the Brandon Hall Group's Silver Award of Excellence in 2020 for the onboarding program Rob implemented.

His recent and current client roster includes American Express, Comcast, Disney, Duke Corporate Education, Delta Airlines, Dun & Bradstreet, and Liberty Mutual Insurance. When he's not mesmerized by his twin sons or perfecting his Rap Battle skills, he's focused on evolving L&D from slide decks and spoon-fed content into an experience involving eye contact, peer learning, and interactivity. Rob is a citizen of the world who makes his home in Utah with his (ever-expanding) family.

