



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 for the tour at MyLeadershipReboot.com.

(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.