

*Introduction to Trade Show and  
Meeting Management, Logistics  
and Marketing*



HA 498

Unit 2.1

Meetings - Opportunities to Learn

Instructor: Detlef Decker

# *Hudson's Stages of Developmental Learning*

The perspective of the adult learner changes approximately every 10 years. Hudson had described the various stages of developmental learning. A different set of priorities affects the way an adult learns during each of these stages.

# *Before age 18 – Pulling up Roots*



The desire to become independent of parents predominates.

# *The Twenties – Breaking out and Staking out*



This is when an individual becomes an adult.

Those in their twenties have faith in their ability to shape their lives and a feeling that they are different and special. They often have a mentor who is roughly 15 years older.

## *The Thirties – Making it*

During the thirties, individuals are becoming their own people. Those in their thirties often feel constrained as their youthful dreams come to grips with reality. This period can be more difficult for women, and leads to stay-at-home mothers to look for jobs, working mothers to leave their jobs, singles to marry, and married couples to divorce. Many become dissatisfied with their jobs and their hunger for progress and personal recognition is undeniable.

# *The Thirties*

*cont...*

Typically, they settle down, buy homes, devote themselves to their careers, focus on their children and cut back on their social activities.

However, the strong desire to establish their niche in society and develop competence remains, so conflicting demands get juggled along with all the other aspects of life.

# *The Forties – Taking Charge*

The fourth decade is still prime time, but is also characterized by a change in transformative learning. It can be an unstable, explosive and turbulent period, triggered by the realization that time is passing rapidly.

As individuals become more aware of their loss of youth, they seek to refashion their identities. Many people in their forties feel unappreciated, both at work and at home.

# *The Forties – Taking Charge*

*cont...*



Men may make a great effort to reconcile lost dreams as woman may attempt to create a new dream. During their late forties and into the next decade, the individual becomes committed to new choices.

# *The Fifties – Enjoying Life*

If the mid-life transition has been successful, the fifties are a time of both renewal and resignation. Men will usually have completed this stage, but woman may experience a mid-life transition during this decade. By age 50, privacy has become important, as have friends. However, unresolved problems of the forties are still around in the fifties.

# *The Fifties – Enjoying Life*

*cont...*

Personal happiness and satisfaction tend to predominate, and there is a renewed interest in career and status. With the focus on preparing for one's later years, an interest in pursuing educational activities for personal satisfaction may surface. The fifties are a time for adults to do things that they always wanted to do, but never found the time for when they were externally driven.

# *The Sixties— Starting Over*

Many people in their sixties are preoccupied with problems related to accomplishing goals and exerting a positive influence on their jobs and families. Their attitude and outlook are strongly shaped by whether they are looking forward to retirement or dreading it. Men and women who have been engrossed in a career, where their time and energy was structured, may find this transition more difficult, whereas women who have not

# *The Sixties – Starting Over*

*cont...*



worked outside the home generally make the transition with ease because they are accustomed to planning their time and have developed more personal interest. Those in their sixties must adjust to a fixed income and governmental changes that affect their lifestyle, as well as to loss of a job, home, or spouse.

# *The Sixties – Starting Over*

*cont...*

The adult who has been engaged in learning throughout life will see these crises as challenges and continue to grow. He/She has anticipated retirement and welcomes the new-found freedom.

Those who miss the old days, when they were in demand or had responsibility for a career, can become disenchanted and even depressed.

However, most eventually find new interests and adjust to an everyday routine.

# *The Seventies and beyond – Coming to Terms*



With advancing age, the individual who has been educationally active tends to have a greater zest for living, a better level of self-esteem and more overall satisfaction. Depending on their psychological well-being, for the learner this can be a time of engagement in living rather than disengagement. The seventies are a time for retrospection.