

oeb

Shaping the future of learning

21st global, cross-sector conference on
technology supported learning and training

Berlin, December 2 – 4, 2015

Hotel InterContinental Berlin

www.online-educa.com

Post-Conference Report



Silver Sponsor



Conference Sponsors



2,200+

participants

from

90+

countries

79

exhibitors

from

21

countries

104

parallel sessions

13

world-renowned keynote speakers'

200+

international speakers

15

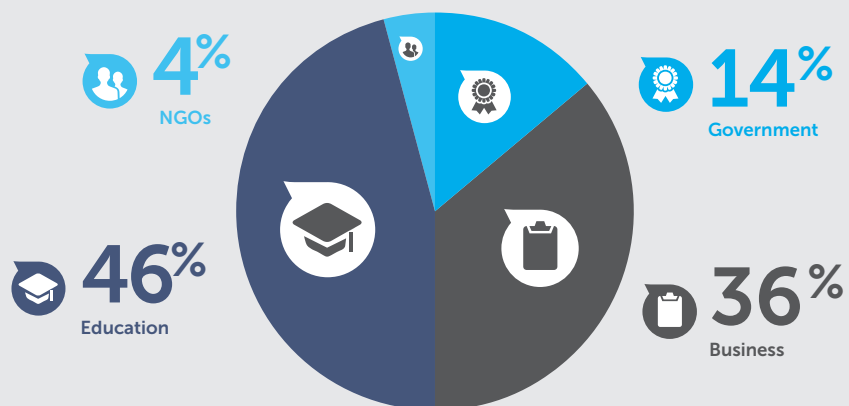
pre-conference workshops and seminars

4,943

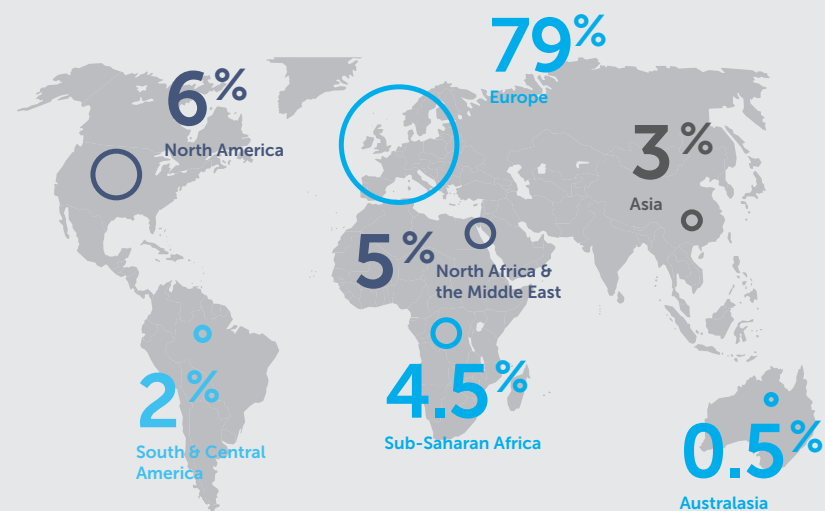
tweets featuring #OEB15 on the 2 – 4 Dec

OEB Participants 2015

Total 2,200+



Where participants came from in 2015



96% of participants rated OEB 2015 as worthwhile or very worthwhile

98% of participants said the atmosphere was good or very good

91% of participants would recommend OEB to their colleagues and associates



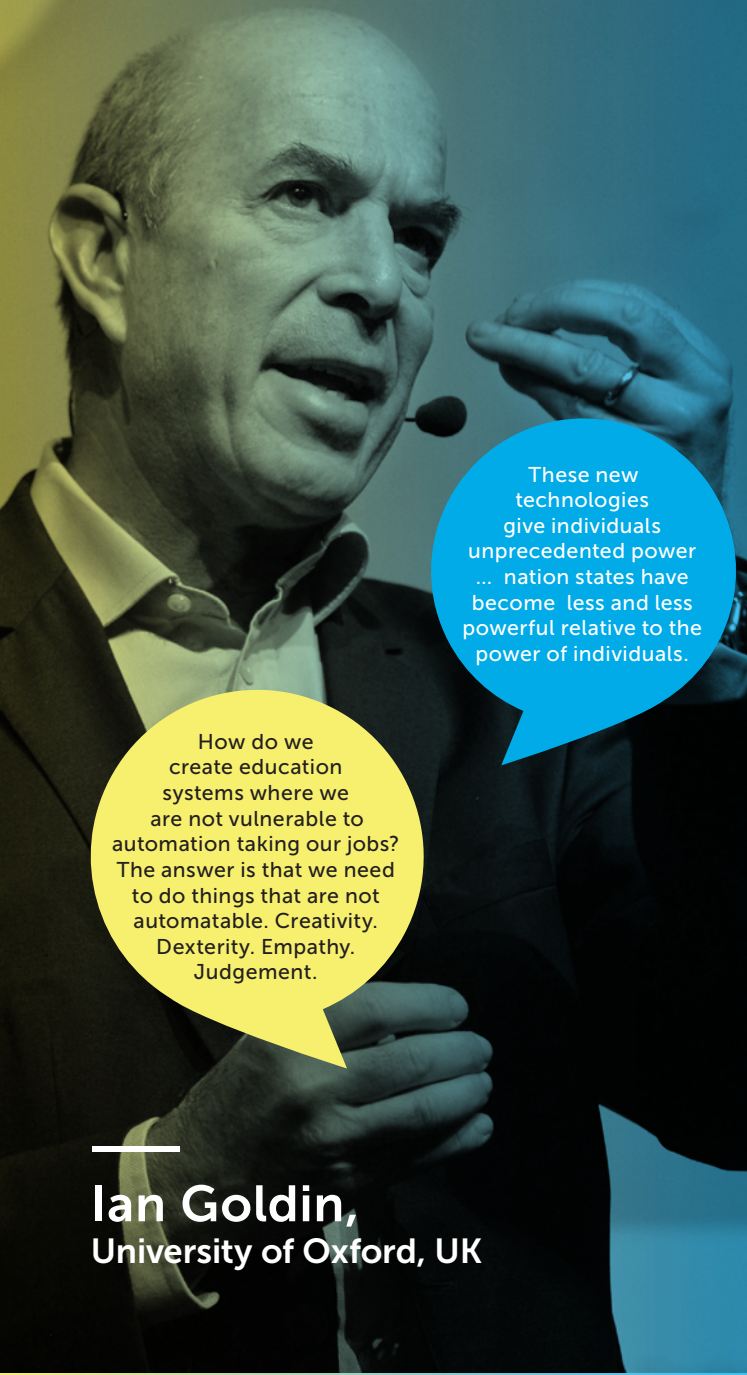
The Opening Plenary

OEB 2015 was opened by talks from three speakers whose work reckons with the state of change not just in education but the world broadly: David Price, OBE - a learning futurist who works on some of the biggest challenges facing business, education and society; Cory Doctorow - activist, science fiction author and co-editor of boingboing.net; and Ian Goldin, Professor of Globalisation and Development and Director of the Oxford Martin School at the University of Oxford.

It's really impressive how so many people are really involved and really motivated. It's great to see how far we can go.

Ricard Mateu Guasch,
Universitat Oberta de Catalunya,
Spain

Participant 2015



How do we create education systems where we are not vulnerable to automation taking our jobs? The answer is that we need to do things that are not automatable. Creativity. Dexterity. Empathy. Judgement.

These new technologies give individuals unprecedented power ... nation states have become less and less powerful relative to the power of individuals.

Ian Goldin,
University of Oxford, UK



Your degree is not a proxy for your ability to do any job. The world only cares about – and pays off on – what you can do with what you know (and it doesn't care how you learned it).

We're seeing a mega shift in the way in which we accredit knowledge and competencies.

Any lecturer that can be replaced by a YouTube video, will be.

David Price,
We Do Things Differently, UK



Kids are the beta testers of the surveillance state.

It matters a lot that our schools are increasingly surveilled environments, environments in which everything that our kids do is watched and recorded. When you do that you interfere with moments of real learning.

Cory Doctorow,
Writer, Blogger, Activist, USA



It's not because the education system has failed, it's because the macroeconomic system has failed in terms of not having enough job creation for all those skills.

Allan Päll,
European Youth Forum,
Estonia

We have limited time in schools, we have other things to teach and students have other things to learn; things like knowledge, understanding and wisdom.

Miles Berry,
University of Roehampton,
UK

When it comes to technical skills, when it comes to social skills and vitally when it comes to capacity to embrace change, we are not yet rising to that challenge sufficiently.

Jo Swinson,
Minister for Business, Education
and Skills in the UK's coalition
government of
2010–2015, UK

We need to teach them the basics – communication skills, strategic skills – and if you want to call them 21st Century skills, so be it!

Pedro de Bruckere,
Artevelde Hogeschool,
Belgium

The OEB Plenary Debate

**'This House believes 21st
Century skills aren't being
taught - and they should be'**

Under the chairmanship of Dr Harold Elletson, much of the debate rested upon the question of what exactly 21st Century skills look like.

Former Minister for Business, Innovation and Skills in the UK Jo Swinson shared some statistics – half of engineering companies in the UK have delayed projects due to a lack of skills; digital start-ups often struggle to find software developers; 11% of computer science graduates in the UK are unemployed – and suggested that what is really needed is to equip people with the ability to change and cope in a changing environment.

Opposing the motion, Alan Päll, Secretary General of the European Youth Forum, asked what exactly is it, if these skills aren't being acquired in educational establishments, that is driving the rapid pace of change in society. Päll conceded that, whilst the 21st Century will demand a certain subset of skills, these cannot all be learned in formal educational settings. The key for the coming years will be seeing just how much these skills can be 'brought into' educational establishments.

According to educational scientist Pedro de Bruckere, speaking in favour, technology has assumed a similar status in education to

sex-ed: teachers focus on the dangerous stuff, and overlook the fun stuff. We need to move away from the perceived dangers of the internet to its emancipatory potential. De Bruckere suggested that 21st Century skills actually mean a 'return' to the forgotten basics.

Last up was Miles Berry, principal lecturer and the subject leader for Computing Education at the University of Roehampton, to oppose the motion, arguing that skills alone cannot transfer across contexts without knowledge, understanding and wisdom and, whilst it is important that we teach skills, unless students are also given the tools to apply them to their own circumstances, this will be useless.

Members of the audience asked whether we were guilty of simply giving social skills a new name, missing out the need to educate older generations too, or ignoring the naturally adaptive nature of human beings. The motion was defeated!

A recording of the debate, as well as other sessions at OEB 2015, can be found at online-educa.com.

Future Work and Future Workers

What will work look like in the coming decades? Friday morning saw Nik Gowing, former BBC news anchor, engage three authorities on this topic in an interactive panel discussion – Cornelia Daheim, founder and director of Future Impacts Consulting; John Higgins, Director General of DIGITALEUROPE, the association for the digital technology industry in Europe; and Yannis Angelis, Fresenius Kabi, Germany.

We need to learn how to work in unstructured environments – we work in casual teams more and more. The ability to organise ourselves is key.

One of the key new developments will be the occurrence of four-generation working teams, as people grow older and work for longer.

Cornelia Daheim,
Future Impacts,
Germany

Nik Gowing,
Broadcast
Journalist, UK

Statistics suggests that only 2% of European enterprises are adopting new technologies from the new wave.

Many people want to change the world, but the world does not always want to be changed.

John Higgins,
DigitalEurope,
Belgium

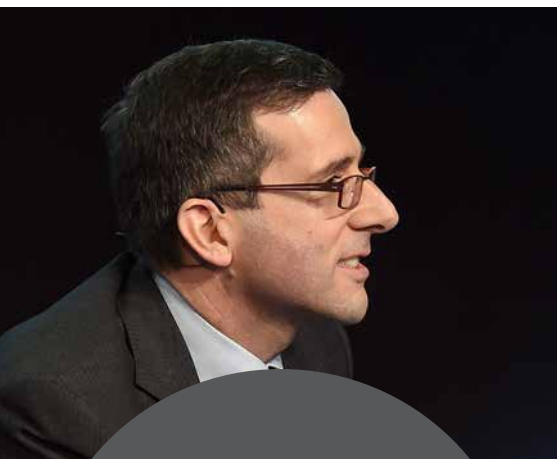
A big shift that needs to happen is one that goes from current hierarchical structures to more networked systems where we can be in charge of our own lives, and technology will be key in this.

We want to be both competent and skilled. All of us need to be change makers, in terms of how we influence humanity. Change is not a skill but an attitude.

Yannis Angelis,
Fresenius Kabi,
Germany

Tomorrow's New World: Extending the Reach of Learning

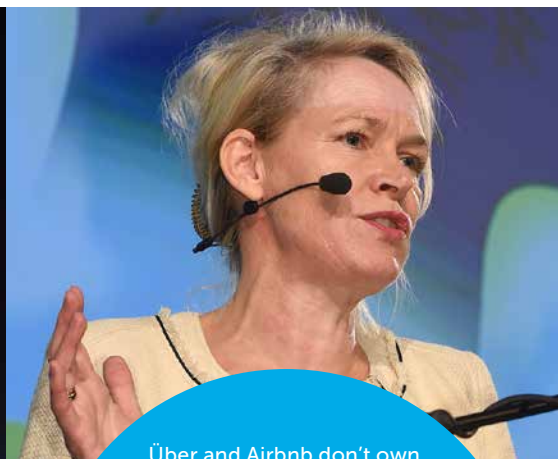
How can we ensure that education is ready to prepare learners for the future? Chaired by Michael Teutsch, Head of Unit for country analysis in the European Commission's Directorate General for Education and Culture, Friday's keynote speakers looked to the new worlds of tomorrow for inspiration: Anka Mulder, Vice-President at Delft University of Education, Lia Commissar, leader of the Wellcome Trust's Education and Neuroscience Initiative, and Toby Walsh, Professor of Artificial Intelligence at the University of New South Wales.



It's only if you apply digital technologies in a certain way, if you prepare teachers, if you prepare students and if you change your pedagogy, it's only then that you will be able to improve education.

Michael Teutsch

Directorate General for Education and Culture, European Commission, Belgium

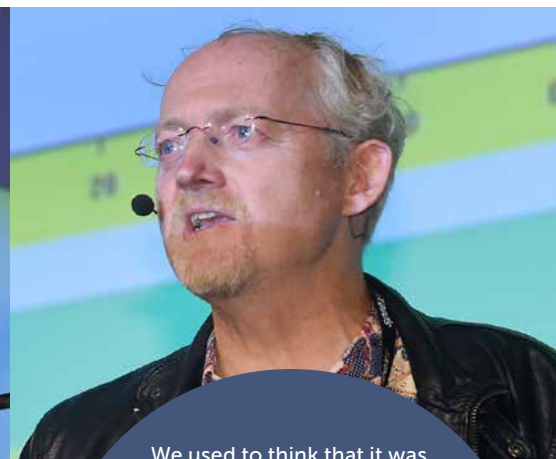


Über and Airbnb don't own taxis, and they don't own hotel rooms; they don't employ drivers or hotel staff. However, they do own the data. Some people think that has nothing to do with HE. I'm not so sure.

Universities may not have a monopoly on knowledge anymore, but we are amazing meeting places.

Anka Mulder

Delft University of Technology, The Netherlands

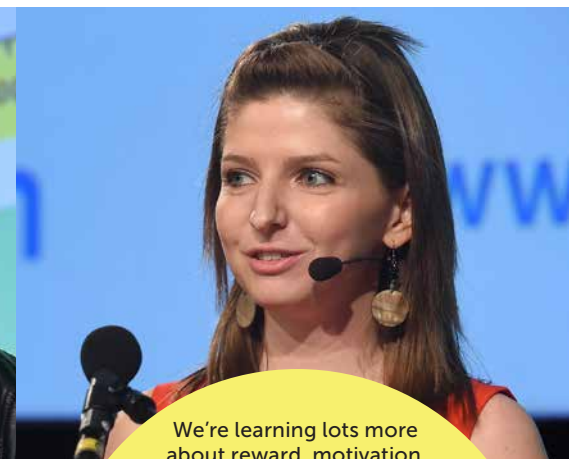


We used to think that it was the blue collar jobs at risk of automation, but nowadays it's white collar jobs – journalists, lawyers, accountants – it's these kinds of jobs that are under threat.

The inequalities that we see in society today are being magnified by these technological changes.

Toby Walsh,

University of New South Wales, Australia



We're learning lots more about reward, motivation, attention, neuroplasticity – how our brains are very plastic and can continue to learn throughout our lives – creativity and earlier screening for disorders.

Research takes time and we shouldn't over-interpret single studies. There is loads of potential, but we need multi-disciplinary teams working on this, including educational technologists.

Lia Commissar,

Wellcome Trust, UK

Parallel Sessions

Across 104 sessions and 15 hands-on workshops 200+ international speakers shared their expertise and experiences in various interactive formats.



Personalisation in learning, the flipped classroom, and greater allowances for autonomous learning featured widely, with best practices examples given of students collectively setting exam questions, or teaching elements of the curriculum to their fellow pupils.

AR/VR is increasingly being used for workplace training. Speakers shared their experiences of moving away from merely recreating work environments toward more direct forms of AR and significantly enhancing productivity and engagement.

Notions of identity and the effects that virtual worlds can have on the conceptions of self in the physical world were the topics of both an OEB Boardroom session and a thought-provoking Spotlight Stage performance.

Speaker Insights

"It ought to be up to the participant to define what success is and define what the outcome should be. No one who funds education wants to deal with that."

Stephen Downes, National Research Council (NRC), Canada
The Agile Approach to Learning Design

"The horizon will always move with you – you will never reach your destination. This is a metaphor we should use to start developing our educational system."

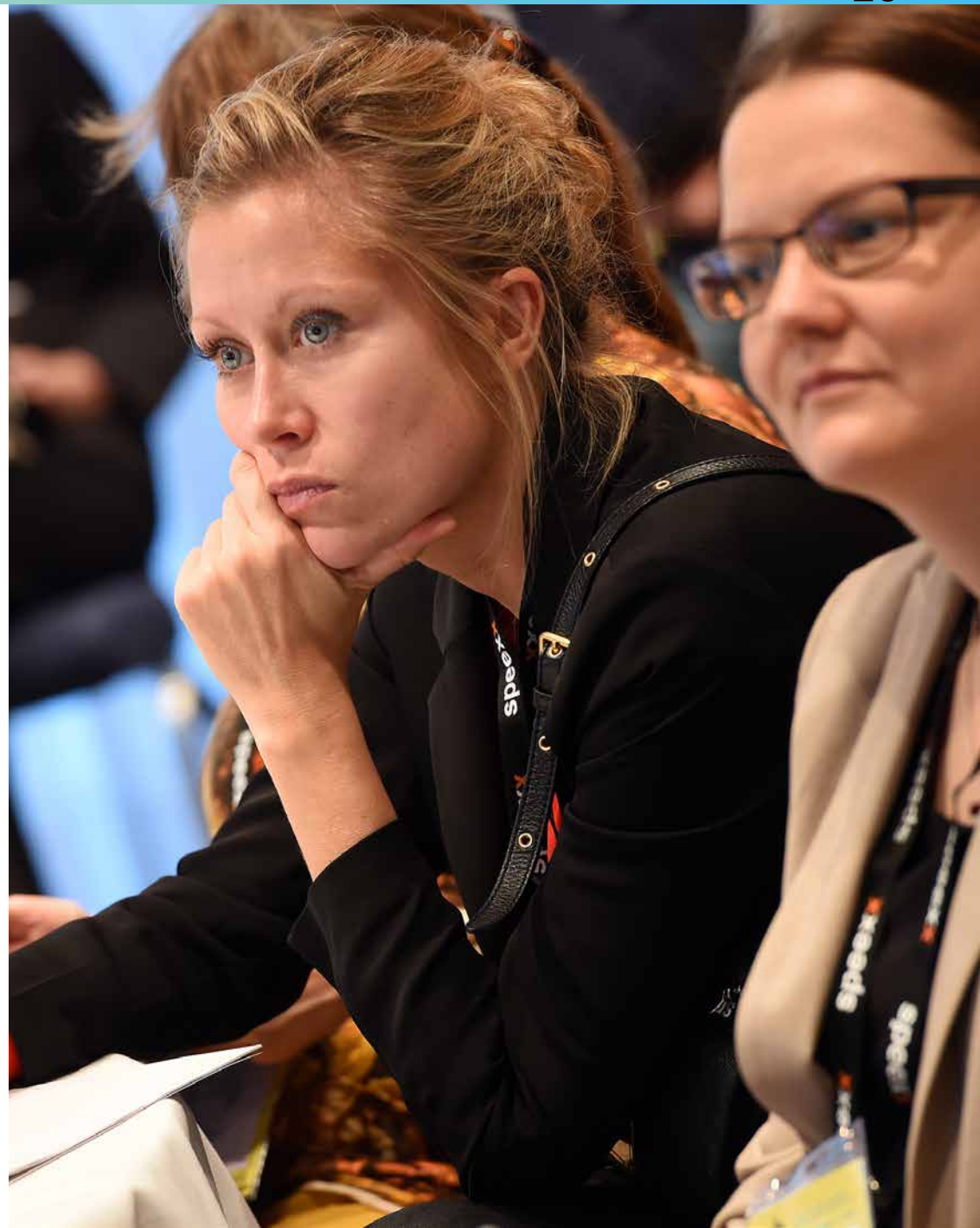
Anne Marleen Olthof, University of Applied Science Amsterdam, The Netherlands
e-Learning Design for Change

"There is a different kind of learning pattern that students need in order to be successful in an online learning environment"

Teri Yamada, California State University, USA
Facing Students' Engagement Strategies

"If you give people autonomy you allow them to choose what is relevant to them, you allow them to express their own creativity."

Nick Kearny, Boundaries Observatory C.I.C., UK
Making it Real: Can Personalisation Fix Education?



Issues of privacy came to the fore this year, though with a positive slant, as participants explored ways in which new technologies are being used to safeguard, rather than destroy, privacy and shared examples of programmes that allows students to view who exactly is able to view their data and why.

As blended learning and MOOCs continue to take up key positions in the OEB agenda and in education markets, verification are still vital issues and new technologies are driving verification advancements, helping institutions guarantee that online courses remained credible.

Future EDUCA looked at how learning spaces are integrating technology into their design to benefit learners, with cases of drastically increased student achievement already being reported.

Other topics explored in the programme included iterative approaches to learning design such as design thinking and agile learning development, best practice for using Open Educational Resources, master classes on video for learning, collaborative teaching and peer learning, gamification, techniques for combating the digital and learning divide, and much more.

In just three days you can learn about everything that's happening in the e-learning industry, all over the world. Great presentations, very interesting topics.

Luis Guardarrama,
Athabasca University, Canada

Speaker 2015

My biggest takeaways from this event are inspiration and a deeper sense of purpose. It's been an awesome experience and one that has strengthened my beliefs and energised me for the journey ahead.

Jeff Kortenbosch,
AkzoNobel, The Netherlands

Participant 2015



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Business EDUCA

The dedicated Business EDUCA track saw Learning and Development leaders from businesses around the globe exploring strategies and tactics to impact the performance of organisations and the individuals within them.

L&D experts from BP, KPMG, Mckinsey, the World Bank, Virgin Media and many more met in interactive sessions to seek out the new skills and attitudes that the changing world of work will demand of L&D professionals.

Curiosity, tenacity and creativity all came to the fore as the core skills that will underpin an industry-wide shift from just delivering courses to finding new ways of supporting performance.



Video EDUCA

Video EDUCA's lively labs and workshops offered the opportunity to learn and practise a range of professional video skills, including how to develop interactive learning videos.

The Performing on Video Workshop saw participants shedding their inhibitions about appearing on camera and learning valuable tips about how to be more effective video communicators. Further sessions explored the dos and don'ts in video formatting and the grammar of film.

It's very interesting and it's helpful to meet other people from other countries to see what they are doing.

Estie Lubbe,
North-West University, South Africa
Participant

It was fantastic. I'm looking forward to attending more.

Michael Trozzo,
Mckinsey, Germany
Participant

It's a really great place to come for developers.

Ernestine Telleman,
New Heroes, The Netherlands
Participant

It's exceeded my expectations. I've learned so much already: how to create videos, how to make flipping the classroom more realistic... As a teacher, it's perfect for me.

Maria Post,
Hogeschool van Amsterdam,
The Netherlands
Participant





Spotlight Stage

The rolling programme of OEB's Spotlight Stage reached out into the frontiers, fringes and finances of digital learning, stepped back 2,500 years, switched identities, spoke with millennials, spoke with robots, made MOOCs with AI, visualised thoughts and envisioned the future, all over the course of two days.

Recordings of some of the sessions can be found on www.online-educa.com

Learners and teachers should shape authenticity on their own terms and question the forces that force us to behave certain ways online.

Charlotte Webb, University of the Arts, London,
"The Art of Being You: Online Authenticity in Learning and Life"

I knew that if I want to prepare my daughter for the year 2030, I shouldn't send her to a school that hasn't changed since 1980.

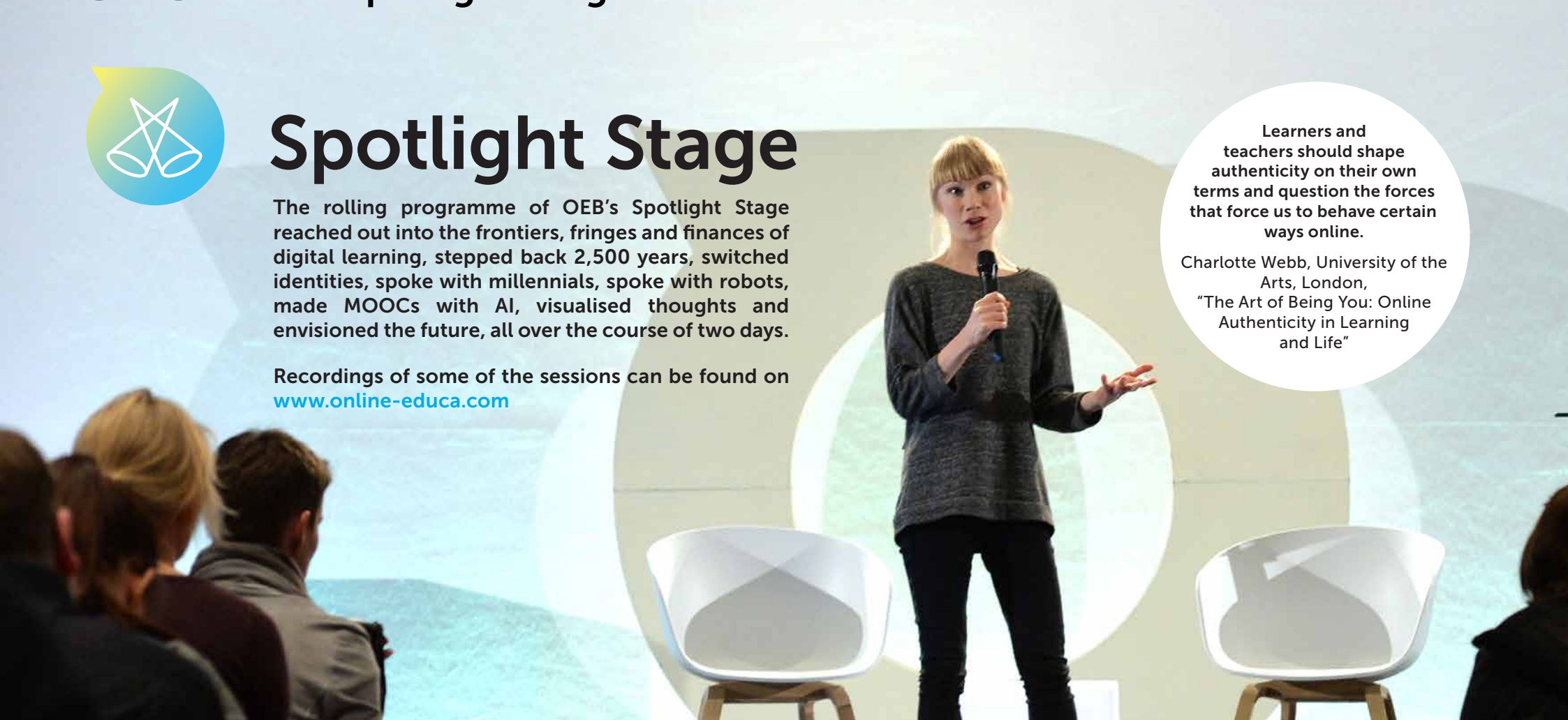
Maurice de Hond, Steve Jobs School,
"Out with the Old, and In with the New School"

We sought to sustain a personalised experience and to make sure that there is excitement and flow.

Luc Steels, Vrije Universiteit Brussel Artificial Intelligence Laboratory,
"How do you Make MOOCs Smarter? Use AI"

There are two types of investors currently investing in edtech. One set who believe that education is getting disrupted – for the better or for the worse, but getting disrupted, period. A second set who have a fear of missing out; they don't know what edtech is, but they want to put money to work.

Sandeep Aneja, Kaizen Private Equity,
"Investors Throw in their Two Cents"





4,943 tweets using the #OEB15 hashtag over three days

 <p>Peter Alston @PeteAlston</p> <p>Probably the most people I've ever seen attend a conference opening session #mustbegood #OEB15</p> 	 <p>Maren Deepwell @MarenDeepwell</p> <p>Really enjoyed the day #OEB15 - lots of useful thoughts on privacy, scaling up, digital skills and power of peers</p> 	 <p>Mark Curcher @macurcher</p> <p>Awesome morning session on future of learning including issues of neuroscience and now AI. Great speakers #OEB15</p>	 <p>Richard Oelmann @Oelmann_Richard</p> <p>#oeb15 great exhibition - new tools and products, lots of open source :)</p>	 <p>Vladimir Osipenko @UnplagVladimir</p> <p>It was fun visiting @OEBconference this year! @Unplag got a chance to meet a lot of new clients and partners! Thank you #edtechchat #OEB15</p>	 <p>David Manrique H @daviddauphin</p> <p>Thank you @OEBconference and @ubicast_video for an amazing time in Berlin, great conf, great contacts! #oeb15</p>	 <p>Benjamin Hoehne @benhoehe</p> <p>Attended a great and insightful preconference workshop at #oeb15 today. Now I'm looking forward to the opening panel with @doctorow</p>
 <p>Jeff Kortenbosch @eLearningJeff</p> <p>Loving the interaction in the session on making peer-2-peer learning a reality #OEB15</p>	 <p>Olaug N Gardener @olliegardener</p> <p>"The solutions are in the room" - great to see another collaborative session at #oeb15 facilitated by @charlesjennings and @lauraoverton</p>	 <p>Carl Sykes @Carl_Sykes_TEL</p> <p>Great day of talks, we covered MOOCs, AI, e-assessment, plagiarism, security and only one person mentioned 'digital natives' WIN! #OEB15</p>	 <p>Lise Lau Pedersen @LiseLauPedersen</p> <p>Full House for our presentation! #ucl_oeb15 #OEB15</p> 	 <p>Gemma Critchley @GemStGem</p> <p>Good practical tips on DIY #video for learning @piercemr: ace grass roots approach using tools out there like YouTube. #videocreate #OEB15</p>	 <p>seann @sean_learntech</p> <p>Some good ideas coming out of the session on workplace learning at #OEB15</p>	 <p>Bryan Mathers @BryanM Mathers</p> <p>Really enjoyed speaking about visual thinkery to a full house at #oeb15 in Berlin yesterday. @OEBconference - thanks for inviting me. :)</p>
 <p>Nia @eNini</p> <p>Robots! Who doesn't love robots? #OEB15</p> 	 <p>Kosmas Mantsis @KosmasIFC</p> <p>Cannot even express how many great ideas and great people I've met @OEBconference Thank you for everything #OEB15</p>	 <p>Rob Hubbard @RobHubbard</p> <p>Really glad to have been a part of #OEB15 attended some great sessions and met some lovely people</p>	 <p>Ricarda Christina @RicaChristina</p> <p>I think it's awesome that the Online Educa Conference offers #Yoga classes and running groups #OEB15 #Berlin</p>	 <p>Nikki Spalding @NikSpalding</p> <p>These #edtech folk know how to party! #respect #OEB15</p> 	 <p>Gina Alexandris @GinaAlexandris</p> <p>Good bye Berlin! And thanks @OEBconference for a wonderful #OEB15 - met many great new colleagues in learning!</p> 	 <p>Erna Kotkamp @ErnaKotkamp</p> <p>Thanks organizers #OEB15 I had a great time, met amazing people, heard inspiring talks & attended (inter) active workshops. Cu next year! ;)</p>



There's a real diverse group of people here, all in the learning space. It's a great learning experience, a great networking opportunity.

Patrick Ryan,
Z Group, USA
Participant

It's definitely worth it, to understand the level of technology that could be replicated in South Africa. It's been wonderful.

Kim Chulu Amina,
AfriOne, South Africa
Speaker



OEB is one of those conferences that really inspires. There are always new ideas, fantastic keynotes and the opportunity to mix with colleagues from all over the world - it's amazing.

Regina Obexer,
Management Center Innsbruck, Austria
Participant

This has been an inspiring, interesting and creative experience. The exhibition is absolutely buzzing!

Jo Swinson,
Former Minister for Business, Innovation and Skills, UK
Speaker



It's exciting to see so many educators who really care about how technology can transform their classes and their relationship to students.

Cory Doctorow,
Writer, Blogger, Activist, USA
Speaker

OEB was a great opportunity to see new and emerging trends in education.

Ann Marcus-Quinn,
University of Limerick, Ireland
Speaker



It's very useful for my major. I came here to learn how other people are projecting their knowledge.

Guogang Tong,
Student, China,
Participant

I've been impressed by the number of companies here and the startup vibe. It's interesting to think where it's going to take us.

Toby Walsh,
University of New South Wales, Australia
Speaker



It's a very open atmosphere where everybody shares with each other. You have lots of inspiring presentations as well as today's use cases in the exhibition area.

Cornelia Dahlem,
Future Impacts, Germany
Speaker

OEB is the best conference in the world for HE, for three key reasons: it's visionary, it's collaborative and it's fun.

Craig Weiss,
E-Learning 24/7, USA
Speaker



It's been fantastic; there's a real buzz about the place.

David Price,
We Do Things Differently, UK
Speaker

It's been worthwhile, especially speaking to the exhibitors. There are a lot of enterprises here doing interesting things with online education.

Roger Griset,
Universitat Oberta de Catalunya, Spain
Participant

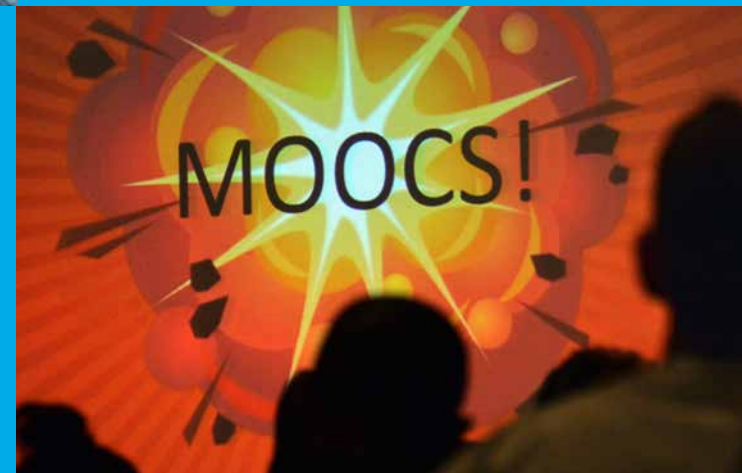


Stimulating plenary sessions, a useful exhibition, plenty of networking

Maren Deepwell,
Association for Learning Technology, UK
Speaker

The best think about OEB is the people you meet here: some of the rockstars of education technology!

Miles Berry,
University of Roehampton, UK
Speaker



OEB 2015 was an absolutely great experience. It was really an inspiring learning experience to be part of the conference.

Elke Wemhoff,
Project Manager, Digital Learning and Virtual Collaboration
giz | Deutsche Gesellschaft für Internationale Zusammenarbeit, Germany
Speaker



There are so many people from all over the world. It's very international, a really good conference.

Anka Mulder,
Technology University of Delft, The Netherlands
Speaker

The plenary session on Thursday morning was excellent - very relevant and thought provoking ... the speakers were visionary.

Sarah Finch, UK
Facilitator and Actress
Speaker

The Exhibition

79 leading international edtech manufacturers, suppliers and service providers from 21 countries presented their products and services in OEB's extensive exhibition and demonstration area.

The organisation was excellent and we have had a great turn out at the stand, which has generated a lot of business opportunities to follow up on.

Marta Morán,
Velawoods English, UK
Exhibitor & Silver Sponsor

- 4system Poland sp. z o.o.
- ADInstruments Ltd
- Aidvanced srl
- Altissia International S.A.
- Altus Forge, creator of "Elever"
- Barco
- benntec Systemtechnik GmbH
- Blindside Networks
- Canvas
- Cengage Learning EMEA Ltd.
- common sense - eLearning & training consultants GmbH
- CREATE.21st century
- D2L
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- FrontRow
- Future Learning BV
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- ITNedu
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- Noddlepod Ltd
- NOSCO E-learning
- NoteBowl
- Open Assessment Technologies S.A.
- Oracle Academy
- ovos media GmbH
- Plymouth University
- Potential.ly
- Presentations 2Go
- ProctorU
- Questionmark
- Revisely
- Smiley Owl Tech (Smowltech)
- Software Secure, Inc.
- speexx | digital publishing AG
- Synergy Learning
- Teachers in Media
- Technological Educational Institute of Epirus
- TechSmith Corporation
- ThiemeMeulenhoff
- Thinking Cap
- Training Press Releases
- TU Dresden Media Centre
- Turnitin
- UbiCast
- Universitat Oberta de Catalunya
- University of Naples "Federico II"
- UNIwise
- Unplag
- URKUND
- Velawoods English
- Xebic
- XPLANATION LANGUAGE SERVICES



84% of exhibitors rated that opportunity to make new contacts as good or very good

91% of exhibitors rated the service they received as good or very good



A customer recommended that we attend, so we came and we've been really enjoying it - lots of good contacts, just great.

Tara MacDonald,
Blindside Networks Inc., Canada

It's a a good meeting place for us. We meet the right people here.

Patrick Zackrisson,
Inspera, Norway



The mix of academics and commercial organisations allows for a really good debate. It's been a great event - very, very productive for us.

Jane Richardson,
Oracle Academy, UK

The most favourable to attend among all e-learning exhibitions.

Jamie Ma,
Darim Vision Co., Ltd , Republic of Korea



It's a great outlet for our startup; it allows us to present our solution to all sorts of people - educators, providers, suppliers.

Trevor Bezzina,
potential.ly, UK

We have been very busy at our booth, talking to people who are influential in education. This interaction is extremely important for us.

Allan Peter Teisen,
Front Row, Denmark



It was a great opportunity for us to reach our potential clients and to be able to demonstrate what we have to offer. We enjoyed the volume of visitors and the chance to speak to the market.

Anton Mironov,
unplag.com, Ukraine

Our objective was to get some participation, some engagement and some interest, and we've certainly had that!

Rob Williams,
Global Learning Support, UK





Shaping the future of learning

22nd global, cross-sector conference on
technology supported learning and training

Hotel InterContinental Berlin

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