



## Theme OEB 2017: Learning Uncertainty

We live in an age of acceleration. We are in the midst of a sea-change - a profound, transformative shift in knowledge, experience and perception. It is a new era defined by technology, globalisation, information and, above all, uncertainty.

Our uncertainty is born of the rapid and continuing change around us. Technology is already developing faster than we can learn the skills we need to use it. Information is the world's most valuable commodity. Demographic change, political turbulence, economic challenges and environmental threats confront us. There has always been uncertainty but this is different. We are facing the end of stability. Are we ready for this new era? Are businesses, governments and societies really prepared for our uncertain future?

OEB 2017 is about acknowledging uncertainty and preparing for it. It is about how transformative education, training and learning can equip businesses, organisations and individuals with the skills to survive and prosper in our new era.

## Conference themes include:

- Adapting for Action
- Collaborating to Compete
- Redefining Learning Technology
- Designing to Engage
- Enhancing New Skills Learning
- Made to Measure Learning

Find out more at  
[www.oeb.global/programme#themes](http://www.oeb.global/programme#themes)



»It's the best event of it's kind in the world«

Andrew Keen, Author and salonFutureCast, USA

»It's about giving people a compass and navigation tools to find their own way through an increasingly volatile, complex world and this conference is absolutely central to that«

Andreas Schleicher, OECD, France

»Every year we meet new customers, as a return on investment it's a really valuable place for us.«

Stuart Webster, Cengage, USE

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## About OEB:

OEB is the world's leading conference on technology supported learning and training. Every year, it attracts more than 2,300 educators, learning and development professionals, policy-makers, entrepreneurs and investors from over 100 countries and a wide variety of sectors for a unique programme of briefings and discussions about learning, technology and the future.

**3 days of 100+ sessions**, all inspiring action to shape the future of learning

**2,300+ participants and 270+ speakers** bringing together diverse expertise and experiences

**10+ engaging and practice-focused formats** plenaries, the spotlight stage, learning cafés, unconferences, discussion and debates, skills-building tech labs, discovery demos, academic research presentations and boardroom knowledge exchanges

**80+ international exhibitors**, ranging from leading and established market leaders to service providers and emerging start-ups

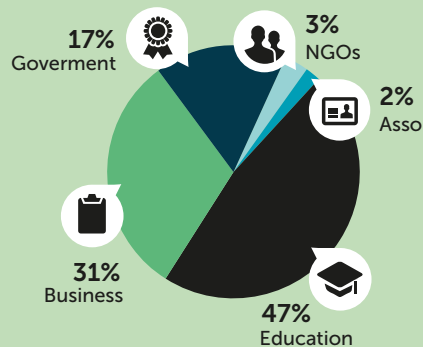
## Exhibiting, sponsoring and advertising:

We can put together tailor-made packages that will strategically position your brand as a market leader to a community of more than 71,000 learning professionals, including 350 C-level executives. For exhibition, partnership and sponsorship opportunities contact [marketing@oeb.global](mailto:marketing@oeb.global)

**»I feel like I really found my tribe at OEB: people who care about transforming how learning works«**

Mark Surman, Mozilla Foundation, Canada

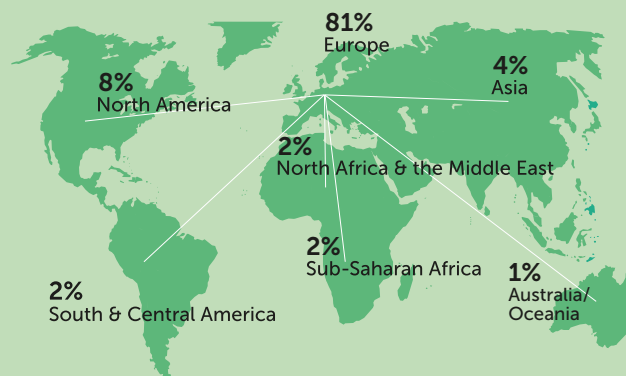
### OEB Participants Total 2,300+



### Online Community

266,751 annual webpage views  
72,784 unique visitors  
71,000 newsletter subscribers  
4,520 followers  
12,295 f likes  
1,855 in members

### Where participants come from



### Top Countries

|             |              |
|-------------|--------------|
| Germany     | Switzerland  |
| Denmark     | France       |
| Netherlands | Spain        |
| Norway      | Poland       |
| UK          | South Africa |
| Finland     | Canada       |
| Belgium     | Italy        |
| Sweden      | Israel       |
| Austria     | Greece       |
| USA         | Singapore    |