

oeb

Shaping the future
of learning

incorporating

learning
technologies
germany

Post-Conference Report

Berlin

December 5 – 7, 2018

Hotel InterContinental Berlin

www.oeb.global



 CloserStill

2,500+

participants

from **70+**
countries

300+

international
speakers

136

exhibitors and
sponsors

20

pre-
conference
events

5

plenary
sessions and

120+

break-out
sessions

14

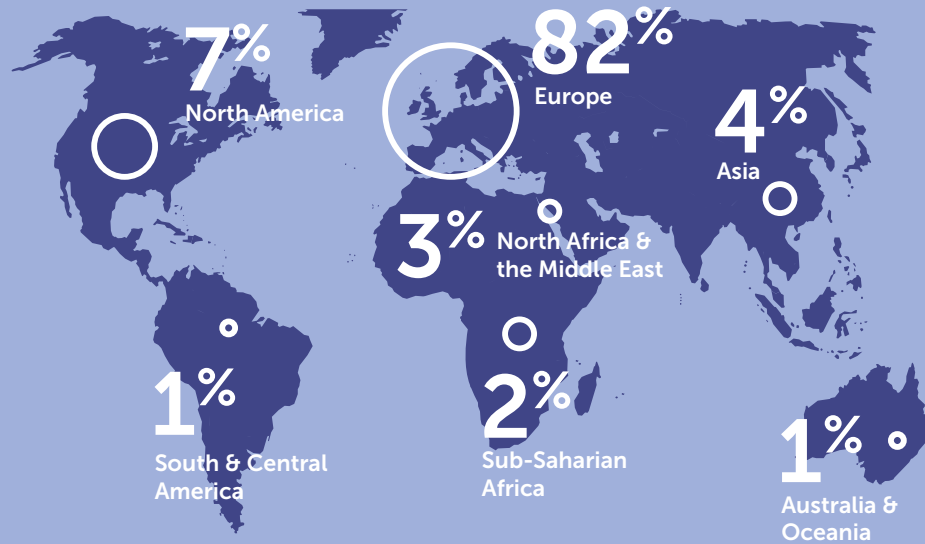
world-renowned
keynote speakers

20+

free exhibition
seminars



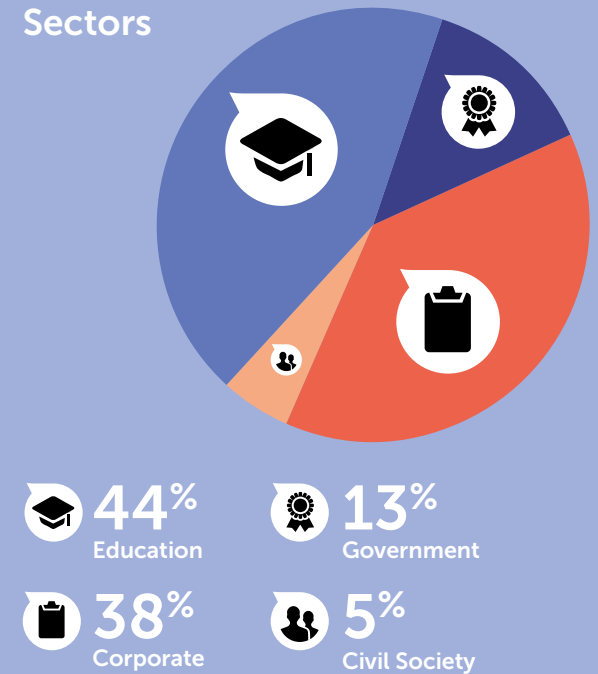
Where participants come from Total: **2,500+**



Top Countries

- Germany
- The Netherlands
- Denmark
- UK
- Norway
- USA
- Belgium
- Finland
- France
- Poland

Sectors



97% of participants rated OEB 2018 as worthwhile or very worthwhile

94% of participants would recommend OEB to their colleagues and associates

96% of participants said the atmosphere was good or very good

Online Community

113,000 site visitors
www.oeb.global

71,000 subscribers
www.oeb.global/oeb-insights

5,900 followers
@OEBconference #OEB19

12,443 likes
OEBconference

1,967 members
OEBconference



The Opening Plenary

OEB 2018 opened with talks by three keynotes who discussed learning's central role in our existence and humanity in the age of machine intelligence: **Bryan Caplan**, Professor of Economics at George Mason University, Blogger and Author of *The Case Against Education*; **Anita Schjøll Brede**, Co-founder of Iris.ai and Faculty at SingularityU Nordic; and **Geoff Mulgan**, Chief Executive of NESTA and Author of *Big Mind: How Collective Intelligence Can Change Our World*.

Plenary Sessions

The OEB Plenary Debate on "This House Believes All Learning Experiences Should Be Fun"



Harold Elletson

International Communications Consultant and Senior Fellow of the Institute for Statecraft, UK

Chairperson



Elliott Masie

Editor of Learning TRENDS, Author and Head of the Masie Center, USA



Benjamin Doxtdator

Blogger and Educator at the International School of Brussels, Belgium



Alex Beard

Educator, Author and Director at Teach for All, UK



Patti Shank

Learning Designer, Analyst, Author and President of Learning Peaks, USA

Workplace Learning: Science, Data and Good Practice



Donald H. Taylor

Chairman, The Learning and Performance Institute, UK

Chairperson



Ulrich Boser

Senior Fellow at the Center for American Progress and Founder of The Learning Agency, USA



Hannah Gore

Talent Development Manager at Solera, Inc., UK



Simon Brown

Global Head, Learning Centre of Excellence and Novartis Universities at Novartis, Switzerland

(Getting to) The Heart of Education



Sara de Freitas

Deputy Vice Chancellor (Academic) at the University of Cumbria, UK

Chairperson



Anders Flödström

Edu. Director at EIT Digital and Professor at KTH, Sweden



Esther Wojcicki

Educator, Journalist and IT & OER Consultant, USA



Ben Williamson

Author and Senior Researcher at the University of Edinburgh, UK



Spotlight Stage

Elliott Masie,
Editor of Learning
TRENDS, Author
and Head of the
Masie Center



**Open technologies
to make progress
towards Sustainable
Development Goals**



**Martin
Dougiamas,**
Founder of
Moodle

**Learning
Changes!**

**Andreas
Refsgaard,**
Interaction
Designer, Artist
and Teacher



**Machine
learning to teach
about digital
interactions**

**Myths,
misconceptions, and
science-of-learning
fundamentals**



Will Thalheimer
President, Work-
Learning Research,
Inc. and Research
Translator

How educators and trainers can update teaching methods and knowledge



Theo Bastiaens,
Vice-President for Digitalisation at the Fernuniversität in Hagen

The effectiveness of games, game design, game play and gamification



Sara de Freitas,
Deputy Vice Chancellor at the University of Cumbria

Alec Couros,
Professor of Educational Technology & Media at the University of Regina



Information literacy curricula as a tool for surviving the epidemic of misinformation



Jef Staes,
Founder of Red Monkey

The power of human potential



Parallel Sessions

The conference community exchanged expertise and experiences across 20+ pre-conference events, 120+ break-out sessions in various formats and 20+ free exhibition seminars.

4000+ tweets using the #OEB18 hashtag over the three days



@CurrRedesign

@OEBconference Thanks for a great conference, and for having Dr. Wayne Holmes present on AI in Education. This arena has huge potential but it needs educators and learning scientists to be involved in the conversation to ensure it is socially responsible.



@GoMadDan

"As soon as we start talking about learners as 'them' we've got it wrong" Entertaining and insightful keynote by @emasie exploring our responsibility to shaping the learning landscape for 7 year olds to corporate leaders #OEB18 @OEBconference



Sara de Freitas @Saradefreitas

Stimulating and inspiring two days at @OEBconference in Berlin. Play, fun and #games are now essentials for engaging our #students.



@edwsonoma

A great few days at @OEBconference #OEB18 So good to see old friends. Great to share what we are doing at @ieeicicle related to #learningengineering. Thanks to @JaneBozarth for her mad copresentation skillz. So pleased the @eLearningGuild is a partner in change.



@mdkorosec

"The enigma of change in Higher Education Institutions" panel today at #OEB18 with @pbacsich @dbelton35 @DerbyUniOnline and Chris from OU Cyprus. Great questions and audience engagement.



Nicole Bußmann @NicoleBussmann

Full house at #oeb18



@SteveCDSM

Excellent session with @DonaldHTaylor @nickvandam and Sabrina Schulze about the changes we face in workplace learning for the learner and the L&D professional. A packed room of engaged living learners! #OEB18



@anjalorenz

Good bye #OEB18 and thanks to all the participants of our session discussion potentials and also risks of recognising #MOOCs in Higher Education! Merry Christmas everybody and have a safe trip home!



@BGrimesDC

What an amazing group. Looking forward to sharing the podium with all of them to talk about using AV to create collaborative learning spaces at #OEB18. @AVIXA



@moodler

It's so so wonderful to be in an #OEB18 session with a dozen or more Development Orgs here including UNESCO, FAO, EC, ITC etc and I'm learning about how they do or will use @Moodle to produce online courses about the UN SDGs



@kiLearning

Thank you @CatMoore for a great #OEB18 session on Jedi Mind Tricks for Workplace Learning Designers.



@missholborow

Appreciated the sheer volume of quality interviews, pics, quotes, vids and snippets of insight from #OEB18 in Berlin the past two days. Learned plenty even though I was following from back in the hazy drizzle of a Welsh winter's day.



@GemStGem

Organised chaos as @GerDriesen helps us to bring social and mobile learning to life! Lots of collaboration and sharing! #letsgetsocial #OEB18 @OEBconference



@u_frandsen

Where people come to learn: 1 million learning videos are uploaded to Youtube every day. But is memorization learning? Food for thought at #OEB18.



@Ignatia

This is my social-selfie from #OEB18 @OEBconference one of the great opportunities of OEB: networking with great friend. @tomwambeke @NielStaes @jefstaes



@LightbulbJo

Danke #OEB18 und Berlin



@jankowskit

#OEB18 Online Educa Berlin 2018 - What would you thank for if you met your superheroes? @CatMoore @DonaldClark @WillWorkLearn @moodler @b_polakowski



@johncoup

Thank you @OEBconference and all participants at #oeb18 for an excellent conference.



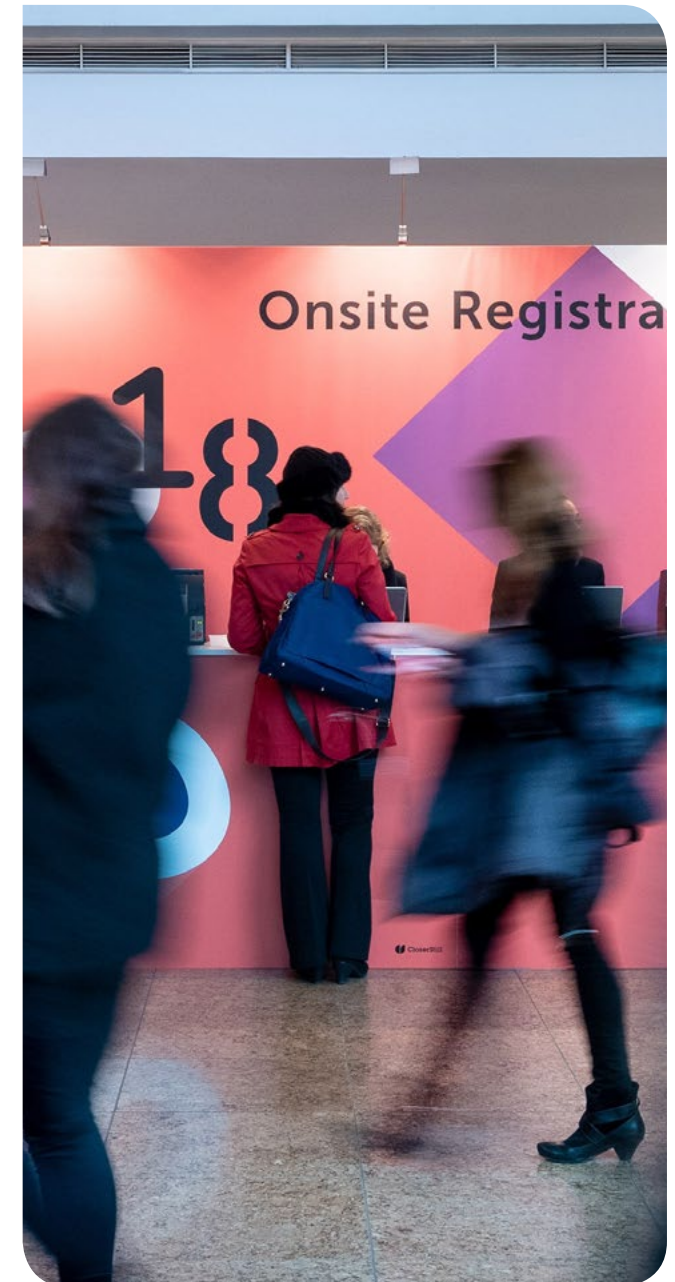
Effrossini @effrossini

On my way back home. My takeaway from @OEBconference this year: «Learning is the result of hard work...but this can be very funny!» #OEB18 #oeb18



@DeniseGramss

Two days of great impression and new ideas to keep in mind #oeb18



Quotes

Jan-Willem Bouwmeester,
De Heus Animal Nutrition BV,
The Netherlands

»We find new ways of using technologies to improve our learning and development agenda.«

Mildred Ayere,
University of Maseno, Kenya

»I am going home with solutions from OEB!«

Patti Shank,
Instructional Designer, Consultant, USA

»OEB is a simply terrific way to make international connections, learn from a variety of learning professionals, and inspire better learning outcomes.«

Ulrich Boser,
The Learning Agency, USA

»I've just been surprised, coming to this event for the first time, about how content-driven it is, to put ideas into practice, to learn from other folks. Incredibly powerful.«

Geoff Mulgan,
Nesta, UK

»Some really critical thinking, challenging, perhaps unconventional wisdom, so that makes it fun to be a participant.«

Jake Hirsch-Allen,
LinkedIn, Canada

»The conversations we are having about labour market infrastructures and data is remarkable and unique.«

Taco Hetteema,
Vijfhart IT-Opleidingen, The Netherlands

»There are quite a lot of disruptive speakers here. They hurt, sometimes, but really make you think about how we are going to change education.«



LMS

D20

its learning
AT THE HEART OF EDUCATIONLearning
THE HEART OF EDUCATION
The best Learning Platform
for Higher EducationIsn't it time to upgrade your
students' experience?Robust
assessment
toolsIntegrated
Office 365
& LMS360
Feedbackcesim
PRICES VARY FROM

D38

cesim
PRACTICE

CESim UNTERNEHMENSPLANSPIELE

Warum ein Cesim Planspiel?
• Intuitive Benutzeroberfläche?

• Vollständig browserbasiert, in mehrerer Sprachen

• Wohl fertige, benutzerdefinierte S...

• Intuitive Benutzeroberfläche?

The Exhibition

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institutions from all
over the world.

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seminars

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AUNEGE/UNIT/HEC/MESRI
- French Higher Education

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Awesome2Learn

Babbel for Business

Brainstud

busuu

Cambridge Assessment English

Canvas

CBTL EVOLUTION³

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eLearning Journeys

Engramo

EPALE

Epson Deutschland GmbH

Eurekos LMS

Extron Europe

Federal Institute for Vocational
Education and Training (BIBB)

Fosway Group

German Institute for Adult Education
- Leibniz Centre for Lifelong Learning

getAbstract

GlobalExam

goFLUENT

GoodHabitz Germany

GoReact

GP Strategies

Grasple

GroMar.eu

Gutenberg Technology

Hasso-Plattner-Institut

Hemsley Fraser Germany
- Demos GmbH

Henley Business School
HiHaHo
Hubro Education
ILIAS open source
Inspira Assessment
itslearning AS
iversity
Jeffrey Brendecke Software Services
Jesuit Worldwide Learning (JWL)
Kaltura
lern.link
LinguaTV GmbH
Litmos by SAP
Matrox
Mediasite
Memoray
Mobile Learning Labs
Moodle
Moovly
Motivis Learning
Munio AS
My Virtual Classroom
NEO – Cypher Learning
Newline Interactive
NUADU
Nureva Inc.
Oracle Academy

Panopto EMEA
Peergrade
PeopleFluent
PlagiarismCheck.org
PlagScan
Potential.ly
Presentations2Go
Proctorio
Questionmark Computing
quofox GmbH
SAP
Seppo - asknet AG
Sharp Business Systems
Deutschland GmbH
SimVenture Business Simulations
Siyona Tech Ltd
Smiley Owl Tech (Smowltech)
Sonocent
Sony Europe Ltd
Sparkol Limited
Speexx
Squirrel AI Learning
StackFuel GmbH
SumTotal Systems
Synergy Learning
time4you GmbH
Totara

Triseum
TU Dresden Media Center
TURNITIN
UbiCast
Udemy for Business
Uptale
Urkund
Userlane
Vaddio
Verbling
Vyond
WikiMaster
Wistec



Exhibitors' Tweets



@edtech_jens

Wow, it's been fantastic 3 days at @OEBconference! Thank you all for the great fun and chats we had on our @CanvasLMS stand. Now: relax and recharge everybody. Looking forward to see you all in 2019 again!



@Awesome2Learn

Amazing #show with brilliant #visitors and fabulous #exhibitors! Hats off to all involved in organizing the #OEB18 event



@trainingbytobi

thanks again for the extraordinary conversations at #oeb18 #actee #area9lyceum #fsausbildung #goodhabitz #gpstrategies #panopto



@VyondVideo

The Vyond team draws a standing room only crowd in Berlin at the @OEBconference Learning Technologies conference #OEB18 #LTGfreeseminars



@D2L_EMEA

It's getting cosy at the "Delivering Successful Learning Digital Transformation" session by @DavidPerring at #OEB18 - Great turnout! Research says Learning is currently Not Modern or Social and L&D is not doing enough... We say, let's turn that around! #ModernLearning #Digital



@AbsorbLMS

WOW, just WOW! We're still reeling from @OEBConference. What an outstanding experience! We met so many amazing people and gained so many connections over the 3 days. #OEB18 #elearning



@itslearningHE

Thank you for visiting us at #OEB18. It was an amazing show this year @OEBconference ! See you in 2019



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and exhibition on technology supported
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