



Federal Ministry of Education and Research





13th International Conference on Technology Supported Learning & Training

Post Conference Report

November 28 – 30, 2007 **Hotel InterContinental Berlin**

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THE EVENT



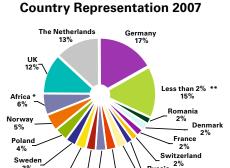
The 13th ONLINE EDUCA BERLIN, International Conference on Technology Supported Learning and Training, took place at the Hotel InterContinental Berlin from November 28th to 30th, 2007. The conference was organised by ICWE GmbH and was supported by the German Federal Minister of Education and Research and by the European Commission (Directorate General, Education and Culture).

PARTICIPATION STATISTICS

2126 delegates from 95 countries gathered to listen to thought leaders, share experiences and accomplishments with fellow colleagues, receive advice from experts, network and be inspired to develop fresh ideas.

The 2007 conference attendance surpassed last year's record, proving once more ONLINE EDUCA BERLIN's reputation as the world's leading international conference in this field.





USA Spain 3% 3% 3%

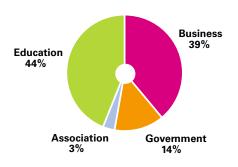
3% Belgium

Italy

Russia

Finland

Sector Representation 2007



* Algeria, Botswana, Burkina Faso, Burundi, Cameroon, Congo (DRC), Egypt, Ethiopia, Gambia, Ghana, Guinea-Bissau, Ivory Coast, Kenya, Liberia, Morocco, Nigeria, Senegal, Sierra Leone, South Africa, Swaziland, Tanzania, Tunisia, Uganda, Zambia

** Austria, Azerbaijan, Bangladesh, Brazil, Bulgaria, Cambodia, Canada, China, Colombia, Croatia, Cyprus, Czech Republic, Estonia, Georgia, Greece, Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Jordan, Kosovo/UNMIK, Kuwait, Kyrgyzstan, Latvia, Lebanon, Lithuania, Luxembourg, Macedonia, Malaysia, Mexico, Montenegro, Nepal, New Zealand, Palestinian Authority, Peru, Portugal, Saudi Arabia, Singapore, Slovakia, Slovenia, South Korea, Sri Lanka, Sudan, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates



Many thanks indeed for your organisation of this big conference. Year after year, I find it more useful and well-organised (and I attend many during the year!) [...] Many thanks again!

Dr Miguel A. G. Laso, Centre for Innovative Higher Education at UPNA, Spain



CONFERENCE PROGRAMME

ONLINE EDUCA BERLIN 2007 brought together leading figures and practitioners from all over the world who are engaged in the application of technology in learning. The programme blended tried-and-true formats with a rich array of new features designed to ensure the best possible agenda for all participants.

A total of 500 speakers and chairpeople from 47 countries took an active part in the 2007 programme. As in previous years, this was created through both an open call for proposals – which took place in early 2007 – and a selection and invitation process supported by the event's Steering Committee, who aimed at ensuring a very high quality and suitably diverse agenda.

The conference sessions on Wednesday, November 28th included 17 full or half-day workshops and two pre-conference fora: the Third International Forum on E-Learning for Defence and Security and the SPUTNIC FORUM "Promoting Collaboration through New Educational Technologies". The main conference programme, which was developed through the joint efforts of the Steering and Advisory Committees, took place on Thursday, November 29th and Friday, November 30th and included 4 plenary sessions and 78 parallel sessions addressing the main themes of ONLINE EDUCA BERLIN 2007.









The highly thought-provoking **Opening Plenary** featured four well-known speakers:

- Prof Jophus Anamuah-Mensah from the University of Education, Winneba, representing the Ghanaian Ministry of Education, Science and Sports;
- Prof Sugata Mitra from Newcastle University, UK & Chief Scientist Emeritus, NIIT Ltd., India, initiator of the well-known "Hole in the Wall" experiments in India;
- Patricia Ceysens, Flemish Minister for Economy, Enterprise, Science, Innovation and Foreign Trade in Belgium; and
- + Andrew Keen, controversial author of *The Cult of the Amateur: How Today's Internet is Killing Our Culture*.

The various viewpoints presented by the opening keynote speakers provided the audience with a broad spectrum of differing and at times provocative opinions, which generated substantial questions for everyone in attendance.

The **plenary session** on **Thursday afternoon** examined the role of **Social Networking** and other **Web 2.0 Applications** in today's learning environment. It also explored the nature and sustainability of these networks and the possible impact of other Web 2.0 applications like Second Life, Wikis and Folksonomies that allow for collaboration and sharing amongst users. Keynote speakers in this session were **Dr Sian Bayne** from the University of Edinburgh, UK; **Graham Attwell**, Pontydysgu, Wales, UK; and **Roger Larsen**, Founder and Managing Director, Fronter, Norway.

I would like to compliment you on a perfectly organised and structured conference. The mutually balanced and focussed subjects regarding e-learning are a benefit for both speakers and participants. A great and sincere "well done" to you all.

Jürgen Hüllen, Vocational Training Center for Blind and Visually Impaired People Dueren, Germany



Thanks for inviting me and for looking after me so well in Berlin. I had a great time at the event, enjoyed speaking very much and met some lovely people. I speak at a lot of conferences and it really was memorable.

Andrew Keen, Author, USA

























CONFERENCE PROGRAMME

The agenda for **Friday**, **November 30th** got off to a lively start with two parallel plenary sessions. The first explored the **Changing Nature of Learning in Today's Company** and featured three highly experienced speakers from the world of corporate training, **Staffan Ivarsson** from Swedbank in Sweden, **Eric de Dreuzy** from Air France and **Donald Clark** from LINE Communications in the UK.

Friday's second plenary session focussed on the **Role of Technology in Supporting Lifelong Learning** and provided participants with insight into how the notion of lifelong learning is being fostered at all levels of society. Speakers at this plenary were **Prof Roberto Carneiro**, former Portuguese Minister of Education & Dean of the Institute for Distance Learning at the Portuguese Catholic University; **Ben J.P. Janssen**, Secretary to the Dutch National Initiative 'Long Live Learning!'; **Brian Durrant** from London Grid for Learning Trust; and **Rahim Habib** from SMART Technologies in Canada.

The entire agenda for ONLINE EDUCA BERLIN 2007 was arranged around the main conference themes identified through an extensive research and consultation process carried out at the beginning of the year. These themes were:

- + E-Learning in the Corporate and Company Context
- + Learning Futures in Higher Education
- + Classroom Learning and ICT
- + Public and Professional E-Learning
- Lifelong and Informal Learning
- + Designing Teaching and Learning with Digital Media and Tools
- + Games and Simulations in Support of Learning
- + M-Learning: Learning in the Hands of the Learner
- Web 2.0 linked to Education 2.0
- + Video in Support of Online Learning
- Quality and E-Learning
- Assessment and Evaluation
- + Online Learning, Equality and Accessibility
- + The Application of Research Outcomes in the TEL Field
- + E-Learning Policy and Practice

It was a real pleasure to chair the opening session of OEB and I would like to take this opportunity to thank you and all your colleagues for your help and support. It is very much to the credit of all of you that OEB is now more successful than ever. I thoroughly enjoyed this year's conference and look forward to OEB 2008.

Dr Harold Elletson,

The New Security Foundation, UK

I enjoy coming each year to share ideas and learn about e-learning on a global level. As a doctoral student working in a large university, ONLINE EDUCA BERLIN allows me to learn what schools and industry are doing in e-learning internationally. I can take this information back to New York City and share it with colleagues. Thank you.

Linda Bloom,

Teachers College, Columbia University, USA

I would like to say that I have enjoyed this year's OEB even better than last year's (the first time I attended). [...] I also very much enjoyed the first keynote speeches - very memorable! [...] The session which involved the international school students was highly interactive and very interesting...

As I work in the field of primary and secondary education, I would like to emphasise that the attention focussed on this track within the conference is very much appreciated.

[...] All the best for your continued useful OEB work, also with the Ghana conference (I visited and presented at the 1st eLearning Africa conference in Ethiopia and enjoyed that one as well...) [...]

Dr Wim de Boer,

SLO (Netherlands Institute for Curriculum Development), The Netherlands

I enjoyed the conference ... there were many different sessions to choose from ... the sessions gave me a perspective on what other companies around the world are working on, their practices and approaches. Overall, the conference was well organised. Thank you!

to a lively start with two anging Nature of Learning operienced speakers from om Swedbank in Sweden, om LINE Communications







CONFERENCE PROGRAMME

In addition to sessions built up to address these themes, the OEB 2007 agenda also featured an even more extensive range of events and activities aimed at supporting networking and future collaboration efforts amongst participants. These included:

- the highly popular Speed Networking Session, managed very effectively by Fronter;
- + the Special Interest Group (SIG) Lunch opportunities; and
- a new feature in 2007, the Knowledge Exchange Sessions (KES), where topics and themes suggested by participants prior to the conference were added to the formal agenda as small and highly interactive discussion sessions led by the person proposing the topic.

Themes ranged from geographically defined topics like **E-Learning in Latin America** to broader topics like **Learner Generated Content** and **E-Learning Production in Different Languages**. Given the popularity of both the SIG and KES formats this year, it is clear that the agenda for ONLINE EDUCA BERLIN 2008 will feature even more of these highly interactive formats and opportunities.

Numerous organisations also held their own **Special Focus Sessions** on topics connected to the main conference themes in 2007. These included:

- Metadata and Standardisation of Learning Resources for Pedagogical Tracking proposed and managed by Michel Arnaud, University of Paris X Nanterre, France;
- + E-Learning in the United Nations System proposed and managed by Fred de Vries, UNHCR, Switzerland;
- Sharing Educational Expertise: Europe's TTnet proposed and managed by Dr Rocio Lardinois de la Torre, CEDEFOP, Greece;
- Virtual Worlds for Learning and Training proposed and managed by Dr Eilif Trondsen, SRIC-BI, USA;
- Current Open Education proposed and managed by Dr Vijay M.S. Kumar, from MIT, USA; and
- + Supporting Lifelong Competency Development and Knowledge Work managed by Dr Steven Verjans, Open University of the Netherlands, which highlighted the work of a variety of European RTD projects.









5

A very good conference, high quality programme (especially in comparison with other similar conferences), friendly and competent organisers. Interesting workshops. Perfect for networking, keeping up with recent developments, getting inspiring ideas for future work. It is the event of the year!

Helena Bijnens, EuroPACE ivzw, Belgium

Thanks for having me and thanks for being so patient with me all the while I was preparing for the conference. I had a great time in Berlin, I intend to become a regular! Thanks once again!

Eric Clarke, Royal College of Surgeons in Ireland, Ireland

Thanks a million to you all! I was most impressed and very proud to present and be a participant at the conference. Wow! *Potsdam I* provided me with a fantastic opportunity to share my work and that of my students with colleagues from across the globe, who showed great interest in learning more about our use of Web 2.0 technologies at the University of Hertfordshire.

Martina A. Doolan, University of Hertfordshire, UK

The conference was great. The contents excellent!

Christel Schneider, ICC - The European Language Network, Germany

A very full few days, with some excellent thought-provoking speakers.

David Dwyer, Capita Learning and Development, UK

PRE-CONFERENCE EVENTS

On **Wednesday, November 28th**, the conference organisers offered participants **two fora** and **seventeen workshops** and seminars to choose from. These events are designed to offer participants an opportunity to gain practical knowledge and insight from leading experts in a variety of specialised fields and are very popular amongst OEB attendees.

The topics were:

- Third International Forum on E-Learning for Defence and Security
- + SPUTNIC FORUM: Promoting Collaboration Through New Educational Technologies
- Innovative Approaches for Searching and Using Cultural Heritage Information for Learning and Teaching
- + Research on E-Learning at Berlin's Universities
- E-Learning in Development Cooperation: Unexpected Impacts - Benefits and Pitfalls
- Serious Games and Learning
- Getting the Best from Podcasting: Enhancing Learning through Effective Design and Implementation
- Truth and Consequences: Develop a Valid Assessment Strategy for Your Curriculum and a Strategy for Those Who Fail
- + Learning with Social Software and Web 2.0
- From Strategy to Doing Eight Years of E-Learning at KPMG



- Re-discovering Learning Design The Crucial Steps for Effective Learning
- Unique Is What You Seek Quality Assurance for Higher Education in Europe and Beyond, Led by EFQUEL
- + Hands-On Handheld Introducing Mobile Learning
- + Blended Learning Strategies to Embed Change
- How to Add Mobile and Location-based Learning Content Management to Streamline Your E-Learning Platform and Infrastructure. Real Life Models, Solutions and Case Studies
- Welcome to ONLINE EDUCA BERLIN 2007: An Introductory Seminar for Newcomers
- + Vodcasting in Practice
- + Creating Games for Learning
- eCampus Berlin: New Approaches towards an Integrated E-Learning Infrastructure at the University of Applied Sciences (FHTW)







The quality and variety of the exhibitions were excellent and provided a valuable opportunity to discuss problems and potential solutions. The variety of new tools on show helped to look at old problems in a new way.

Dr Mike Ahern,

Institute of Technology Tallaght, Ireland

It was good attending the conference for the first time. I must congratulate you all for a wonderful conference. I was amazed at the number of experts who came and the e-learning developers and producers who attended.

Prof Jophus Anamuah-Mensah, University of Education, Winneba, Ghana

Very satisfactory efforts in bringing all IT players together, and a synergy building informal interactions.

Isa Muhammad Ari, Federal Capital Territory Administration, Nigeria

Congratulations to the whole team! And keep it up for an even better ONLINE EDUCA BERLIN 2008.

Carlos Cordero, IMD - International Institute for Management Development, Switzerland

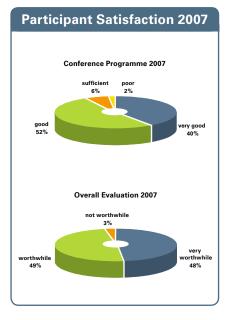
THE CONFERENCE PROGRAMME IN SUMMARY

Web 2.0 emerged as *the* topic of ONLINE EDUCA BERLIN 2007. Both the attendance figures at sessions addressing Web 2.0-related topics and the participant feedback clearly manifested the attendees' profound interest in discussing the opportunities made possible through the so-called **socialisation of the web**, whereby **user-generated content** - often supported by **rich media** - is increasingly the norm.

In the Opening Plenary it became apparent that not everyone sees Web 2.0 as a positive development. Andrew Keen's highly provocative presentation, in which he argued that **the web has been taken over by 14-year-olds and**



amateurs (or in his own words "monkeys, idiots and the inane"), certainly gave rise to considerable debate. His strong words were particularly provocative when contrasted with the gentle wisdom and charm of the very positive narrative offered by Prof Sugata Mitra, who focussed on the **astounding steps taken by street children in India** when exposed to the Internet for the very first time and without any real support.



Very good job. We are looking forward to eLA 2008.

Karim Toledano, Eduvision Ltd., Switzerland

Many thanks. It was a high quality experience which I hope to repeat soon. I look forward to the reports and access to copies of other speaker's sessions.

Paul Sweeney, Languagelab.com, UK

Thanks – well done to you all for another success.

Prof Tim Unwin, Royal Holloway University of London, UK

I would like to thank ONLINE EDUCA BERLIN for the great conference and excellent organisation. It was an inspiring event!

Bart Rienties, Maastricht University, The Netherlands The Web 2.0 theme carried on throughout the conference programme. Presentations including those given by Dr Alex Cullum on how **Web 2.0 developments are being used for learning and training** at Norway's StatoilHydro and by Johannes de Gruyter on how **Web 2.0 is transforming learning in academic environments** at K.U.Leuven in Belgium were much appreciated. The topic of virtual worlds – and **Second Life** in particular – was also hugely popular, and several presenters provided **practical insights into their use of Second Life for learning purposes**. They included Dr Sian Bayne, from the University of Edinburgh, UK, as well as David Richardson, Högskolan i Kalmar, Sweden, who employs Second Life as part of his language teaching activities.

This year's OEB also featured an expanded **Corporate Training Track**, which focussed on the challenges faced when using ICT to support workforce training, particularly when the workforce is widely distributed. A plenary as well as several parallel sessions focussed on this topic, highlighting the use of e-learning in companies such as **Air France** and **Swedbank**. Dr Nick van Dam from Deloitte Touche Tohmatsu in The Netherlands provided key insights regarding Deloitte's experience and best practices for **implementing online learning for 155,000 employees in 150 countries around the world**. In another session, Olaf Bursian from real,- SB Warenhaus GmbH, Member of MetroGroup, Germany, described the challenges of a **large-scale implementation in a national retail environment**.

Many participants enjoyed the contact and insights provided during the Friday morning special focus session entitled **Learning in the Digital World of Teenagers**. It featured researcher Guus Wijngaards, who is spearheading research into **how teenagers learn**; his subjects are a group of teenagers from local secondary schools.

The use of **Serious Games** to support **learning across all sectors** continued to attract attention this year, and specific highlights appreciated by participants included the session on **Educational Gaming** with presentations by Prof Michael Wagner, Danube University Krems in Austria and Paul Kearney, Deakin University, Australia. The session dedicated to the **development and use of simulations** was also highly attended and featured presentations by Pieter van der Hijden, Foundation LawOnline (Stichting RechtenOnline) and Prof Tienie Crous from the University of the Free State, South Africa. Christopher Brannigan and Sara Bingham described how Ufi/learndirect is **engaging and preparing learners for employment through games technology**.

Examples of exciting new **developments in tools and services** were showcased throughout the conference exhibition area. In addition, numerous demonstration sessions provided an opportunity to view recent developments and several pre-market products. Popular tools included the **Ink MC**, a low-cost, handheld mobile computing device; **Gym2Learn**, a metacognitive tool for web learning; and the **ABC pc service** created by Vox, the National Institute for Adult Learning in Norway.

THE CONFERENCE PROGRAMME IN SUMMARY

The topic of how universities are coping with the dramatic changes taking place in education was well illustrated through descriptions of innovative practices and procedures by university staff from, amongst others, Athabasca University in Canada, Tshwane University of Technology in South Africa and the FHTW Berlin. Systems and services to support today's students include significant improvements in virtual learning environments like those described by Eric Clarke from the Royal College of Surgeons in Ireland.

The increasing availability of and interest in video as an essential component of any learning design was evident throughout the agenda. Teaching musical instruments using mixed media was described by Dr Noël Conruyt from the University of Reunion in France, while Dr Nicholas Watson from the Open University, UK took a more generic approach in his well-received presentation on video genres and their practice and potential in online teaching and learning.

Learning - including mobile assessment - is increasingly mobile, as was illustrated by Gareth Frith and Tom Holland in their description of the largescale ALPS mobile education project in the UK. Mobile learning technology was also the focus of the presentation given by Gábor Kismihók from Corvinus University of Budapest in Hungary, who described it being used to support student self-assessment, access to content and access to mobileforums.

The next edition of ONLINE EDUCA BERLIN promises to again blend proven formats with a rich line-up of new features in order to ensure the best possible agenda and aims to also feature even more of the highly interactive and popular formats and opportunities introduced at this year's event.







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EXHIBITORS

ONLINE EDUCA BERLIN 2007 was accompanied by a parallel exhibition, which featured **121 exhibiting companies and institutions from 27 countries** around the world. The exhibition is a central meeting and networking point within the conference and a much appreciated opportunity by all the delegates and visitors alike to find out about the latest products and services.

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A number of these exhibitors also gave presentations on their activities, products and services within the special New Product Presentations.

List of Exhibitors 2007

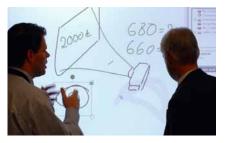
We thought the audience was a perfect fit for us.

Stacey Hansen, TechSmith Corporation, USA

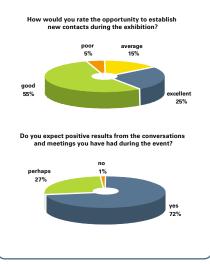








Exhibitor Satisfaction 2007



TESTIMONIALS AND COMMENTS

Great variety in the exhibits. Kok Siang Chua, MINDEF, Singapore

l'm new to the industry. Learned a lot. Very good as an introduction to the industry. Robin Millner, Robin Millner, Australia

The best worldwide educational conference. Prof Radu Jugureanu, SIVECO Romania, Romania

Job well done. Congratulations to the whole team. I was particularly impressed by the 95 different nationalities. Gunnar Brückner, coachingplatform Inc., Canada

Very well-organised conference, thank you. Prof Juris Blums, Riga Technical University, Latvia

Well done, I enjoyed it. Stefan Müller, TFH Berlin - University of Applied Sciences, Germany

Very well organised. Aparna Errum, Harbinger Knowledge Products, India

Still the most important e-learning event in Europe. Dr Marcus Hoberg, Grünenthal GmbH, Germany

Fantastic, well done! Bjørn Gregersen, University of Aarhus, Denmark

It was a very well organised conference with many interesting topics. Wish I had time to go to all of them! Alexandra Avgerinou, OTE ACADEMY, Greece

Very well organised. Anne Fox, CV2 Djursland Business and Technical Colleges, Denmark

I had a good time, also learned a lot. Bart Andriessen, Andriessen en Partners BV, The Netherlands

Jolly good show! Duncan Belk, The Open University, UK

Very professional conference! Florine Wiebenga, Dutch Institute of Filmeducation, The Netherlands

A worthwhile and enjoyable conference! Jim Gritton, University of Edinburgh, UK

Just to say, that I was very impressed by ONLINE EDUCA BERLIN and the warm welcome I received. It was wonderful to meet everyone and I hope to meet again one day soon. Martina A. Doolan, University of Hertfordshire, UK

Thank you very much for the perfect management of the conference. Thanks to you we had a good time, full of new impressions and contacts with nice people. Karin Vavatzanidis, NAVS Interactive, Greece

I really enjoyed my time at the conference, everything was perfect. Congratulations for your hard work and thanks for making us feel very comfortable.

Laura Patricia Villamizar Carrillo, Rovira and Virgili University, Spain & University of Pamplona, Colombia

I would like to say how much we enjoyed ONLINE EDUCA BERLIN and how professionally it was organised. Roger Charles Randall, Mondiale Testsysteme, Germany

Thank you for splendid organisation once again. Andreas Hink, Emantras Inc., Germany













TESTIMONIALS AND COMMENTS

This conference is clearly excellent for networking. Paul Davey, London Knowledge Lab, Institute of Education, UK

The event exceeded my goals and expectations, especially having come all the way from Brazil.

Dr Thais Waisman, Instituto Nokia de Tecnologia, Brazil

GREAT! Dr Salahideen Alhaj, Arab Academy for Banking and Financial Sciences (AABFS), Jordan

Nice conference and good atmosphere. Prof Willi Bernhard, Swiss Distance University of Applied Sciences, Switzerland

Perfect organisation, location, speakers - well done!! Juergen Huellen, Vocational Training Center for Blind and Visually Impaired People, Germany

A very useful and stimulating event. Dr Pieter Vroegop, Leiden University, The Netherlands

Keep up the good work. Thanks again for a nice time in Berlin. Paul Westeneng, Andriessen en Partners BV, The Netherlands

The ONLINE EDUCA BERLIN exhibition was excellent. I think many exhibitors, including us, will return home with great opportunities and interest from people who visited their booths. Thank you. Ji Yun Kim, KERIS, Korea

Excellent organisation. Even smaller things were taken care of. Nachiket Khare, Harbinger Knowledge Products, India

Great topics, great people, great job! Martin Beck, MONDIALE – Testsysteme, Germany

HE BILD

Congratulations on organising an excellent conference in Berlin. My colleagues and I found the event extremely useful and the service from all of your staff was excellent. Brian Casey Intrallect Ltd LLK

Brian Casey, Intrallect Ltd., UK

ONLINE

EDUCA BERLIN













14th International Conference on Technology Supported Learning & Training





December 3 – 5, 2008 Hotel InterContinental Berlin