2,500+ participants from 70 countries

300+ international speakers

5 plenary sessions and 5 break-out sessions

14 world-renowned keynote speakers

110 exhibitors and sponsors

20 pre-conference events

20 free exhibition seminars
Europe 86%
North America 5%
South & Central America 1%
Asia 3%
North Africa & the Middle East 3%
Sub-Saharan Africa 2%
Australia & Oceania 1%

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

Total: 2,500+

93% of participants rated OEB 2019 as (very) worthwhile
85% of participants rated the easy of networking as (very) good
93% of participants are likely to apply what they learnt
90% of participants feel the content is able to help them do their job more effectively
90% of participants are likely to attend again in 2020

Sectors
- Education 46%
- Government 9%
- Corporate 40%
- Civil Society 2%

Online Community
- 185,932 site visitors
- 80,000+ subscribers
- 12,408 likes
- 6,500 followers

@OEBconference #OEB19
www.oeb.global
www.oeb.global/oeb-insights
OEBconference
2,156 members
The Opening Plenary

OEB 2019 opened with talks and a lively discussion about competing views of the future between world renowned keynotes Iyad Rahwan, Founder of the Center for Humans and Machines at the Max Planck Institute, Wei Cui, Chief Scientist at China’s Squirrel AI Learning and Researcher and Education Writer Audrey Watters.
**Plenary Sessions**

**The Strategic Role of Learning and Development**

How do we ensure that training is not a separate function, but part of the business?

- **Donald H. Taylor**  
  Chair, Learning Technologies Conference Track, UK

- **Richard Straub**  
  Founder and President of the Peter Drucker Society Europe, France

- **Joe Pokropski**  
  Learning and Talent Development Executive, USA

- **Heléna Bargiel**  
  Transforming strategy into high performing teams at LEO Pharma A/S, Denmark

**Pushing the Technological Boundaries**

What are concrete, best practice applications of innovative developments for education?

- **Gilly Salmon**  
  Professor and Academic Director at OES, UK

- **Laura Czerniewicz**  
  Director at the Centre for Learning and Teaching University of Cape Town, South Africa

- **Shirley Alexander**  
  Deputy Vice-Chancellor and Vice-President University of Technology Sydney, Australia

- **Bryan Alexander**  
  Futurist, Researcher, Writer and Teacher at Georgetown University, USA

---

**The OEB Plenary Debate**

Education is becoming increasingly focused on delivering the skills employers need. Is this a good thing?

"This House Believes That an Obsession with Economics Is Harming Education and Undermining the Skills We Need for the Future"

- **Paul Kirschner**  
  Professor of Educational Psychology at the OU, the Netherlands

- **Harold Elletson**  
  International Communications Consultant, UK

- **Olivier Crouzet**  
  Head of pedagogy at "42", France

- **David Toborek**  
  Head of talent and Head of IT at Metronom GmbH, Germany

- **Edith Hooge**  
  Serves as the Chair of the Education Council of the Netherlands

---

The plenary debate was extraordinary; an academic discourse with experts about a topic that really matters. What a pleasure and an honour.

- **Donald H. Taylor**  
  Chair, Learning Technologies Conference Track, UK

- **Richard Straub**  
  Founder and President of the Peter Drucker Society Europe, France

- **Joe Pokropski**  
  Learning and Talent Development Executive, USA

- **Heléna Bargiel**  
  Transforming strategy into high performing teams at LEO Pharma A/S, Denmark

---

OEB is an exciting edtech conference, very well organized and hosted in a great city. It’s a fine way to learn, share, and network, especially in the European setting.

- **Bryan Alexander**  
  Futurist and Teacher at Georgetown University, USA
Spotlight Stage

A rolling programme with highlighted talks, interviews, debates and more, offering left-field inspiration, entertainment and provocation from edtech experts.

Julian Stodd
Writer, Artist, Explorer and Consultant, Sea Salt Learning, UK

To move beyond exploration to discovery is an exciting prospect.

Mike Sharples
Emeritus Professor of Educational Technology at The Open University, Author and Lead of the “Innovating Pedagogy” Reports, UK

How do you engage 100,000 people in active, social and inquiry-led learning?

Eric Sheninger
International Center for Leadership in Education (ICLE), USA

A redesigned learning experience fundamentally shifts the teaching and learning paradigm to one that’s personal.

AR, VR, MR... What is the future of inclusive education using XR tools

Lizbeth Goodman
University College Dublin, SMARTlab Digital Media Institute, Ireland

How do you engage 100,000 people in active, social and inquiry-led learning?
Steve Wheeler
Learning Innovations Consultant, UK

How can we achieve direct learning transfer, while maintaining a healthy work/life balance?

Donald Clark
Plan B Learning, UK

Is the explosion of interest around AI Ethics “theatre”, based on the usual hysteria around any new form of technology - or does it match real ethical needs?

Ulrich Weinberg
Director of HPI School of Design Thinking at Potsdam University, Germany

How do we learn and work together and what processes do we use?

Jef Staes
Red Monkey, Belgium

Competences of passionate and talented people will be validated by their learning and “doing” networks.

Nik Gowing
Author, former BBC World News Presenter and visiting Professor at Kings College and Nanyang University, UK

Instability is what the next generation and those educating them must be trained and prepared for.

Jef Staes
Red Monkey, Belgium

Competences of passionate and talented people will be validated by their learning and “doing” networks.
Parallel Sessions

The event included a crowded programme of 20 pre-conference workshops, 120+ sessions and 20 free-to-attend exhibition seminars.

Jeff Kortenbosch
Learning Designer at Inter Ikea, The Netherlands

OEB is a great place to meet peers from the industry. I love how an event like this draws in so many professionals and I am happy to connect with new friends and meet old ones.
Apart from hands-on workshops and plenaries, the parallel programme included interactive boardroom dialogues, knowledge factories, discussions and debates, labs, demos and more session formats to choose from.

Mike Sharples
Author and Emeritus Professor at the OU, UK

OEB Global has grown to be Europe’s vibrant meeting of the people and organisations shaping the future of how we teach and learn through technology.

Oliver Crouzet
Head of Pedagogy at “42”, France

Many interesting sessions, challenging debates, definitely glad to be in Berlin for OEB!

90% of participants feel the content is able to help them do their job more effectively

93% of participants are likely to apply what they learnt
Content highlighted the key issues shaping the future of learning including:

- AI and blockchain for education
- Self-directed learning at work
- Immersive learning on a budget
- Learning spaces in the digital age
- Students as changemakers
- Holograms as educational tools
- Employability-focussed learning outcomes
- The impact of government regulations on private education
- Agile L&D teams

An outstanding line-up of speakers with wide-reaching experience of implementing new learning technologies, showed how there are no limits to what is possible for today’s learners.

Laura Czerniewicz
Director of the Centre for Innovation in Learning and Teaching at the University of Capetown, South Africa

I was struck by the diversity of participants at the conference. This seems to be the only conference attended by pretty much all the current stakeholders across the Higher Education ecosystem: academics, non-governmental organisations, government, professionals (such as learning designers and techies), and a wide range of companies across the student experience cycle. It was an unusual and intriguing mix.
3,500+ tweets using the #OEB19

@wrubens
You can tweet or blog about the content of a conference like #OEB19. However, it is impossible to describe the atmosphere and the conversations.

@stipton
It's always wonderful to spend time with such great people. I always leave with new inspiration. Thank you #OEB19.

@jeremycarter72
Thanks to everyone involved with #OEB19. Had many interesting conversations with colleagues from the world of #learning and #assessment. Came across lots of exciting new projects and businesses. See you next year in Berlin!

@SteveWheeler
Thank you to @OEBconference and the glittering city of #Berlin for an absolutely splendid, thought provoking and enjoyable three days. #OEB19 has advanced from previous years and I can’t wait to return next year for #OEB20.

@NebrijaGlobal
We are in Berlin for the #OEB19. Nowadays, the most important education event in Europe.

@jpokropski
Was great to meet so many colleagues committed to changing the way we operate for the better. #OEB19.

@doxtdatorb
RT @stinemalin: Great Opening Plenary Debate @OEBconference. Love the different perspectives and balanced debates: "Critical digital literacy is not just for kids" @audreywatters #OEB19 digitallearning.

@margiemeacham
It was so exciting to see people bringing in more and more chairs. Not sure we were still compliant with fire code, but what a thrill to present to such a large, informed, and enthusiastic crowd. #OEB19 @brainladies Thanks @phoellermann @OEBconference.

@the_sosman
Had an amazing time leading the #OEB19 pre conference workshop at the @HPI_DSchool taking the participants on an immersive journey of the design thinking process to design the world of post disciplinary leading. Terrific participants, inspiring discussion!

@BryanAlexander
Thank you all for making it work: - the #OEB19 staff - our guests (@audreywatters, Gilly Salmon, Olivier Crouzet) - our digital participants, inc. @harmonygritz @ideaspacesnet @edwebb - our in-person friends #FTTE. @SAlexander_UTS
Good session on learning analytics @DonaldClark @phish108 Thor Hansen! Lots of ideas - don't agree with all but very thought provoking! #OEB19.
@MirjamN
Nice job, @bertdecoutere. Your 7 challenges in training and learning are all true, all important, and you’re providing much needed nuance. Thank you. #OEB19

@NTalijan
“Discovering Learning” - With @julianstodd “Take yourself for a different conversation and take the door you don’t usually take.” @OEBconference has officially started.

@jozwmar
I must say that I left Berlin with a handful of new ideas about #elearning and #EdTech in general! Thanks #OEB19 for inspiration!

@MichaelaMJung
Great discussions @OEBconference in Berlin on the Future of Learning. What are the threshold competencies and how do we help our students develop them?

@mloland
Learning & inspiration #OEB19 Thanks for sharing & reflection together @charlesjennings you are a true inspiration! Learning conversation & meeting people is the BEST.

@DigiChampsNUIG
Really enjoyed sharing our @DigiChampsNUIG & @allaboardHE story with a warm & enthusiastic bunch of @OEBconference participants AND thanks to our photographer @deirdrehodson. #DigitalChampions #BuildingDigitalConfidence #StaffStudentPartnership #OEB19

@T_Ortelt
Now I am a little bit smarter - #EduRoam was a project by @SURF_NL Thanks to @michelicto for this information #OEB19 From my point of view: @eduroam is the best idea for worldwide collaboration for #digitalisation.

@deirdrehodson
Thanks @E_Sheninger for a dynamic session on school leadership and tech in ed at #OEB19.

@CosmoCat
Au revoir Berlin! You’ve been great and so was everyone at #OEB19.
The Exhibition

An extensive exhibition and demonstration area formed the networking hub at the heart of the event.

110 exhibitors and sponsors

20 free exhibition seminars
Exhibitors & Sponsors

- Acadly
- Actee
- AlphaPlus Ltd
- Altissia International
- Arcadia
- Area9 Lyceum
- Awesome2Learn
- Bartenstein Academy GmbH
- blink.it
- Burst Video B.V.
- CanopyLAB
- Canvas
cApStAn
- Cengage
- CLASSUM
- Comms Multilingual
- D2L
- DEVCO Academy
- DEXWAY
- DigiExam
- DigitalEd
- Docebo
- EBSCO Corporate Solutions
- Echo360
- Educators Int’l & PhonePrint
- Eduflow
- Edunao
- EFTE
- EPALE
- Epiphan Video
eThink Education
everskill
- Explorance
- FRENCH HIGHER EDUCATION / AUNEGE / UNIT
- GAMEHILL
- GAMOTTECA
- Glean by Sonocent
- Grasple
- GroMar
- High Quality Captions
- Horis International Limited
- Hubro Education
- IMJS - LMS & Content
- itslearning
- Jesuit Worldwide Learning
- JetBrains
- KALTURA
- Konzept..GmbH/
- HoverCam
- Kryterion, Inc.
- Learnship
- LinkedIn Learning
- Matrox
- Medianteractive Franc Dolenc S.P.
- MEDIAL
- Memoray Corporate Learning

All the people we talked to are all about innovation; they are looking for new solutions.
Exhibition seminars discussed the provision of digital credentials, learning with humanoid robots, plagiarism prevention, interactive video, AI for talent development and more.
Exhibitors’ Tweets

@AdvanceEdTech
@OEBconference and @AlphaPlusCoUk
Had a great few days @OEBconference. Thanks to all the team for the hard work that went in to the event. See you next year #OEB19!

@Mediasite
We’re proud to be sponsoring this great event! Discovering Learning: Europe’s Edtech and L&D Community Gears Up for OEB 2019

@uqualio
We are back from the @OEBconference, and what more can we say other than that it was an excellent experience! Fantastic people, amazing companies... we are simply grateful for the opportunity to be part of it all! Thanks again #OEB19!

@CengageEMEA
#ThankYouForHavingUs @OEBconference
It’s been great to #connect and show off our #DigitalSolutions #Resources #LearningSolutions

@vcvg
I’ve had a splendid time in Berlin this week talking about #plagiarismdetection and #ghostwritingdetection. Thank you for having us @OEBconference #Oeb19! @PlagScan

@speexx
Find us hosting #SpeexxExchange in Berlin today! Amazing speakers and over 200 #HR and L&D specialists attending! #OEB19 #LearningTransformation

@cApStAnLQC
Proud to be sponsors of this leading international conference and looking forward to gaining new insights into the factors that will shape the future of technology-supported #learning and #training.

@Proctorio
That’s a wrap on @OEBconference 2019! Thank you for having us, see you next year! #OEB19 #proctorio #edtech
Save the date
Berlin, December 2 — 4

The 26th global, cross-sector conference and exhibition on technology supported learning and training

www.oeb.global