

oeb

Shaping the future
of learning

incorporating

**learning
technologies**

Post-Event Report

BERLIN, December 1 – 3, 2021
Hotel InterContinental Berlin

**840+**

participants

from

40+ countries**150+**

international speakers

9

free exhibition seminars

11world-renowned
keynote speakers**8**pre-conference
events**70+**

break-out sessions

77

exhibitors and sponsors

5

plenary sessions

After 19 months of online events, under exceptional circumstances, the in-person 27th edition of OEB provided all those who were able to join us with opportunities for extensive networking and in-depth conversations on new learning technologies.



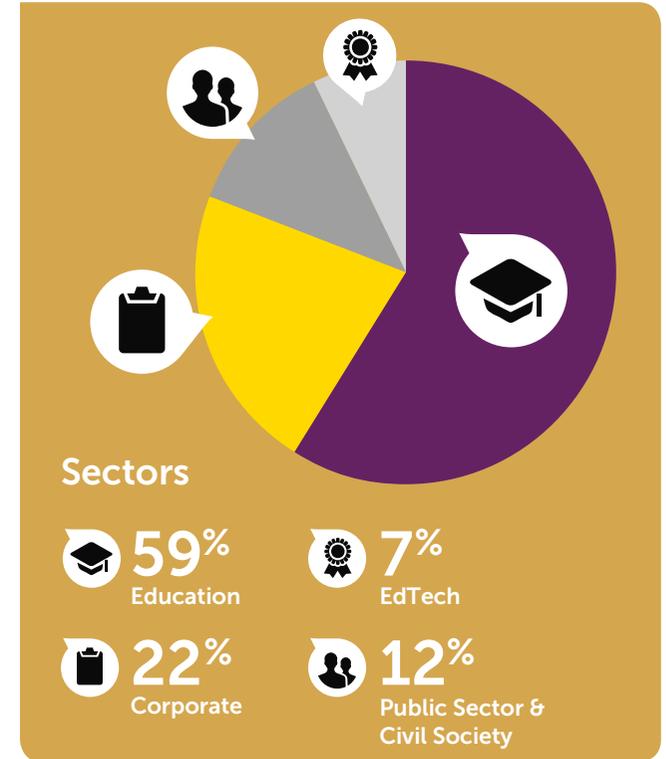
Where participants came from in 2021

Total: **840+**



Top Countries

- Denmark
- The Netherlands
- Germany
- Belgium
- UK
- Norway
- Poland
- France
- Austria
- Sweden



80% of participants rated OEB 2021 as (very) worthwhile

85% of participants rated the ease of networking as (very) good

90% of participants are likely to apply what they learnt

70% of participants are planning to attend again in 2022

85% of participants feel the content is able to help them do their job more effectively

Online Community

195,650 page views www.oeb.global

6,654 followers @OEBconference #OEB21

12,428 followers OEBconference

2,308 members OEBconference

Fons Trompenaars,

Organisational Theorist
and Author

„How can we use digital means
to deepen our relationship with
the student?“

Marleen Stikker,

Founder and Director of WAAG
and Professor of Practice at the
University of Applied Sciences
Amsterdam

“We have to be very clear that
the technologies we use, have
the values that we want them
to have. We need to have more
influence on the technologies
we use.”

The Opening Plenary

OEB21 opened with talks by renowned keynotes **Marleen Stikker**, Founder of Waag and Professor of Practice at HvA and **Fons Trompenaars**, Organisational Theorist. The audience contributed to a lively discussion afterwards, about the changes brought about by a global pandemic and about the importance of „learning resilience“.

Plenary Sessions

Hillary Gyebi-Ababio

Vice President for Higher Education at the National Union of Students

"Making education accessible should be a top priority for us all. Instead, the HE sector has proven that it has still not learnt the lesson of the pandemic by pushing an agenda of trying to return back to normal."

The OEB Plenary Debate

Many feel badly let down by a system which, they say, has failed them. Others say the disruption Covid has brought is exactly what global education needed. But has education learned the lesson?



Donald Clark

eLearning Expert and Strategist, Plan B Learning

Hillary Gyebi-Ababio

Vice President Higher Education, National Union of Students



Jürgen Handke

Linguist, Educator, Award-winning Digital Learning and Teaching Pioneer

Mark West

Project officer, UNESCO



L&D's Influence on Workplace Learning

The learning ecosystems of the future require not just new technologies, but new approaches and a new mindset – for leaders, employees and the L&D department itself.



Donald H Taylor

Chair, Learning Technologies Conference Track

Chairperson

Isabelle Mancel

Global Head of Innovation Learning and Culture, Thales



Sina Fäckeler

Global Head of People Development & Wellbeing, AXA Group Operations



Learning, Teaching, Investing in Resilience

We have all had a crash course in resilience. What has our experience taught us about human behaviour and technologies for learning?



Harold Elletson

International Communications Consultant and Senior Fellow of the Institute for Statecraft

Chairperson

Perttu Pölönen

Futurist, Inventor and Author



Borhene Chakroun

Director of the Division for Policies and Lifelong Learning Systems, UNESCO



Borhene Chakroun

Division Director, UNESCO

"OEB is the place to be to exchange about what we have learnt from the crisis, how we can build a better future of all of us and how we can engage with different stakeholders from civil society to public sector to private sector."



Presentations, Panels, Debates, Learning Cafés, Boardroom Dialogues and How Tos

offered inspiration, entertainment and provocation from EdTech experts.

**Perttu
Pölonen,**

Futurist, Inventor
and Author



**Ulf-Daniel
Ehlers,**

Baden-Wuerttemberg
Cooperative
State University
Karlsruhe



“Can we
flexibilise
education
offerings?”

“What are the
competencies that will
increase in value in the
coming decades? I really
believe in human skills, in
human elements. So
compassion, curiosity,
character, courage.
These skills are what
we should focus on.”

“People, not machines,
not software, remain the
backbone of education
systems and the
cornerstone of
educational
resilience.”

Mark West,

Project Officer,
UNESCO



“Let’s talk about
efficiency and
effectiveness and
flexible learning
paths.”

Ulrike Wild,

Wageningen
University &
Research



Ruben Janssens,

Member of the Executive Committee European Students' Union (ESU)



"Digitisation and digital learning can never be an excuse for reducing investments"



Irina Matthews,

Learning Services Coordinator, GÉANT

"The focus is shifting from a process-driven L&D to a more user-centered L&D."

Sina Fäckeler,

Global Head of People Development & Wellbeing, AXA Group Operations



"Super interesting discussion about how People Development can contribute to accelerating business and cultural change."



Rodrigo Melo,

EFEE Vice-President and CEO of the National Confederation of Education and Training in Portugal

"How do we collect 'big data' about learners while making completely sure that we are protecting their personal data and privacy"

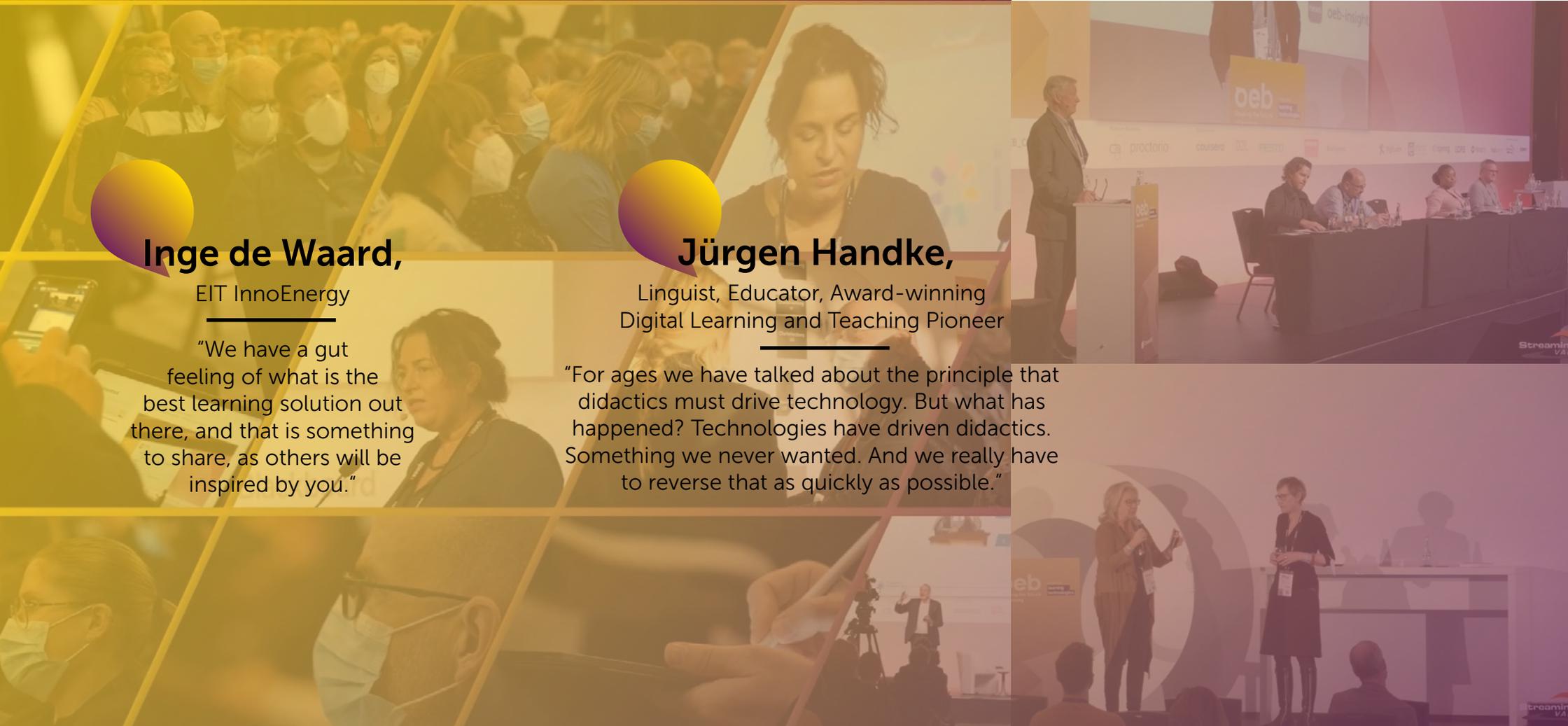
Increasing Human Connection in Digital Learning

MOTECA



Parallel Sessions

The in-person event included a programme of 8 pre-conference workshops, 70+ sessions and 9 free-to-attend exhibition seminars.



Inge de Waard,

EIT InnoEnergy

“We have a gut feeling of what is the best learning solution out there, and that is something to share, as others will be inspired by you.”

Jürgen Handke,

Linguist, Educator, Award-winning Digital Learning and Teaching Pioneer

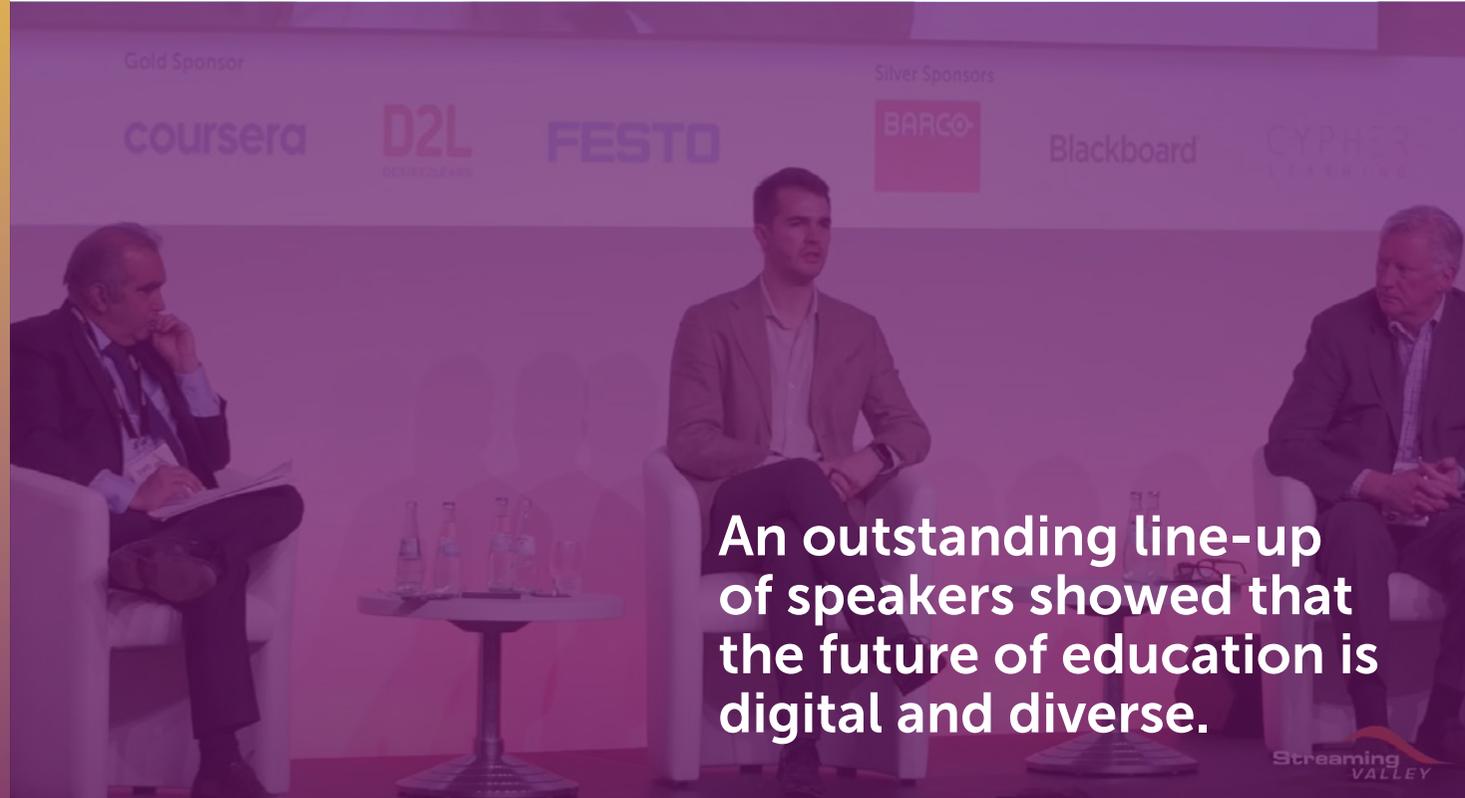
“For ages we have talked about the principle that didactics must drive technology. But what has happened? Technologies have driven didactics. Something we never wanted. And we really have to reverse that as quickly as possible.”

OEB21 kicked off with a „battle“ in the „innovative learning arena“. Participants spoke out to defend their preferred new learning methods and approaches of the year.



Results-oriented cases and discussions on tailored topics covered:

- Getting to Grips with Learning Design and EdTech
- Making Higher Education Fit for Purpose
- Stimulating Social Connectivity
- L&D's Influence
- The Individual in the Learning Organisation
- Using Data to Accelerate Outcomes
- Collaboration between Sectors



Isabelle Mancel,

Global Head of Innovation
Learning and Culture, Thales

“One of the major challenges we face is the question of retention and attrition of the new generations and of talent. To deal with this we need to bring value in terms of learning and employability.”



Selected tweets using the #OEB21



@lr2050

What I'm enjoying most at #OEB21 is the quality of discussion about the human aspects of digital learning. The human and the machine are in it together. And making new friends with people passionate about learning tech.
#TechForGood #voctech



@ashex16

Feeling on top of the world after a brilliant presentation at the #OEB21 Absolutely delighted that we could share our Innovative practices with the world! So proud of what we do @GEMSGLS



@stellacollins

@AndyLancasterUK and @lauraoverton are doing a great job at getting us to analyse some data to identify what L&D need to do for impact #OEB21



@ErikJentges

At #OEB21 and already into deeper conversations on edtech trends, learning effectively, making room for practice, learning and development during COVID, and curriculum design for master programs.



@rikhewitt

Really enjoyed speaking at #OEB21 about how the changes we can see happening in the labour market in @EmsiBG data are necessitating changes in approaches to education and the creation of "learning hubs for the millions".



@ISPF

Back from OEBconference 2021! Had a great panel on „Grasping Ecosystem“ led by Anja Schmitz together with @nereanerea21 and @ThomasJenewein! Thank you for the great format and discussions! OEB Global Conference #yourlearning #oeb21



@UPabierta

School is not only about learning, it's about collaboration, it's about integration. UNESCO #OEB21



@christinaaros

What do you think? Has education failed to learn the lesson of Covid-19? This mornings talk about duality is something to remember in this debate :-) yes we have learned - both what's good and bad #OEB21



@award_tom

Thanks @OEBconference it was truly interesting and inspiring! #OEB21... Here is to #OEB22



@OEBconference

Thanks so much to everyone who participated as a speaker, delegate, exhibitor or sponsor to make this such a lively and thrilling event, even with the tests and masks!



@ETUCE_CSEE

„Digital learning can never be an excuse to reduce investments in education!“ said @rubenjanss from @ESUtwat at the @OEBconference during our panel discussion on The Role of Digitalisation in Shaping an Education-led Recovery #OEB21



@FariaPSolange

Going home with great recommendations from @DonaldClark on the use of #video for #leaning thank you ! #OEB21



@RelvasSusana

Great to be at #OEB21 at Berlin, learning new teaching methods and tools.

Alina Toderascu,

Cypher Learning

"We have seen an audience from many European countries that are really keen to integrate technologies into their classrooms and that is what makes us very happy, because that is what we do."

Philipp Duffield,

Itslearning

"We are always happy to be at OEB. It is a great venue to be to meet our customers, to meet people who are interested in digital teaching and learning.... So we are looking forward to the return in 2022."

Mike Olsen,

Proctorio

"OEB has always been a group of people interested in digitisation of education. Now more than ever as a world we've figured out that that is important. OEB is a group of people who have been leading the challenge and helping the entire world through the challenge."

Anne Garcon,

Humanitarian Leadership Academy

"Leadership Academy
At OEB this year we had the opportunity to meet with really interesting people and we are really excited to come back next year to OEB22."

The Exhibition

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

77 exhibitors and sponsors

9 free exhibition seminars

Exhibitors & Sponsors

Altissia International
Amberscript
Arcadia
Area9 Lyceum
asknet Solutions AG
Barco
Blackboard
Blinkist
cBook
Class Technologies Inc.
COBIDU

common sense - eLearning & training consultants GmbH
Compro Technologies
Coursera
CYPHER LEARNING
D2L
DigiExam
EARLYLOGIC
enabley
EPALE
Epiphan Video

Examity
Explorance
FeedbackFruits
FUNMEDIA
Gamoteca
GlobalExam
Grasple
Hochschulforum Digitalisierung
Hubro Education
Humanitarian Leadership Academy
Institute of Cognitive Sciences and Technologies, National Research Council of Italy
IntelliBoard
iSpring Solutions
iStream
itslearning
Kaltura Inc
Kalyzée

KI-Campus
Labster
LERNI
LiDRS
L'UNIVERSITE NUMERIQUE - AUNEGE - FIED - UNIT - UOH
Moodle
Moovly
NameCoach
Neducatio
Nordic Simulators
Ouriginal
Panasonic Connect Europe GmbH
Panopto
PixBlocks
Planet eStream
Proctorio
Ready Education
Revas - Business Simulation Games

Speexx
Streaming Valley
think modular - digital solutions GmbH
TU Dresden Center for Open Digital Innovation and Participation (CODIP)
Tutorial Online
UbiCast
Uptale
Virtual Internships
VitalSource Technologies
Vyond
WebClip2Go
WEKIT ECS
WiseUp
X2O Media
ZAVEN



@shaunbutcher

Excellent session from @CrisoRachael at the @OEBconference - sharing data on student self-perceptions of career readiness and skills gain in remote vs in-person global internships.



@AcademyHum

Really great to see how VR and AR can be used to train #humanitarians - @ITCILO sharing an interesting example of a VR simulation for Airport Capacity Assessment after a catastrophic #earthquake

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Save the date

BERLIN, November 23 – 25