

Press Information, August 12, 2009**Oscar Winner Lord David Puttnam to Open 15th Online Educa Berlin
Next Generation Learning Strategies Are a Central Theme at the Conference**

Berlin. Oscar-winning film producer, politician and e-learning advocate Lord David Puttnam will head a list of prominent keynote speakers at this year's Online Educa Berlin. Puttnam will open the conference with a speech on innovative learning. Online Educa Berlin 2009 takes place from December 2nd – 4th, 2009 in the Hotel InterContinental Berlin. The conference is the largest global gathering of experts on technology-supported learning and training.

Following a successful career as the producer of films such as *The Mission* and *Chariots of Fire*, Lord Puttnam turned his attention to the field of education. Today, he is Chancellor of The Open University, Britain's largest distance learning institute and Chairman of the organisation Futurelab, amongst other things. The Labour politician is passionate about innovative learning and campaigns in the UK Parliament for the recognition of the educational value of video games. He firmly believes that there is enormous potential in the interaction between entertainment and learning.

"It seems to me that at present we are only scratching the surface", he says. He is currently looking at how computers, mobile phones and video games can be fully integrated into the learning process in order to increase children's willingness to learn.

"Lord Puttnam's speech will definitely provide the impetus for interesting discussion", says Astrid Jaeger, project leader of the conference organised by Berlin-based ICWE GmbH. She expects the same from co-speaker Zenna Atkins. The Head of Ofsted, Britain's schools inspectorate, and a renowned entrepreneur, who founded her first unemployment agency at the age of 16, Atkins is a leading figure in many social initiatives.

Around 2200 participants from over 90 countries are expected at the conference. Subjects including next generation learning strategies, contemporary virtual learning, mobile learning, new e-learning business models and open source developments will be presented and debated. Additionally, trends such as Docu Games, Web 3.0 and affective computing, as well as storytelling will be discussed.

Further information about Lord Puttnam and the Online Educa Berlin programme highlights can be found at: <http://www.online-educa.com/programme>

Gallery of last year's conference: <http://www.online-educa.com/media-picture-gallery>

Online Educa Berlin 2009

15th International Conference on Technology Supported Learning and Training
December 2 – 4, 2009

Hotel InterContinental Berlin, Budapester Straße 2, 10787 Berlin

Organiser: ICWE GmbH, Leibnizstr. 32, 10625 Berlin, Germany

E-Mail: info@online-educa.com



14th International Conference on Technology Supported Learning & Training
Hotel InterContinental Berlin • December 3 – 5, 2008

Press contact:

ICWE GmbH

Franziska Steiger & Nina Wittrock

Tel.: +49 (0)30 310 18 18 20

E-Mail: press-service@icwe.net