

ONLINE EDUCA BERLIN

8th International Conference on Technology Supported Learning & Training

Sponsors:



Under the patronage of:
Wolfgang Clement

*Federal Minister for
Economics and Employment*

Supported by:



The European Commission
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Organisers:



Online Educa Berlin 2002
Post Conference Report

BERLIN
November 27 - 29, 2002
Hotel InterContinental
www.online-educa.com

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The Event

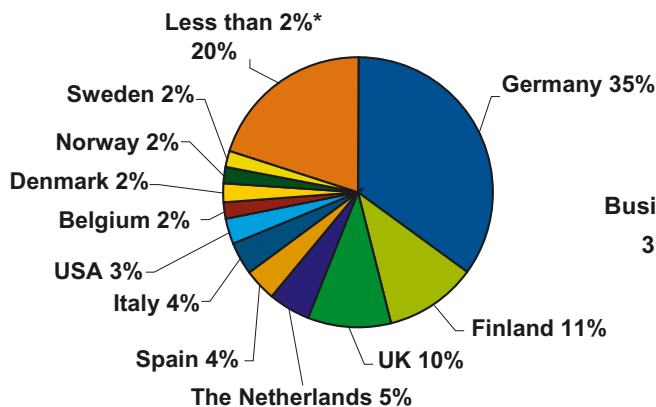
The eighth **Online Educa Berlin**, International Conference on Technology Supported Learning and Training, took place at the Hotel InterContinental Berlin from 27th to 29th November, 2002. The event was organised by ICWE GmbH under the patronage of Wolfgang Clement, German Federal Minister for Economics and Employment, and supported by the European Commission (Directorate General, Information Society and Directorate General, Education and Culture).



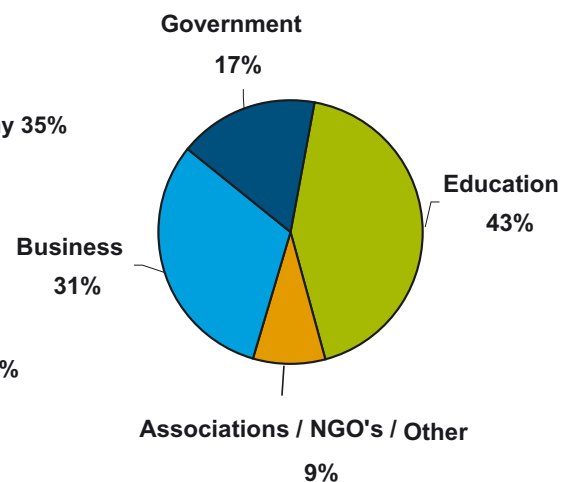
Participation Statistics

1127 registered participants from 64 different countries spanning all continents took part in **Online Educa Berlin 2002**, making it the world's most international conference dedicated to e-learning and also Europe's largest gathering of e-learning professionals. This year, registered attendance figures were more evenly spread between the three key areas driving e-learning adoption and innovation, namely education, business and government. Corporate participation was up from 22% in 2001 to 31% in 2002 and the number of delegates working in government was up from 12% to 17%.

Country Representation 2002



Sector Representation 2002



*Albania, Australia, Austria, Brazil, Bulgaria, Cameroon, Canada, China, Colombia, Croatia, Czech Republic, Estonia, France, Ghana, Greece, Guatemala, Hungary, Iceland, India, Ireland, Israel, Kazakhstan, Kenya, Kuwait, Latvia, Lebanon, Liberia, Liechtenstein, Lithuania, Luxemburg, Malaysia, Mexico, New Zealand, Nigeria, Northern Ireland, Philippines, Poland, Romania, Russia, Saudi Arabia, Sierra Leone, Singapore, Slovakia, Slovenia, South Africa, Switzerland, Syria, The Palestinian National Authority, Turkey, Uganda, Ukraine, Uzbekistan, Yugoslavia

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Conference Programme

Online Educa Berlin 2002 featured the work of 237 conference agenda participants including keynote speakers, presenters, panelists, chair-people and workshop leaders from 30 different countries.

The conference agenda was created through a selection process involving both a public call for proposals and a thorough investigation of the international e-learning sector to identify and invite leading experts and representatives. The agenda, created with the support of the conference steering and advisory committees, included 3 plenary sessions, 49 parallel sessions and 14 workshops.

As well as the formal agenda, the convivial and friendly atmosphere lent itself well to supporting informal networking and the organisers launched some new initiatives this year in this respect, for example a *"welcome workshop"* for newcomers on the 27th and *"lunchtime special interest get-togethers"* for those sharing common interests and objectives.

Plenary speakers on Thursday 28th included Hans Ulrich Maerki, Chairperson, IBM EMEA, who outlined IBM's vision of e-learning and the drivers responsible for taking us from an *"information society"* to a *"knowledge society"*.

Prof. Soumitra Dutta, Dean of Technology and E-Learning and Director of eLab@INSEAD, INSEAD France/Singapore, spoke about the importance of standardisation and how a *"dominant design"* has not yet emerged in the e-learning sector.

Finally, Jef Staes, formally with Siemens and now heading his own e-learning think-tank and research entity, Engine of Innovation, in Belgium gave a highly entertaining presentation focused on what Jef described as the *"circle of innovation"* – a natural process in learning organisations. He went on to describe what he calls *"Jef's law"* which depicts learning power as the product of learning tension multiplied by the amount of information someone uses to develop his competencies.

Friday 29th started with two simultaneous **plenary sessions**. A corporate session hosted by Eilif Trondsen from SRI Consulting-Business Intelligence USA featured presentations by Cisco, IBM, Nokia and SUN on their e-learning strategies, while an academic session hosted by Dr. Walter Kugemann from FIM

NewLearning Germany visited the topical question of how traditional universities are re-inventing themselves to fit into the 21st century learning landscape. Participating in this second session were Gabriel Ferraté, Rector, Universitat Oberta de Catalunya Spain, Prof. Oleg Liber, Bolton Institute UK, and Prof. Frederick Litto, University of Sao Paolo and the School of the Future Brazil.



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Parallel sessions included contributions from mainly academic and corporate e-learning professionals and were organised in the following tracks in the conference programme:

- Virtual Universities
- Corporate E-Learning
- Creating Online Learning Resources
- Choosing and Using Technology
- Collaboration and Cooperation in Online Learning
- Lifelong Learning
- Quality Management
- E-Learning and Cultural Issues



In addition, **“special focus sessions”** were held on the following topics:

- Knowledge Management
- SME's and E-Learning
- E-Learning Policy and Implementation
- The E-Learning Industry Group (eLIG)
- European Projects and Initiatives including the 6th Framework Programme
- Language Learning
- Evaluation of Large Scale E-Learning Initiatives
- Online Evaluation, Assessment and Testing Tools
- E-Learning and Development
- European Networks and Organisations
- Government E-Learning Initiatives
- ICT and Teacher Training
- Return on Investment

Pre-Conference Workshops

As well as providing discussion and reflection opportunities on an important range of subjects, the 14 optional pre-conference workshops on November 27th offered participants an intensive introduction to conference topics as well as vital hands-on opportunities for the development of practical skills. A successful new initiative this year was also the organization of a “B2B” workshop, giving an e-learning industry overview and bringing together producers of e-learning software with European e-learning partners and resellers.

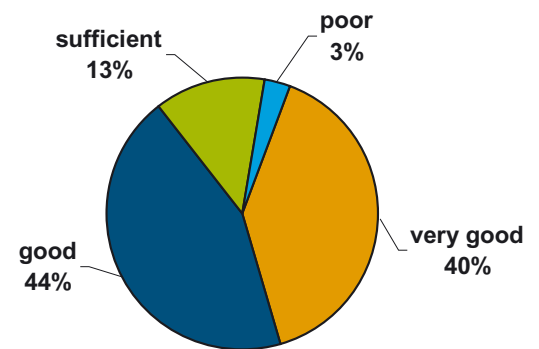
- Introduction to Online Educa Berlin 2002
- Organizing online learning in your organisation
- How to plan, design, deliver and evaluate e-learning
- Designing, producing and developing your own e-learning product
- New tele-learning projects at Berlin's universities
- Designing, building and managing learning communities
- Blended language learning: challenges and opportunities
- Putting the “C” in LCMS: a holistic content production approach
- Developing e-learning materials using educational modelling language (EML)
- Setting up in-company knowledge management products
- E-tivities: take part
- Costing the production of educational multimedia
- Finnish e-learning showcase
- E-learning reseller/partner “B2B” workshop

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The Conference Programme in Summary

Following much of the e-learning enthusiasm of previous years, this year's agenda topped previous conferences both in scale and quality of content, showing overwhelmingly that e-learning is here to stay and has become an integral part of the generalised learning offering in all sectors, i.e. corporate training, higher education, lifelong learning, professional development and vocational training. Challenges of particular note at this year's conference included scalability, sustainability, transferability and standardization across the e-learning community as a whole.

**Participant Satisfaction 2002
Conference Programme**



The complete conference programme as well as the names of the steering and advisory committee members can be found under: www.online-educa.com

Sponsors

Online Educa Berlin 2002 enjoyed the support of the following sponsors: SUN Microsystems (Platinum Sponsor), IBM (Gold Sponsor), and Cisco Systems, WebCT, Volera, UOC, Idea Solutions and Polycom (Conference Sponsors).



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Exhibitors

Online Educa Berlin 2002 was accompanied by a parallel exhibition which featured 32 exhibiting companies and institutions from around the world (Assessment Consultancy, BIBB, bit media e-learning solutions, Blackboard Inc., CEDEFOP, DETECON,



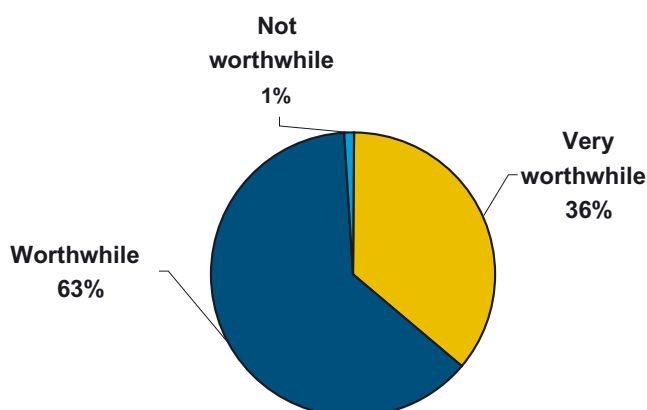
digital spirit, Ecotec Research and Consulting, ed-lab, Educational Testing Service, European University, Finnish Virtual University, Giunti Interactive Labs, Hewlett Packard, IBM, ITACA, Lerneffekt, managerSeminare, Max Hueber Verlag, OpenSpace-Online, Questionmark, The Rosetta Stone Online, RWD Technologies, seminus, SoftDeCC, Sun Microsystems, Technical University Dresden, WebCT, Wimba, Wissensmanagement, Wizlearn Pte Ltd, Xantic). A number of these exhibitors also gave presentations on their activities, products and services within the special "Vendor Track".

Conclusion

Online Educa Berlin 2002 was characterized by the extent to which it attracted practitioners and experts from around the globe, the quality and breadth of the conference programme, the degree to which new and returning participants were integrated into the friendly conference community, and the level to which it supports formal and informal networking among participants. Despite a worldwide downturn in numbers generally attending e-learning conferences and events, the 2002 conference proved once again that **Online Educa Berlin** has grown over its 8 years of existence to be the premier international e-learning conference worldwide.



Participant Satisfaction 2002
Overall Evaluation



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Testimonials and Comments

Debbie Hegarty, The BEST Project, Belfast, UK:

"The conference proved to be an excellent opportunity to update on cutting edge approaches to online learning. The international networking and exchange of information which took place will certainly add value to our online software testing programme."

Kati Bond, DaimlerChrysler, Berlin, Germany:

"The conference proves to be especially valid as a place to meet people from different professional backgrounds and with different experiences in the e-learning field. Great networking opportunity."

Alessandra Marinetti, DigitalThink, San Francisco, USA:

"The conference was a terrific experience, I had the opportunity to see what the e-learning field is like in Europe, connect with colleagues overseas, and give an interview. All this in 2 days! I do hope to be able to participate again in the future, as I think Europe and the US can learn a lot from each other in our young field and the conference provides a great venue to do that."

Grégoire Besnier, Bureau for International Research and Technology Cooperation (BIT), Vienna, Austria:

"I found ONLINE EDUCA BERLIN extremely interesting, very professional - and warmly organized. I recommend it as a major event in the e-learning conference scene in Europe."

David Evans, Financial Projections Ltd, Solihull, UK:

"The best part about ONLINE EDUCA BERLIN was hearing what's going on in e-learning in other countries, other languages and other types of business. It's reassuring to find that other people have the same sorts of problems and illuminating to learn how they're dealing with them. The venue was good and the organisers were friendly, helpful and efficient."

Charles Jennings, Reuters, London, UK:

"With delegates from some 65 countries, ONLINE EDUCA BERLIN continues to prove itself as the premier international e-learning event held in Europe. The mix of representatives from large corporate organisations, along with people from government and academic institutions continues to provide an excellent environment for high-quality knowledge acquisition and sharing about all aspects of e-learning. ONLINE EDUCA BERLIN continues to provide a high-quality environment for delegates to advance their overall understanding of e-learning, of what has worked and what hasn't, and for networking with leading e-learning specialists from around the world."

Ian Lucas, Educational Testing Service Europe, London, UK:

"The conference - from an exhibitor's point of view - was one of the best organised I have attended (and I have been to many). Not only were the arrangements and logistics first class but your staff were professional, helpful and friendly. We will definitely be attending once again next year."

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Joanne Curry, Simon Fraser University Surrey B.C., Canada:

"ONLINE EDUCA is an excellent venue to learn about European initiatives and advancements in e-learning and to meet key e-learning players. The participant mix that is drawn from academic organizations and the corporate sector, and the blending of practice and research, is innovative and I found the networking opportunities to be tremendous."

Carl-Peter Keller-Kuhlmann, Technology Supported Learning & Training Evaluation - Consulting Implementation, Mainz, Germany:

"From my point of view what makes ONLINE EDUCA BERLIN "special" is the fact that it is a convention of experts from all over the world who have a common area of interest: technology supported training and learning. Also, what I like very much about the conference is the mixture between academia and industry: both have distinctly different views and experiences and can learn a lot from each other. It is a matter of personal preference and expectation with regard to any conference: the blend of information formally "distributed" during the large number of presentations on the one hand and on the other hand the informal communication happening during the coffee and lunch breaks. We all know that we learn much more through informal learning than through formal, "designed" learning. For me ONLINE EDUCA BERLIN offers the right mixture between formal and informal learning opportunities."

Matti Ruippo, Sibelius Academy, Helsinki, Finland:

"Beforehand I did not have any great expectations about new contacts. It is very rare a conference contact leads to any remarkable cooperation later. This time I have the feeling that something will happen in the future, and at the least I got plenty of ideas..."

Gerry Prendergast, Abacus Learning Systems, Cheltenham, UK:

"We speak at various workshops around the world, and I can honestly say that the ONLINE EDUCA in Berlin is the best organised, from a presenter's point of view. Your staff were helpful and courteous. They made things easy for us. The workshop that we conducted was very well received and we had some excellent feedback from participants, during the days following it. I hope we get the opportunity to work with you again in the future."

Jef Staes, Engine of Innovation, Herentals, Belgium:

"Normally, if you travel, you come home with presents. Visiting ONLINE EDUCA BERLIN allows you to come home with knowledge. New knowledge and ideas to find new solutions in the field of blended learning."

Hermien Johannes, Technikon Pretoria, South Africa:

"I want to congratulate you on the excellent conference of a very high standard. I found it worthwhile and enjoyed the interaction with colleagues from all over the world. Thank you for the effort that you put in to make a huge contribution to the teaching and learning environment."

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**Hans Bronkhorst, Wageningen University & Research Center,
Wageningen, The Netherlands :**

ONLINE EDUCA BERLIN is THE meeting place with colleagues from all over Europe. This inspires or creates joint activities, be it in the framework of the European Union or bilateral. Luckily enough colleagues from other continents take part as well, both as points of reference and of difference. In these days of educational system change in Europe, when the bachelor/master policy is fast becoming reality, ONLINE EDUCA BERLIN has a profound role to play. And I am sure it will take up this role, defining it jointly with its participants.

Online Educa Berlin 2003

✓ **Mark your calendar!**

Online Educa Berlin 2003

The Leading International E-Learning Conference

December 3 - 5, 2003

Hotel InterContinental Berlin

www.online-educa.com