

ONLINE EDUCA BERLIN

9th International Conference on Technology Supported Learning & Training



ICWE

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POST-CONFERENCE REPORT

December 3 - 5, 2003

Hotel InterContinental Berlin

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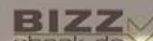
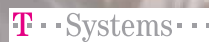
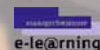


Edelgard Bulmahn
Federal Minister of
Education and Research



Wolfgang Clement
Federal Minister of
Economics and Labour

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THE EVENT



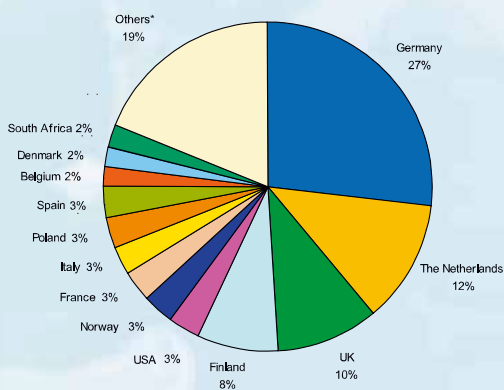
Online Educa Berlin 2003

The 9th **ONLINE EDUCA BERLIN**, International Conference on Technology Supported Learning and Training, took place at the Hotel InterContinental Berlin from December 3 - 5, 2003. The conference was organised by ICWE GmbH under the patronage of **Edelgard Bulmahn**, German Federal Minister of Education and Research, and **Wolfgang Clement**, German Federal Minister of Economics and Labour, and supported by the European Commission (Directorate General, Information Society and Directorate General, Education and Culture).

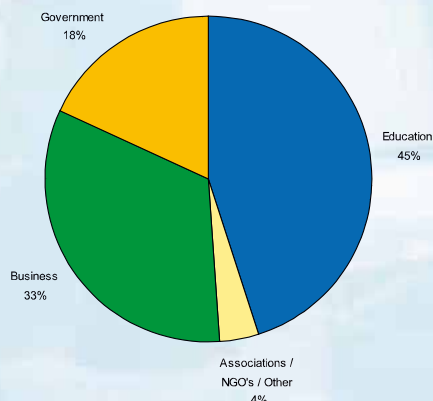
PARTICIPATION

ONLINE EDUCA BERLIN 2003 had a record attendance with **1486 delegates** from **68 countries** spanning all continents. Once again the conference has confirmed itself as the world's most international meeting dedicated to e-learning and Europe's largest gathering of e-learning professionals. Compared to 2002 registered attendance figures were more evenly spread between the three key areas driving e-learning adoption and innovation, namely education, business and government.

Country Representation 2003



Sector Representation 2003



* Angola, Australia, Austria, Brazil, Bulgaria, Canada, Chile, China, Croatia, Czech Republic, Ecuador, Egypt, Estonia, Ethiopia, Georgia, Greece, Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Jamaica, Japan, Korea, Latvia, Lithuania, Luxemburg, Malawi, Malaysia, Mexico, Moldavia, Mozambique, Namibia, Nigeria, Oman, Pakistan, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, Slovenia, Slovakia, Sweden, Switzerland, Tanzania, Thailand, Turkey, Uganda, Ukraine, Vietnam, Zambia

Philipp Schmidt
Bridges, South Africa

The conference was excellent. My compliments to you and all your colleagues who were involved in the organization and management! After the Berlin conference I directly went to Switzerland to another conference where I immediately realized the difference between a well and not so well organized conference.

CONFERENCE PROGRAMME

Online Educa Berlin 2003 featured the work of 324 conference agenda participants including keynote speakers, presenters, panelists, chairpeople and workshop moderators from 32 different countries. True to its mission of creating a cross-sector and international event, addressing all forms of technology enhanced learning, this year's agenda featured a rich mix of themes, topics and a variety of session formats. 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, 56 parallel sessions and 17 workshops. As well as the formal agenda, the convivial and friendly atmosphere lent itself well to supporting informal networking. The organisers extended several initiatives launched in 2002 in this respect, for example a Welcome Workshop for newcomers on December 3rd and Luncheon Special Interest Get-Togethers held on both Thursday 4th and Friday 5th for those sharing common interests and objectives.

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Opening plenary

Plenary speakers on Thursday 4th included **Dr. Wolf-Dieter Lukas**, Director of the Directorate for Information and Communication at the Ministry of Education and Research, Germany, **Maruja Gutierrez-Diaz**, Head of Unit, Multimedia: Culture – Education – Training of the Directorate General Education and Culture of the European Commission, **Jürgen Gallmann**, Chairman of the Management Board, Microsoft, Germany, and Vice President Microsoft, Europe, the Middle East and Africa, **Prof. Brenda Gourley**, Vice-Chancellor, Open University UK and **Francesco Miggiani**, Director of ABIFormazione, Italy.

The academic plenary which took place on December 5th focused on the 'Future of Online Learning' in Higher Education and featured presentations by **Kurt Larsen** from the Centre for Educational Research and Innovation, OECD, **Markku Markkula**, Director of the Lifelong Learning Institute, Dipoli, Helsinki University of Technology and Former Member of the Finnish Parliament and the highly entertaining and thought-provoking **Prof. Curtis J. Bonk** from Indiana University, USA who presented interesting and very recently gathered research findings related to the direction being taken by Universities world-wide in the area of e-learning.



Academic plenary



Corporate plenary

The corporate plenary entitled 'E-Learning: Saving Costs or Driving Innovation' featured the input of **Richard Straub**, Director of E-Learning Solutions, IBM EMEA, **Lars Leiram** from Indea AB, Sweden, **Ashish Basu**, President, Knowledge Solutions Business, NIIT Ltd., India and **Pascal Detemmerman**, Cisco Systems. All presenters agreed that flexibility is the order of the day when it comes to putting in place effective e-learning systems throughout the corporate sector.

Parallel sessions included contributions from a large number of professionals from academia, corporations and the public sector and were organised in the following tracks in the conference programme:

- Learning in Enterprises
- E-Learning Policies in Practice
- New Roles for Teachers and Trainers
- Managing Change in Higher Education
- Innovative Learning Approaches
- Learning in Distributed Environments
- Quality Issues and Management
- Future Technologies for Learning

In addition several **panel discussion sessions** were held on various topics including:

- Educational publishing and the challenges presented by e-learning
- Adding Value to the Learning Process
- Open Source Software
- Assessment

Special Events

- WebCT Seminar
- Eutelsat Sponsored Workshop
- Microsoft Sponsored Workshop
- EQO Launch Event
- E-Learning Opportunities in Public Libraries: Visit the E-LernBar
- Lunchtime Special Interest Get-Togethers

Curtis J. Bonk Indiana University, USA

In terms of the conference, I have been to dozens of e-learning conferences around the globe, but unlike the claims of its competitors, this one is truly international. In addition, Online Educa Berlin is the most evenly split between higher education and corporate training. Many online learning conferences claim to include both (especially in the States), but you could see and feel the presence of both within just a few minutes of your arrival. Hard to know why, but in the States most e-learning conferences that include corporate trainers are too highly priced for higher education faculty, staff, and administrators. I know this since I am on the board of one of the big ones and we struggle with how to attract higher education people. No struggles at Online Educa Berlin. They were pouring in and I expect that trend to continue! What a fun conference!

PRE-CONFERENCE WORKSHOPS

An exciting programme of 16 optional workshops took place on Wednesday, December 3rd, offering participants the opportunity to gain practical knowledge and insight from leading experts in a variety of specialised fields. These small, intensive sessions offered attendees a unique opportunity to fine-tune their skills and acquire new ones.

- GRID Infrastructure to Support Future Technology Enhanced Learning
- Fitting Online Assessment and Certification into the Organisation: How to Add Value to the Learning Process
- Creative Ways of Online Course Development: Tasks and Activities that will Enhance Online Course Delivery
- Managing the E-Learning Environment in a Higher Education Institution
- New Tele-Learning Projects at Berlin's Universities
- e-Showcase from Finland
- Cost Management in Distributed Educational Environments
- Creating a Unified Digital Campus: Identification of the Key Components of a Physical Learning Environment that need to be Replicated Online
- E-Learning Developed in Europe: Introducing Innovative Outputs of European Learning Technologies R&D Organized by the K2 Project
- Designing Online Laboratories for E-Learning

José Maria Quinquer
IBM, Spain

Just to pass you my congratulations for a great and unique Conference, I really enjoyed participating in it and attending the sessions. The organisation was very helpful and the set up at the hotel was great.

- How to Design and Deploy a Targeted Learning Initiative: The Case of Management Development Using a Blended Learning Approach!
- A Monsoon of Online Teaching and Learning Ideas: Providing Step-By-Step Guides Motivating Online Adult Learners
- ICT in Dutch Higher Education: Spotlight on a Thriving Sector Keen on Participating in International Activities
- Scenarios for the Future of E-Moderating: a Discussion Based Workshop Exploring Key E-Learning and Teaching Scenarios to the Future
- An Introduction to Online Educa Berlin 2003 for Newcomers
- UniGame: Game-based Learning in Universities in Lifelong Learning

EXHIBITION



ONLINE EDUCA BERLIN 2003 was accompanied by a parallel exhibition which featured 82 exhibiting companies and institutions from around the world. A number of these exhibitors also gave presentations on their activities, products and services within the special "Vendor Track".

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| <ul style="list-style-type: none"> • ASHRIDGE, VLRC • ASSIMA • BIBB - Federal Institute for Vocational Training • bit media e-Learning solution • Blackboard Inc. • Boldic Network • Brockhaus - Duden Neue Medien GmbH Projekt lifelab • CCS ConferenceCallService GmbH • Cedefop • Cisco Systems • DELFIN, Doemens e.V. • Desire2Learn • Docent • elearning developed in Europe: researching tomorrow's technologies • ETS Europe • European Commission, Directorate General Education and Culture • European Distance and E-Learning Network (EDEN) • Eutelsat • Faronics Corporation • Finland - National Pavillion Suomi • Foundation Supporting Physically Disabled Computer Specialists | <ul style="list-style-type: none"> • Fraunhofer Institute for Factory Operation and Automation • Genesys / Darome Teleconferencing GmbH • Giunti Interactive Labs • Hausner Management Services • Hitachi Software Engineering Europe AG • IBM • iMove at the Federal Institute for Vocational Training (BIBB) • Infosistema, Sistemas de Informação, S.A. • INHOLLAND University • Institute for Graphic Data Processing (IgdV) of FHD • Institute of Mathematical Machines (IMM) • Intel GmbH • Intuition • it:Solutions • ITACA • Lamark BV • LSOP, Police Education and Knowledge Centre • LUVIT AB • m2studio AG e-learning solutions • Media Freilingen | <ul style="list-style-type: none"> • MHSG - Multimedia Hochschulservice Berlin GmbH • Microsoft Deutschland GmbH • Moscow State University of Economics, Statistics and Informatics • Netherlands Foreign Trade Agency EVD • NIAM-TMS • Noterik BV • Open University of the Netherlands • peripatos gmbh • PROMETEUS Association • Promissor • Questionmark Computing • Siennax • SIVECO ROMANIA SA • Stichting SURF • Stoas • Sun Microsystems GmbH | <ul style="list-style-type: none"> • TeleTOP • Three Ships enterprises bv • Transware plc • TRAX UK • T-Systems Multimedia Solutions GmbH • UNESCO-EOLSS Joint Committee • VCAT Consulting, Technik Akademie Berlin • VIVICOM - International GmbH • Vrije Universiteit • Wageningen University and Research Centre • WebCT • WebEx Communications • Webflex • Wimba • x-learning • Young Digital Poland |
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Ewa Kozdrak
FPMiNR / IMM, Poland

I would like to thank you for your assistance during the conference and for your help. Your organization of the conference was excellent and I am very satisfied that my company has taken part in the Online Educa Berlin Exhibition.

THE CONFERENCE PROGRAMME IN SUMMARY



Prof. Curtis J. Bonk

While all sessions throughout the conference programme were very well attended, the topic of quality was particularly popular as the e-learning sector grapples with the challenge of widening the appeal and reach of e-learning to mass audiences while still maintaining quality control in an increasingly complex environment. The presentation by the four quality projects supported by the European Commission (DG EAC), got this topic off to a good start. The launch by EQO of its quality observatory as a side event during the conference was also very popular.



Exhibition

The reach of e-learning was also very much in evidence. While up to quite recently, most efforts relating to technology enhanced learning were restricted to subjects as Engineering and Information Technology, showcases of e-learning courses aimed at disparate groups such as social workers, wine-growers and architects attracted plenty of attention on the **Online Educa Berlin 2003** agenda.

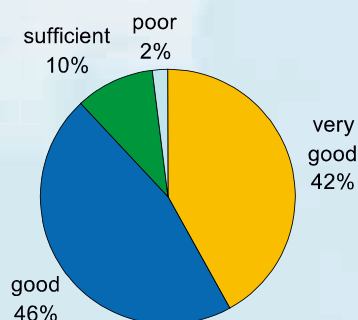


Plenary

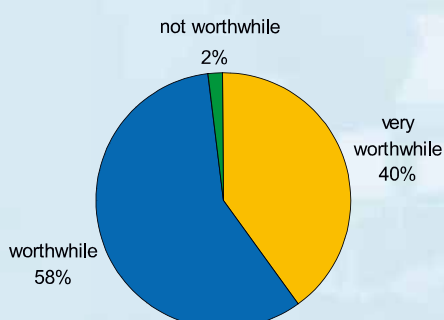
Given the importance of policy initiatives in this field where much take-up is actively stimulated by national, regional and European programmes driven by clearly elaborated policies, the presentations by organisations such as SURF, JISC, BiBB and both DG InfSo and DG EAC gave participants a good idea as to where these programmes place their emphasis and the rationale behind several significant funding initiatives. This track was further enhanced by the inclusions of presentations about similar initiatives in Canada, Australia and South Africa.

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**Participant Satisfaction 2003
Conference Programme**



**Participant Satisfaction 2003
Overall Evaluation**



Barriers to take up e-learning within companies were also addressed and one particularly popular session dealt with the thorny issue of training trainers in the effective use of technology enhanced learning. Experiences presented through case studies from companies like Pepsi, Nokia, Unilever and Cisco provided realistic and practical examples of how large corporations are increasing productivity by incorporating various blended formats to utilise human capital.

Grégoire Besnier

Center for Social Innovation, Austria

I have found Online Educa Berlin extremely well and professionally organised and very productive for meeting key persons in the e-learning field. You are doing an excellent job in providing a nice, productive and enthusiastic spirit to this event. We feel very welcome and supported to develop new projects and initiatives in e-learning.

In conclusion, I find that Online Educa Berlin is for sure one of the best e-learning events in Europe organised with "professionalism and enthusiasm" and an excellent networking environment for people coming from research, education and industry. It is good to have this variety and quality.

This year's conference saw a significant increase in the input and visibility of e-learning initiatives within the public sector including the health and social welfare sector. A specific session dealt with e-learning within the defence and military forces and included presentations on behalf of the Northern Ireland Police Force, the Germany Army, the US Army and the Dutch Police Force.

Karel van Rompaey
KU Leuven, Belgium

Online Educa Berlin 2003 was a rewarding experience. The organisation was perfect, food was delicious, we met a lot of interesting colleagues with whom we have regular contacts now – nothing but excellent memories, thus.

First, congratulations for your contribution to a truly splendid international conference! I hope that you have already somewhat recovered from the hard work and the busy long days and that you can cherish only fine memories after bringing so many e-learning participants successfully together. I enjoyed every minute of it!

Pieter Conradie
Technikon Pretoria, South Africa

Now that I am back home I would like to thank you and the organisers of Online Educa Berlin 2003 for a very enjoyable conference. It was very well organised and run, and I picked up valuable contacts and information that I intend to pursue further.

Petra Boezeroy
SURF Foundation, The Netherlands

The Dutch e-learning market seemed to be the perfect place for people to meet, to exchange knowledge and experience with people from organisations and institutions from all over the world. Furthermore the conference provided us with useful insights in future trends in the area of e-learning.

We are looking forward to continue the numerous discussions started at this conference and the "Dutch" hope to meet you again next year!

The effective introduction of e-learning in universities and colleges is increasingly related to the question of change management within higher education. This year's agenda featured not only presentations and input from strategists and experts within this sector talking about successes and developments, but also several equally illuminating stories of failure. Moving to large-scale delivery of e-learning opportunities requires change at all levels, infrastructure, support staff, teaching staff and management. Experience and advice were available through the formal conference agenda as well as informally through the various networking and side meetings and discussions that took place.

Innovation in relation to how learning is adapted to a technology supported environment was also very much in evidence and the agenda featured advances in technology such as mobile learning and streaming as well as approaches with an emphasis on gaming. Given the need to ensure that access to e-learning remains as open as possible, presentations on the topic of e-learning for older citizens, access for the disabled and open access to e-learning through public facilities such as libraries were also included on the conference agenda.

A key new feature in the agenda this year was the inclusion of a track dedicated to demonstrations of tools and applications either ready for the market or still in the pre-market test phase. This gave participants and those demonstrating various tools and applications a chance to really see and try out some of the many new product developments within the e-learning environment.

An additional new feature this year was a session dedicated to the role of membership organisations in the e-learning sector and all in all, 7 organisations including EDEN, CELEA, Prometheus, EKMA, IAOE, ALT and EUNIS took the opportunity to present themselves.

The complete Conference Programme as well as the names of the Steering and Advisory Committee members can be found under:

www.online-educa.com

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Charles Low
Fuel IT Ltd, UK

Thank you very much. I enjoyed the event, and thought that you had done a great job on what was a considerable logistics exercise!

Bringing the meeting to you.™