

ONLINE EDUCA BERLIN

10th International Conference on Technology
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POST CONFERENCE REPORT

December 1 – 3, 2004
Hotel InterContinental Berlin

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The Event

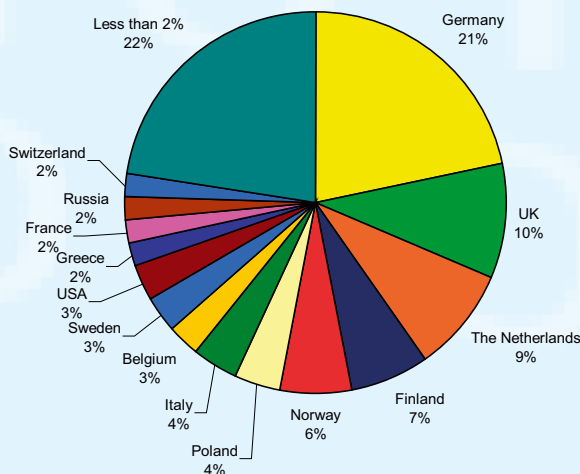
The **10th ONLINE EDUCA BERLIN**, International Conference on Technology Supported Learning and Training, took place at the Hotel InterContinental Berlin from **December 1 - 3, 2004**. The conference was organised by ICWE GmbH under the **patronage of Edelgard Bulmahn**, German Federal Minister of Education and Research and **Wolfgang Clement**, German Federal Minister of Economics and Labour and supported by the **European Commission** (Directorate General, Education and Culture).

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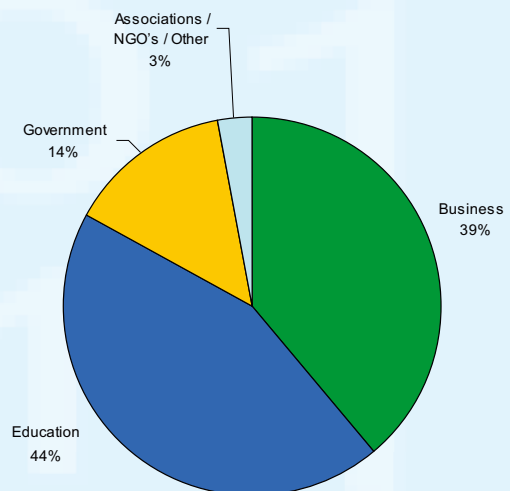
Participation Statistics

ONLINE EDUCA BERLIN 2004 had a record attendance with **1703 delegates from 66 countries** spanning all continents and thus has once again established itself as the **world's most international conference dedicated to e-learning** and also **Europe's largest gathering of e-learning professionals**. Registered attendance figures were evenly spread between the three key areas driving e-learning adoption and innovation, namely education, business and government.

Country Representation 2004



Sector Representation 2004



* Argentina, Armenia, Australia, Austria, Bangladesh, Bosnia Herzegovina, Bulgaria, Canada, Chile, Croatia, Czech Republic, Denmark, Dominican Republic, Egypt, Estonia, Guatemala, Hong Kong, Hungary, Iceland, India, Ireland, Israel, Japan, Jordan, Korea, Kuwait, Latvia, Lebanon, Lithuania, Luxemburg, Malaysia, Mexico, Nigeria, Oman, Palestinian Authority, Philippines, Portugal, Romania, Saudi Arabia, Senegal, Serbia Montenegro, Singapore, Slovakia, Slovenia, South Africa, Spain, Taiwan, Turkey, Ukraine, United Arab Emirates, Vietnam



Conference Programme



ONLINE EDUCA BERLIN 2004 featured the work of **367 conference agenda participants** including keynote speakers, presenters, panelists, chairpeople and workshop leaders from **43 different countries**. Building on its reputation as the **foremost gathering of e-learning professionals**, the conference programme brought together many of the leading exponents of technology enhanced learning from around the world in a rich agenda mixing a variety of formats and programme elements. In order to create the best possible mix, 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 4 plenary sessions, 73 parallel sessions and 17 workshops**. Given the importance of informal networking to our participants, several opportunities were created to help participants meet others interested in the same topics, these included the highly successful **Special Interest Group Lunches**, the **Newcomers Workshop** held on Wednesday, December 1st and a new feature in this year's agenda, the **Knowledge Café** run by **Prof. Gilly Salmon** on Thursday 2nd.

Opening Plenary speakers on Thursday 2nd included **Dr. Tayeb A. Kamali**, CEO of CERT in the United Arab Emirates, **Nancy DeViney**, General Manager, IBM Learning Solutions, USA, **Dr. Nicolas Balacheff**, CNRS, Director Laboratoire Leibniz-IMAG, France and Scientific Project Manager, Kaleidoscope and **Robert Cailliau**, Head of External Communications, CERN the European Organization for Nuclear Research, Switzerland.

A very popular **Plenary about the Future of E-Learning** was held on Thursday evening, December 2nd and featured presentations by **Wayne Hodgins**, Strategic Futurist and Director of Worldwide Learning Strategies at Autodesk, USA, **Mark Johnstone**, Director of Learning, BBC Worldwide Ltd., UK, **Fabrizio Cardinali**, CEO, Giunti Interactive Labs, Italy, and **Prof. Stephen Heppell**, Director, Ultralab, UK.

Friday morning began with two very well attended plenaries. **Outsourcing E-Learning** brought together speakers from companies both providing and purchasing e-learning services, they were **William Fowler**, Cisco Systems, Inc., **Kurt Hulsten**, SJ AB Sweden and **Ron Edwards**, Ambient Performance, UK. This plenary also offered an opportunity to present the results of a survey into outsourcing carried out by ICWE and SRIC-BI prior to the conference amongst the e-learning community. The other plenary held on Friday morning entitled **Expanding Boundaries** featured **Jonathon Levy**, Monitor Group, USA, **Mark East**, Senior Director, Education Solutions Group, Microsoft, Europe, Middle East and Africa, and **Dr. Muriel Dunbar**, Director of the European Training Foundation, Italy.



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"The 10th Online Educa in Berlin was amazing for me on a personal and professional level. Personally, because I have just changed my job - from the Open University to the University of Leicester and masses of colleagues, from all over the world from and from all sectors of online provision, offered me congratulations, ideas, contacts and support. What a fantastic community spirit!

Professionally, the 3 parallel sessions I chaired on various aspects of collaborative learning were quite exceptional. In 10 years of Educa I cannot recall such a good 'batch', with well presented, relevant and useful evaluation results. This is dissemination and shared reflection at its best."

Prof. Gilly Salmon, University of Leicester, UK



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

- Building and Implementing E-Learning Strategies in Companies and Public Sector Enterprises
- Building and Maintaining the Virtual Campus
- Effective and Efficient E-Learning
- Creating Interactive and Collaborative E-Learning Environments
- Managing the E-Learning Process
- Future Trends in E-Learning Technology including the Impact of Wireless Technologies
- Large Scale Deployment of E-Learning
- Improving the Quality of E-Learning through Evaluation including Online Assessment and Certification
- E-Learning as a Tool for Social Change

In addition several special focus sessions were held including:

- The Knowledge Café which provided an opportunity for participants to meet one another in a semi-formal discussion setting
- Membership Organisations in the E-Learning Sector
- IBM Sponsored Session "The Pressing Need for European and National Strategies on E-Learning"
- Microsoft Sponsored Session "Information Systems 2003: Using the Learning Gateway to Build the Foundations of Value for Tomorrow's Information Workers"
- eLearning Industry Group (eLIG) session on learning design, key success factors and measurement of success
- the Edu-Broker session, which focused on the need to increase market dynamics in the European technology enhanced learning sector

Also popular this year were debates on various subjects including:

- E-Learning – a Community or a Discipline?
- E-Learning and the Digital Divide – Are We Selling Placebos?
- E-Learning – Does it Suit Small and Medium Sized Companies?

Keen to pursue our goal of encouraging hand-ons opportunities for participants, we continued the series of popular **'show and tell' demonstrations** and **best practice sessions**. These featured the work of many organisations and companies and offered participants a short overview of many different tools, applications and courses followed by the opportunity for a more in-depth informal discussion amongst participants and those responsible for the specific products.

"Thank you very much for your care and warmth. It was really a magnificent event. So many experts from the world over, so many useful talks and perspective collaboration plans.

*Irina Fursevich,
Ulyanovsk State Technical University, Russia*

"Thank you for doing a great job. This was my first time as a speaker and exhibitor, but definitely not the last time."

*Joost Becking,
Mediator Group, The Netherlands*



Pre-Conference Workshops and Seminars



An exciting programme of 17 optional seminars and workshops took place on Wednesday, December 1st, 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.

- The Middle East E-Learning Forum and Exchange
- Planning, Designing, Delivering and Evaluating E-Learning
- Getting the Blend Right for Successful Online Delivery! Principles and Views on Online Course Design
- Designing a Unified Digital Campus
- E-Learning Projects at Berlin's Universities
- Efficient Production of Large E-Learning Content
- Accreditation of Distance Learning in Higher Education – a European Approach
- Open Specifications and Standards, the Characteristics of the Ufi learndirect (UK) Very Large-Scale E-Learning Platform
- Quality in E-Learning: Reflection and Discussion of Empirical Experiences with EFMD's New E-Learning Certification Programme (CEL)
- Developments in Distributed E-Learning in the UK
- Learning Outsourcing – What You Need to Know to Make the Right Strategic Decisions
- Learning Technology Standards: Understanding IMS Learning Design: How to Use and Implement IMS LD
- An Introduction to ONLINE EDUCA BERLIN 2004 for Newcomers
- Avoiding the Pap and the Packaging: Professionals & Practitioners Online
- Future of Education and Training
- Training Teachers to Practise E-Learning
- Managing Educational Change: Systematic and Department Wide Implementation of E-Learning Workshop

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"I thought the content of the conference was excellent. Well balanced between academia, government, and commercial interests, it provided high quality and leading edge insights to a wide range of participant interests. The organisation continues to be of international quality. The organizers deserve the highest praise for making it look so easy and ensuring that things run like clockwork. Many, many thanks again for such a great forum for e-learning people around the world."

*Charles Jennings,
Global Head of
Learning, Reuters, UK*

"Thank you so much for everything that you have done to make this conference a special event that will be cherished for so long. I have to say that this conference was not only a record event in terms of the number of participants, but also in terms of planning and organization. You took good care of every minor detail throughout the event. Thanks again."

Dr. Mohamed Osman, Sultan Qaboos University, Sultanate of Oman



The Middle East E-Learning Forum & Exchange



On December 1, a full-day Forum and Exchange was held on E-Learning in the Middle East.

The aim of the Forum was to provide an overview of the **e-learning market in the Middle East**, its status, current issues and obstacles, definitions and the scope of academic, governmental and corporate e-learning projects. **Case studies of e-learning projects** in different sectors in the Middle East were presented with speakers from all types of backgrounds and diverse Middle Eastern countries such as **Dr. Abdullah Al-Mosa**, Dean of Computer Science, Imam University, Saudi Arabia, **Dr. Ghinwa Jalloul**, Member of the Lebanese Parliament, Chair of the Information Technology Parliamentarian Committee, Lebanon, **Dr. Bassam Kahhaleh**, IT & E-Learning Consultant to Ministry of Education, Jordan, **Dr. Bassem Khafagi**, President of Nahda University, UK-Egypt, and E-Learning Consultant for Wasayet, Inc., **Rajith R. Nair**, Head, Content Solutions, Edutech Middle East, U.A.E. and many more.



Part of the day was dedicated to the **Middle East E-Learning Exchange**, the aim of which was to provide a forum for organisations involved in e-learning in the Middle East to meet with potential international partners, buyers and resellers. It was targeted towards attendees who were interested in **establishing contacts** and cooperation with organisations from the Middle East to develop common projects and business interests.

A total of **130 attendees** were present from around the world, over half of these came from the following countries: Egypt, Israel, Jordan, Kuwait, Lebanon, Oman, Saudi Arabia, Turkey, United Arab Emirates.

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"ONLINE EDUCA BERLIN presented us a unique opportunity to network with potential partners who have an interest in the Middle East Market. Additionally it was an opportunity to project ourselves as the leading provider of online courses in total quality management. It was a highly satisfying experience as we got new insights into and updates on latest developments in the field of online learning.

Our participation enabled us to highlight our expertise in delivering TQM education online to the Arab world. As the gathering included high level decision makers from the fields of education, business and government, the forum gave us a platform to initiate a dialogue that could grow into full-time partnerships, enabling e-TQM to consolidate its e-learning offering."

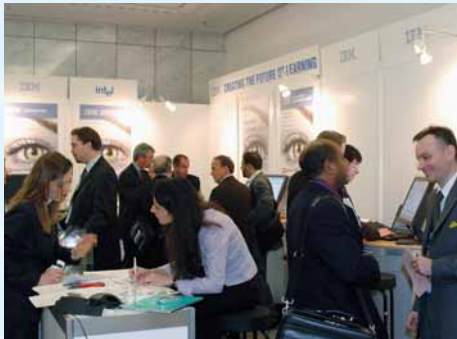
Dr. Mansoor Al Awar, Director, e-TQM College, United Arab Emirates



The Conference Programme in Summary



This year's rich agenda offered participants a great deal of choice and all sessions were very well attended. One of the most popular topics proved to be **Open Source** and the sessions featuring various examples of how organisations are creating applications based on an Open Source approach drew large numbers of attendees. Open Source has moved on from being a powerful idea to a working principle and systems like LAMS (Learning Activity Management System), LRN and others shown in these sessions attracted a lot of attention.



E-Learning is figuring more and more in the public sector and this was reflected on this year's agenda with many examples of **large scale e-learning** take-up in public services such as the German Federal Finance Office and the Belgian Federal Public Service. There was a lot of interest too in how e-learning services can be deployed to provide **lifelong learning opportunities** to certain specific professional sectors. Working examples featured at **ONLINE EDUCA BERLIN 2004** included the International Virtual Nursing School and e-learning in the agricultural sector in Poland.

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True to its mission of being the largest international conference on e-learning, **ONLINE EDUCA BERLIN 2004** featured examples of e-learning from all over the world. This year there was a specific focus on the Middle East in the conference programme as well as the **Middle East Forum** held on December 1st. These sessions were dedicated to highlighting centres of e-learning excellence from this region with an emphasis upon opportunities for collaboration. Higher Education institutions from Syria, Saudi Arabia and the Sultanate of Oman described how they are increasingly adopting e-learning while companies active in the region talked about how e-learning is on the increase in both the corporate and public service sectors.

Another part of the world to feature in this years agenda were the **New Member States of the European Union** with an afternoon dedicated to producing snapshots of e-learning in countries such as Hungary, Poland, Lithuania, the Czech Republic and Estonia. Participants went on to discuss the specific barriers to the take-up of e-learning in these countries and the





opportunities that exist for collaboration with organisations and institutions from other parts of Europe.

Interest in the complex issue of **quality assurance** continued in this year's programme, and most sessions focused on issues to do with quality were very well attended. Beginning with presentations of quality frameworks from organisations such as the Chamber of Commerce in Paris, the European Foundation for Management Development and the Italian National Research Council, this topic was discussed at length and included presentations of various tools and applications used for assessment and testing.

The take-up of **e-learning in large organisations** featured throughout the conference programme with working examples from companies such as Voestalpine working with the public train system in Austria, Business Objects in Canada and Banca Intesa in Italy. Not only were there presentations of large scale e-learning roll-outs but also discussions on topics such as measuring and controlling educational gain, effective online collaboration and outsourcing.



Mobile and ambient learning also received a great deal of attention with an increasing interest in providing learning where and when it is needed. Examples of how to create content for mobile contexts were presented by organisations like the Open University, UK and Vrije Universiteit Amsterdam and a taste of technologies to come was provided by RWD Technologies and ConferZone, USA. The session dedicated to **gaming** was also very popular with presentations from Tecnonexo, Argentina, Virtual Campus Rheinland-Pfalz, Germany and 3Dsolve, USA.

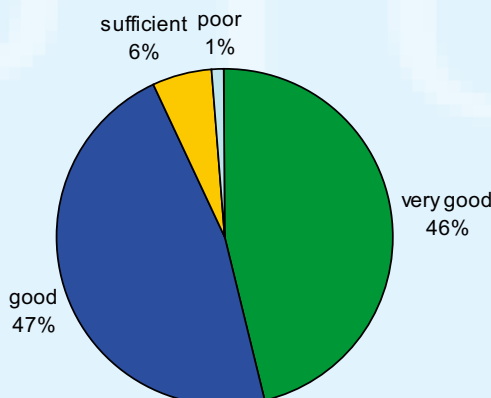


The move towards an increased dependence upon ICT in the Higher Education sector was well represented and included input from national representative bodies like SURF in the Netherlands, Open Universities, Norway and JISC, UK. Virtual university initiatives from around the world such as those proposed by the Korea National Open University, the University of Tasmania and the Czech University of Agriculture provoked a great deal of discussion about what kinds of systems, initiatives and approaches were the most successful.

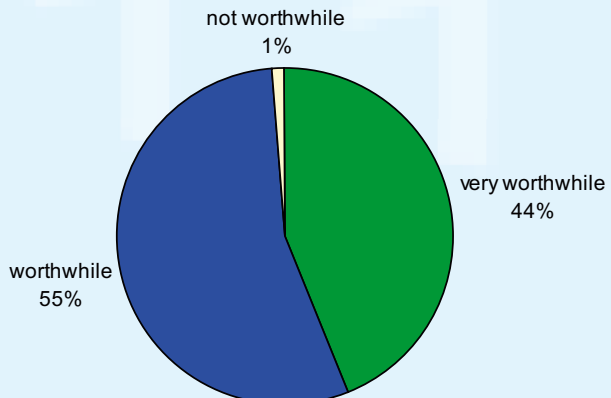
The complete Conference Programme as well as the names of the Steering and Advisory Committee members can be found under: www.online-educa.com

Participant Satisfaction 2004

Conference Programme 2004



Overall Evaluation 2004





Special Events

- WebCT Seminar "How to Be Successful with e-Learning"
- SIG-GLUE Official Community Launch at ONLINE EDUCA BERLIN
- Launch of the European Foundation for Quality in e-Learning
- Menon Anniversary
- D-ELAN Reception
- Special Interest Groups Lunchtime Get-Togethers
- Various receptions hosted by different groups and organisations

"Very good conference where you can meet and collaborate with colleagues from all over the world about learning and e-learning"

Gerlof Donga, Institute of Information Engineering, The Netherlands

Sponsors

ONLINE EDUCA BERLIN 2004 enjoyed the support of the following sponsors:

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Exhibition

ONLINE EDUCA BERLIN 2004 was accompanied by a **parallel exhibition** which featured **118 exhibiting companies and institutions from 26 countries** around the world. The exhibition has established itself as a central meeting and networking point within the conference and a much appreciated opportunity by all the delegates and visitors alike to find out about the latest services and products. A number of these exhibitors also gave presentations on their activities, products and services within the special Product and Services Sessions.

Exhibitors 2004:

4system
Al Quds Open University
Auralog
Australian Interactive Media Industry Association (AIMIA)
Avallain AG
AXG Tecnonexo
BBC Worldwide
Bergen University College/Gjøvik University College
Bernard D&G / TurboDemo.com
BI Norwegian School of Management
Blackboard Inc.
Botschaft von Kanada/Canadian Embassy/Ambassade du Canada
Broadcast Learning
Case Builders
Caspian Learning Ltd.
Centre for International Cooperation in Higher Education
CHECKpoint eLearning
Cisco Systems International BV, European Headquarters
Coachingplatform Inc.
Cocoon Technologies Software AG
comartis AG
CONCEPTUM SA
Condat AG
CyberBook AS
De Agostini Editore S.p.a
Desire2Learn Inc.
digital publishing AG
EDUBROKERS - PROLEARN
education.au limited-eLearning Down Under
EDUCOPOLIS Onlus
elive Learning Design
Erasmus University Rotterdam / OECR
ETS Europe
European Commission
European Distance and E-Learning Network (EDEN)
European Foundation for Management Development (efmd)
Expology AS
Faronics Corporation
FBD Bildungspark
Federal Institute for Vocational Education and Training
Finland On Line
Fraunhofer IFF
Fronter AS
Fronter Nederland
Gdansk University of Technology
Giunti Interactive Labs
HarvestRoad Limited
Hitachi Software Engineering Europe AG
Horizon Wimba
IBM Europe, Middle East and Africa
Idea e-Learning Solutions
imc information multimedia communication AG
iMove beim BIBB
Innovation Norway
Inquiero.com
Institute of Distance Education, Ulyanovsk State Technical University
Intel
it:solutions
ITACA, S.L.



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As you know I have always regarded ONLINE EDUCA BERLIN as the supreme online conference in the European calendar and once again you have met the challenge and raised the bar to even higher levels. Congratulations and thanks once again.

Ian Lucas, ETS Europe, UK

JISC
Lamark
LAMS International Pty Limited
Leonello Distance Learning Course Finder
LERIAN COMMUNICATIONS SA
LUVIT AB
MemoTrainer BV / Key Result B.V.
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Norwegian Opening Universities (NOU)
Norwegian University of Science and Technology (NTNU)
Noterik
Open Space-Online GmbH-The Power of People!
Open University of the Netherlands
Oracle
PeopleSoft GmbH
PONS / Ernst Klett Sprachen GmbH
Promethean Technologies Group Ltd
Region of Tuscany - EMDEL Project
Region of Tuscany - TRIO Project
Russian Multimedia Center
SAP Deutschland AG & Co. KG
Shadsoft-Scitech Educational Ltd.
Siennax
Silicon Chalk
SIVECO Romania SA
Smartfirm Inc.
structura Gores-Pieper Voß GbR
SURF / NL-Portfolio
SURF Foundation
SURF SiX
SURF Webstroom
The ArtEZ Institute of the Arts
The Centre for Continuing Education, Lillehammer University College
The European Computer Driving Licence Foundation Ltd.
The Le@rning Federation
The Mediator Group
The Norwegian Networked University (NNU)
time4you GmbH communication & learning
Transware Ltd.
Turpin Vision
UNESCO-EOLSS JOINT COMMITTEE
University of Bergen / SEVU
University of Oslo
University of Victoria, Division of Continuing Studies, TEC Programs
Vrije Universiteit
Wasayet, Integrated Media
WebCT
Webflex BV
Young Digital Poland



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"I first want to congratulate you with a very well organized and good conference! I enjoyed it very much. I found the discussions after each presentations very interesting and relevant. I have been chairing many sessions on conferences both in Norway and abroad, and I have seldom experienced a session were all the presenters have been that well prepared and confident in their presentations."

Berit Johnsen, Senior Advisor, Ministry of Education and Research, Norway

"ONLINE EDUCA is one of the best conferences I've attended and we look forward to continued participation in the future."

William Fowler, Cisco Systems, USA

"I want to take this opportunity to thank you for having me as a speaker at ONLINE EDUCA BERLIN 2004. I was truly impressed with the quality of the presentations and found it to be an excellent conference. I very much look forward to participating in next year's conference."

Frank Boosman, 3Dsolve Inc., USA



Testimonials

"Online Educa is a unique conference - in terms of the mix of participants by sector (academia, industry, government and non-profit sector) and countries - and the growing number of attendees at a time when most other e-learning conferences have experienced sharply declining attendance illustrates the wide appeal of the conference.

The wide range of topics treated in both pre-conference workshops and in the actual conference sessions give attendees a wide choice of sessions to choose from and networking and meeting colleagues from a wider range of countries than any e-learning conference I can think of makes Online Educa Berlin a not-to-miss event for anyone interested in international trends in learning and learning technology.

To take advantage of the diversity of attendees of the conference we conducted a unique survey with participation from 46 countries on the topic of learning and training outsourcing. The report on the survey results will be sent to all the 850 survey participants when we have finalized all the results and edited the report. The report will also be available at our website."

Eilif Trondsen, SRI Consulting Business Intelligence, USA

"Even with this vast number of participants the event never felt overwhelming or impersonal. And the interest level was maintained until the last - as someone who spoke after lunch on Friday across the street in the Davos room I was impressed by how lively the audience still were. Good luck with 2006. You have set yourselves a very high standard to beat!"

Chris Pegler, The Open University, UK

"I witnessed only the opening day. There were a large number of enthusiastic people, all dedicated to the educational tasks the world needs. The opening keynotes showed the great diversity of problems we face. I visited some of the stands at the exhibition, which was impressive in its size and diversity. Clearly this area of human activity is being explored very vigorously, and the planet certainly needs it."

Robert Cailliau, CERN, European Organization for Nuclear Research, Switzerland

"This was not only the largest but clearly the most successful Online Educa conference to date. Congratulations to all involved in putting this amazing event together and on such a successful 10th anniversary.

Online Educa Berlin has become THE annual event and place to be for anyone involved in any aspects of learning, training and education. Even more impressive than the record attendance (1700+) was the breadth, depth and diversity of those attending. Online Educa Berlin has matured from a relatively small gathering of dedicated academics to the virtual who's who of the learning, training and education world. The level of representation from almost all countries on the globe, from across academia, business and government, and from across the entire technology sector was stunning.

Online Educa Berlin 2004 provided a literal kaleidoscope of the world of learning: every shape, size and colour of people and technology came together to focus on improving all aspects of learning. And in so doing they formed a fantastic multi-faceted lens through which you could clearly see the multi-coloured mosaic of the beautiful diversity of cultures and contexts that is the world of learning. Due to the depth, breadth and diversity of those attending, the degree of networking, connections and alliances formed in the hallways and the meetings before and after the scheduled sessions was extraordinary."

Wayne Hodgins, Worldwide Learning Strategies, Autodesk, USA

"I wanted to tell you how wonderful the conference was this year. I like the CD that came with the materials. I am now reading the presentations that I did not get to. It was wonderful and I can not wait for next year. This is a valuable conference and one that all educators need to be aware of."

Linda Bloom, Monroe College, USA

"The Online Educa is the most important international event for me and the E-Learning Competence Center at the Freie Universität. We have learned much from you during the last 10 years. Please keep the high level of professionalism and the Berlin location."

Dr. Nicolas Apostolopoulos, Freie Universität Berlin, Germany

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MARK YOUR CALENDAR!

November 30 – December 2, 2005

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