12th International Conference on Technology Supported Learning & Training

Post-Conference Report

November 28 – December 1, 2006
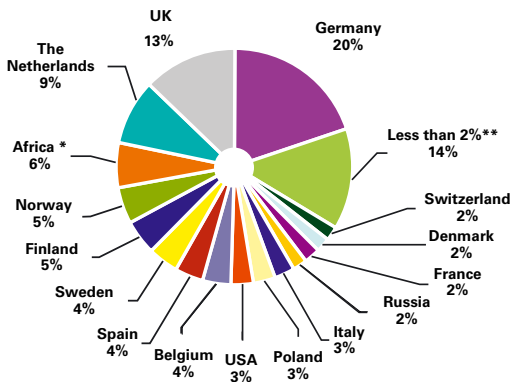## Hotel InterContinental Berlin

Organiser:

ICWE

THE EVENT

The 12th Annual Online Educa Berlin International Conference on Technology-Supported Learning and Training was a great success, achieving record attendance and further establishing a reputation as the industry's leading international conference. It took place at the Hotel InterContinental Berlin from November 28 to December 1, 2006. Organised by ICWE GmbH, the conference was supported by the German Federal Minister of Education and Research and the European Commission (Directorate General, Education and Culture and Directorate General, Information Society Technologies).
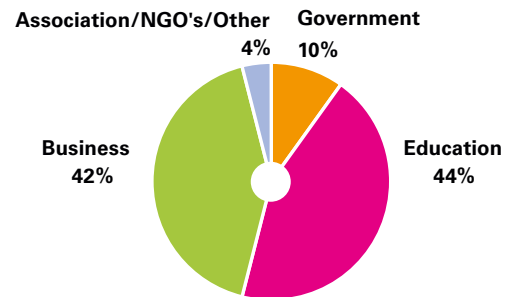
PARTICIPATION STATISTICS

More than 2000 participants from 92 countries convened at Online Educa Berlin 2006, with this year's attendees being more evenly distributed than in the past among the key areas driving e-learning adoption and innovation: education, business, and government. Partakers soaked up the latest opinions, trends, and insights from industry thought leaders, shared experiences with colleagues, made new contacts and strengthened existing relationships, and honed their ideas and knowledge.

Country Representation 2006

UK 13%
The Netherlands 9%
Germany 20%
Less than 2%** 14%
Africa * 6%
Norway 5%
Finland 5%
Sweden 4%
Spain 4%
Belgium 4%
USA 3%
Poland 3%
Italy 3%
Russia 2%
France 2%
Denmark 2%
Switzerland 2%

Sector Representation 2006

Association/NGO's/Other 4%
Government 10%
Business 42%
Education 44%

* Algeria, Botswana, Burundi, Cameroon, Congo (DRC), Egypt, Ethiopia, Gambia, Ghana, Guinea, Ivory Coast, Kenya, Namibia, Nigeria, Rwanda, Senegal, Sierra Leone, South Africa, Tanzania, Tunisia, Uganda, Zambia, Zimbabwe

** Argentina, Australia, Austria, Bahrain, Bangladesh, Bolivia, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Croatia, Czech Republic, Ecuador, Estonia, Greece, Hungary, India, Indonesia, Iraq, Ireland, Israel, Japan, Jordan, Korea, Kuwait, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mexico, Mongolia, Nepal, New Zealand, Palestinian Authority, Peru, Philippines, Portugal, Qatar, Romania, Saudi Arabia, Singapore, Slovenia, Sri Lanka, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, Vietnam

OEB has become, certainly, the best global e-learning event, the last two editions (2005 and 2006) being the best ones by far. No other event, on any continent, can compare to this one. Congratulations!

Íñigo Babot,
Universidad Ramón Llull, Spain

The programme for ONLINE EDUCA BERLIN 2006 was a rich mix of formats, ranging from plenary sessions featuring many well-known and thought-provoking keynote speakers to intense, highly interactive discussion sessions. This year, a total of **506 speakers and chairpeople from 45 countries** were involved, making it the most extensive programme yet. The 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 main conference schedule, created with the support of the Steering and Advisory Committees, included **four plenary sessions** and **eighty-four parallel sessions** broadly focussed on the main themes. In addition, on the two days prior to the conference, **twenty full-day** or **half-day workshops** and **four pre-conference events** were held: the **E-Learning in the Automotive Industry Sector Forum**, the **Virtual Mobility Forum**, the **2nd E-Learning for Defence & Security Forum** and the **Lifelong Learning Forum**.

> This was my first time at Online Educa Berlin – I did not know it is such a high-level conference with such a large international audience. Very good.
>
> **Prof. Ulrich Weinberg,**
> Hochschule für Film und Fernsehen "Konrad Wolf", Potsdam Germany

3

Opening Plenary speakers on Thursday 30th included **David Siele**, Director of Higher Education from Kenya's Ministry of Education, **George Siemens**, the well-known Canadian e-learning expert and President of Complexive Systems Inc., **Jean-Michel Billaut** from BNP Paribas, France and **Roger Larsen**, Founder and Managing Director of Fronter, Norway.

Thursday ended with a lively and highly provocative plenary session entitled **Future Perspectives**, which provided a platform for several experts to plot the future e-learning landscape from their own particular perspective. Key-note speakers taking part were **Dr. Peter Scott**, from the Centre for New Media, Knowledge Media Institute, Open University, UK, **Monika Weber-Fahr**, World Bank Institute, USA, **Rich Caccavale**, Blackboard, USA and **Nick Nunnington**, Centre for Excellence in Teaching and Learning (CETL), Sheffield Hallam University, UK.
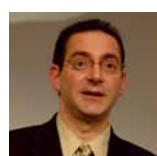
Friday began with two very different but very well attended plenary sessions. The first offered an excellent opportunity to get up to speed on the topic of **Informal Learning**. Speakers included **Jay Cross**, Internet Time Group, USA, **Dr. Yael Ravin**, IBM's Center for Advanced Learning, USA, K**evin Wheeler**, Global Learning Resources, Inc. USA, and **Mike McKeown**, Manager, Education Business Development, Cisco Systems, UK.

The second plenary session on Friday morning tackled the somewhat thorny issue of **Strengthening the Links between Practitioners and Researchers** in the field of e-learning. Taking part were **Dr. Leonard A. Plugge**, Scientific Technical Council, SURF, The Netherlands, **Dr. Nicolas Balacheff**, Kaleidoscope NoE/ CNRS Director Laboratoire Leibniz-IMAG, France, and **Prof. Alan Brown** and **Dr. Jenny Bimrose**, Institute for Employment Research, University of Warwick, UK.

Of course coming to ONLINE EDUCA BERLIN is not only about attending formal programme sessions; it is also a unique networking opportunity. More than ever in 2006, participants' feedback clearly articulated the importance of networking and the appreciation felt for the special sessions and programme time devoted to fostering it. These include the ever-popular **Speed Networking Session**, the **Special Interest Group Lunches**, and the extremely popular **Online Educa Party**, held this year on site and which attracted over 500 buoyant revellers who danced and socialized till late on Thursday night.

CONFERENCE PROGRAMME

The main conference agenda was organised around this year's conference themes and attracted a very large cross-section of the e-learning community.
The themes were:

✦ Designing Effective Online Learning

✦ Game-Based Learning and Simulations

✦ Quality Standards

✦ Emerging Tools and Community-Based Services

✦ Sector Specific Approaches

✦ Lifelong and Informal Learning

✦ Performance Based Assessment

✦ Promoting Inclusivity

✦ The Impact of ICT in Schools

✦ Higher Education and the Impact of ICT

✦ ICT-Supported Training in Companies

✦ E-Learning in the Public Sector

As well as events directly linked to these themes, the agenda also included several special-focus sessions. These included one on **Semantic Nets**, led by Michael Härtel from Germany's Federal Institute for Vocational Training (BIBB). Another, organised by Fronter, dealt with **Learning Platforms as Strategic Campus-Wide Solutions**. Michael L. Brown, from SkillsNET Enterprises Ltds., USA organised a meeting that examined the development of a **Skills and Competency Open Source Framework**. SURF and JISC cooperated to organise a session on **Access and Identity Management**, and Maja Pivec from FH Joanneum in Austria convened a group that looked into **the Role of Game-Based Learning**. Finally, a session on **School Transformation** organized by IBM.

Two specific regions were also featured in the 2006 agenda: **Japan**, where the session was led by Prof. Toshio Kobayashi from NIME, and a look at **Russia**, led by Viktor Bolotov from the country's Federal Service on Supervision in Education and Science.

> This was the best OEB yet - outstanding event programming, attendees and networking! OEB always exceeds my expectations, and I love the strong focus on the needs of delegates and speakers: everyone matters; everything is anticipated and looked after ... exceptional team at ICWE, always.
>
> **Gary Stairs,**
> Red Hot Learning Inc., Canada

> It is definitely the leading online/e-learning conference in Europe. There's an impressive mix of delegates and it's truly multinational. It's a tremendous place to meet others, and the whole mix has a real 'buzz' about it.
>
> **Brian Merison,**
> The British Learning Association

> Thank you for the opportunity to speak at Online Educa Berlin. It was definitely an honour. I found it a thoroughly enjoyable few days, and it was incredibly well organised. Thank you for making this such a fantastic experience and congratulations on such a professional and well-run event. The hotel was fantastic, everyone friendly and helpful right from the coat check through to the assistance in the rooms. Please pass on my thanks to your team. I hope you are taking a well-deserved rest after all this hard work.
>
> **Paul Wendt,**
> PA Consulting Group, UK

> This was our first visit to Berlin, and we found the conference a wonderful opportunity to meet like-minded people and to share and learn new ideas. We have come away with a wealth of material and look forward to maintaining the relationships established.
>
> **Norman Owens,**
> Australian Business Week Limited, Australia

PRE-CONFERENCE WORKSHOPS AND SEMINARS

Online Educa Berlin featured an exciting programme of **four pre-conference forums** and **twenty seminars and workshops** (November 28 and November 29, 2006) designed to provide participants with practical knowledge and insight offered by leading experts from the e-learning industry. The range of sessions allowed attendees to focus on key areas of interest, gain knowledge about new markets, and fine-tune and upgrade their skills.

The topics were:

- E-Learning in the Automotive Industry Sector
- Virtual Mobility Forum
- E-Learning for Defence and Security Forum
- Lifelong Learning Forum
- Web Advanced Learning Technologies Workshop
- Supporting the Co-Evolution of Interprofessional Communities of Practice (CoPs) for Workplace Learning
- Reusable Learning Objects: How to Unlock High Quality E-learning Content
- Implementation of Sustainable E-Learning at Berlin's Universities
- How to Produce an Instructional Module on the Internet
- Approaches for Informal Learning in Small and Medium Enterprises
- Small World – Global Classrooms: Exploring the Potential and Advantages of Fully Online Global Learning Communities
- It's Not About Learning, It's About Doing: Creating Your Own User-Centric Solutions
- Initiatives to Facilitate Equity of Access for the Disabled supported by Online Services

- eLene-EE (Economics of eLearning)
- E-Learning in Development Cooperation – Impacts Achieved and Lessons Learned
- Creating Games for E-Learning
- Raising Visibility – Breakthrough Uses of E-Learning - a workshop sponsored by Blackboard
- Welcome to Online Educa Berlin 2006: An Introductory Seminar for Newcomers
- Podcasts and e-tivities for Enriching E-learning Experience: Pedagogical Design and Technical Implementation
- Transforming Training to Learning in Education and Companies
- Open Access – An Overview of Approaches by JISC and SURF
- Communicate, Collaborate & Share: Adding Value in Education Through Technology - a workshop sponsored by Microsoft
- Enhancing E-Learning Networking Through Games with LEGO™ Bricks
- Designing and Deploying Games for Learning

SPECIAL EVENTS

A variety of networking, special and social events took place alongside the conference:

- Speed Networking Session
- ONLINE EDUCA Party

- Lunchtime Special Interest Get-Togethers
- Various receptions hosted by various groups and organisations

Once again, allow me to express our gratitude for the wonderful support before and during our workshop. I can honestly say this was one of the best-organised events I've attended! Thanks, and see you next year!
Yishay Mor,
London Knowledge Lab, UK

Congratulations on a GREAT EVENT. It was more than expected. Last year I thought it could not be topped. But this year ... unbelievable.
Christel Schneider,
ICC – The European Language Network, Germany

This year's agenda offered a wide variety of topics, and it is clear from participants' feedback that the sessions they attended were greatly appreciated. This was due not only to the quality of the input from speakers and panellists but also to the richness and pertinence of the discussions.

Based on feedback and looking at attendance figures for individual events, it is clear that all sessions dealing with **Web 2.0 Technologies** were hugely popular. These included presentations about the **adoption of social software for learning purposes**, like that by Sarah Guth, who is using **Wikis and Blogs** to teach English at the University of Padua in Italy. An overflow audience also listened intently to information regarding a survey introduced by Kai Heddergott on how German companies are using **Social Software** to radically change learning in the workplace. In another extremely well-attended meeting, Teemu Arina from Finland highlighted the way in which blogs can be used to support **informal learning through reflective practice**.

A full conference track was dedicated to the theme of **Game-Based Learning and Simulations**. and practically every session in this track took place before a packed audience. The session featuring examples of gaming applications was particularly popular and provided hands-on experience for participants,
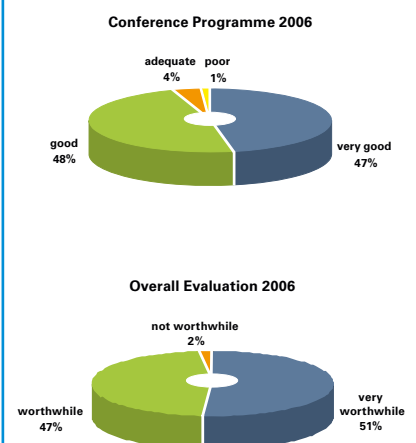
as they had a chance to meet developers of, for example, the **Pax Warrior Simulation**, **AnimalClass**, and **ABW's Business Games**. Presenters such as Euan Mackenzie from 3MRT in the UK highlighted the way in which games can be used to **re-engage the lost digital native**, while Nathan Kracklauer from Enspire Learning in the US described the application of **gaming in the management of virtual corporate teams**.

Interest in **Informal Learning** continues to be high. Building on the content of Friday's plenary on the subject, several examples of **Informal and Lifelong Learning at the Workplace** in companies such as Cisco, Energie AG in Austria, Nestlé, and Banque Cantonale Vaudoise in Switzerland offered practical experience and expert advice from training managers and instructional designers. The theme of Lifelong Learning was complemented by several sessions on **ePortfolios**. These featured examples not only of ePortfolio initiatives like those described by Shane Sutherland in the UK covering **primary school through to professional learning** but also national approaches such as the **e-Framework concept** based on **Domain, Process and Service Models** being launched in the Netherlands and the UK.

The **Impact of ICT** in Schools featured strongly on the agenda this year, clearly indicating conference participants' increasing interest in this sector. The session on **Virtual Learning Environments** dedicated to school communities in different parts of Europe and the USA showed the way in which these developments can lead to **new pedagogical approaches in the classroom**. This theme continued with sessions dedicated to showcasing innovative practice like the use of **podcasting** in Edinburgh schools, **professional development circles** for teachers in Turkey, and the provision of online science resources for Welsh secondary-level students. The debate about a potential digital divide in this sector led by Wilfried Hendricks entitled **Mind the Digital Gap!** attracted a great deal of discussion from the audience made up of teachers, ministry representatives, and parents.

New ways of handling **Online Learning Content** continued to attract attention and sessions dedicated to this topic included presentations of leading-edge developments such as **OpenLearn** recently launched by the UK Open University. They also highlighted important trend-mapping work like the OLCOS roadmapping 2012 project, which describes the further development of **Open Educational Practices and Resources**.

6

Participant Satisfaction 2006

Conference Programme 2006

adequate 4% poor 1%
good 48%
very good 47%

Overall Evaluation 2006

not worthwhile 2%
worthwhile 47%
very worthwhile 51%

But of course available content is only one part of the story. Well-trained **online tutors and support staff** are also important, and sessions featuring real examples of how to create and support **sustainable opportunities for online interaction** such as those presented by Karen Thomas from South Africa and Jana Vejvodová in the Czech Republic were highly appreciated for their honest portrayal of this challenging task. **Tips and suggestions for improving and boosting the achievements of online education** provided by leading experts such as Wim Westera from the Dutch Open University was the highlight for some conference participants. For others it was the **Lean E-Learning Approach and Toolkit** being rolled out for European SMEs and described by Liam Brown from the University of Limerick in Ireland that proved to be the most valuable part of the agenda.

As always, the agenda provided plenty of opportunities to acquire knowledge about online courses and services aimed at **workers and professionals**. Participants expressed appreciation for the Management of Crisis course aimed at **Norwegian emergency service** personnel, the **Driveline** course on project management developed for workers in the **automotive supplier ZF**, and the e-learning courses developed for **Ford in Turkey**.

Finally, the topic of **E-Learning in Higher Education** attracted significant numbers of participants with plenty of examples of take-up from around the world, including New Zealand and Japan. This topic included intensive discussion about the challenges of **institutionalising online learning** and **sustainable virtual campus services** in collaborative structures, such as the Spanish G9 Group of Universities and the Swiss Virtual Campus. Participants also actively engaged in discussions about how student experiences can be broadened by offering **Virtual Mobility schemes** and the potential impact of Digital Campus Frameworks, as well as the integration of **Bachelor and Executive Education**.

7

SPONSORS

ONLINE EDUCA BERLIN 2006 enjoyed the support of the following sponsors:

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the X learning Company   WINVISION

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SIVECO ROMANIA SA   MARCOM CONSULTING   Anystream. Apreso   wwedu WORLDWIDE EDUCATION

EXHIBITORS

A sophisticated exhibition accompanied the 12th annual Online Educa Berlin, featuring **119 companies and institutions from 25 countries.** Participants circulated through the dynamic area throughout the conference, learning about the latest services and products, speaking with representatives from exhibiting companies and using the space as a central meeting and networking point.

List of Exhibitors 2006

4Systems GmbH
Anystream
Aries Technology inc.
Association for Learning Technology
Association of Finnish eLearning Centre
Atlantic Link Limited
Auralog GmbH
Bergen University College
Berlin – Stadt des Wissens
bit media e-Learning solutions Deutschland GmbH
Blackboard International
Bridge2thinK AG
CAP-TIC
Caspian Learning
Centre Virtuel de la Connaissance sur L'Europe (CVCE)
Cerdecam
CHECKpoint eLearning / INFObases GmbH
Competentum
CRP Henri Tudor
Curverider Ltd
Cyberbook as
Daesign AVA Skills
DELFI Software
Desire2Learn
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH
Deutscher Entwicklungsdienst gGmbH
digital publishing
Dr.-Ing. Paul Christiani GmbH & Co. KG
Dyslexia International - Tools and Technologies (DITT)
edugolive B.V.
eduMedia
Edvantage Group
Eedo Knowledgeware
Elluminate, Inc.
Emantras Interactive Technologies
EMOB
ENOVATE AS
EQHO Communications Ltd. (Head Office)
EuroPace ivzw
European Commission
European Distance and E-Learning Network
European Foundation for Management Development (EFMD)
Exact Learning Scandinavia
Fachhochschule für Technik und Wirtschaft University of Applied Sciences (FHTW)
Fronter AS
Gatlin Education Services
Giunti Labs
Harbinger Knowledge Products Pvt. Ltd.
HarvestRoad
HKSE Engineering GmbH
Horizon Wimba
HyperOffice
IBM Global Business Services
ICoN Consortium
iLogus AG/ Ilog Tecnologia Ltda
IMC Information Multimedia Communication AG
INMEDEA GmbH
Innovation Campus
Instituto Cervantes Berlin
InteractiveIQ
International Relations and Security Network (ISN)

Intrallect
InWEnt – Internationale Weiterbildung und Entwicklung gGmbH
ITACA, SL
it's learning as
JISC
Kaleidoscope
Kenyan Ministry of Education, Science and Technology
Knowledge Base (UK) Ltd [e-learn2work project]
LearnTel Pty Ltd
LERNET / MMB Institute for Media and Competence Research
Marcom Consulting
Microsoft
Mohive
MONDIALE Testsysteme
Moscow University of Industry and Finance
Norway Opening Universities(NOU)
Norwegian Association for Distance and Flexible Education
Norwegian Ministry of Education and Research
Norwegian School of Economics and Business Administration
OLAT, University of Zürich, Switzerland
PebblePad
Plagiat.pl Ltd.
PointeCast
Promethean GmbH
Questionmark Computing Ltd
Rosetta Stone
Royal National College for the Blind
Russian National Media Centre
Shadsoft Ltd.
SIVECO Romania
SMART Technologies Inc.
Sonic Foundry, Inc.
Stoas
streamcast media GmbH
SuperMemo World Sp. z o.o.
Surf
Swedish Agency for Networks and Cooperation in Higher Education
Synergetics NV
The British Learning Association
The Norwegian Centre for International Cooperation in Higher Education
Thinking Cap®
TKK Dipoli
Touch Typing Technology
Training Partner by GeoMetrix
TRG Inc.
Trinity College Carmarthen
U&I Learning
Uni-C
Universal Knowledge Solutions, UKS
University of Luxembourg - Emacs Research Unit
University of Oulu/ PanOULU
University of Oulu/ VideoFunet
University of Stavanger
Vox, Norwegian Institute for Adult Learning
WebALT Inc.
Winvision
WWEDU
X-PERTEAM
xThink Deutschland GmbH
Young Digital Planet SA

A number of these exhibitors also gave presentations on their activities, products, and services within the special Products and Services Sessions.

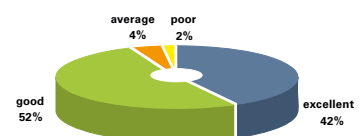Very good contacts to the people - The stand was worth the money.
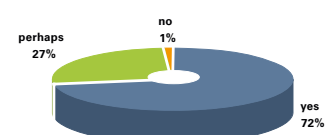
Mika Paakkanen,
University of Oulu, Finland

Exhibitor Satisfaction 2006

How would you rate the opportunity to establish new contacts during the exhibition?

average 4%
poor 2%
good 52%
excellent 42%

Do you expect positive results from the conversations and meetings you have had during the event?

perhaps 27%
no 1%
yes 72%

TESTIMONIALS AND COMMENTS

I thought Online Educa was an excellent conference. It was well organised, and the talks were very interesting and useful. I met a lot of new people both socially and professionally, and I look forward to submitting a paper for next year's conference.
Dr. Alan Hogarth, Glasgow Caledonian University, Scotland

Just a quick word to thank you all for your tremendous efforts at Online Educa Berlin. I am sure I am not the only one who thinks the conference was a great success, so I can only add my appreciative voice to the chorus. Well done!
Andreas Ua'Siaghail, Resolve Labs, Canada

You do a great job. One can miss any event, but as an e-learning specialist you can't miss Online Educa Berlin.
Elena Tikhomirova, Moscow State University of Economics, Statistics, and Informatics (MESI), Russia

Looking back at my notes and photos, I can say without a doubt that this was the best Online Educa yet. You and your team should feel proud.
Jay Cross, Internettime Group, USA

I must express my thanks for the support, vision, and energy at Online Educa. The conference was my best ever! I only had a few days, but they were very illuminating and worth the time.
Elijah Omwenga, University of Nairobi, Kenya

It's the best meeting in this field.
Prof. Dr. Robert Stidwill, University of Zurich, Switzerland

I really enjoyed this conference and got some very good ideas here. I especially appreciate the exposure to the international community of e-learning. I found several ideas and concepts to be very thought provoking. Some were unsettling, but often those are the best.
Frances A. May, University of North Texas, USA

Please thank all the organisers on my behalf for last week's conference. It was really first class and extremely useful.
Gareth Owen Rees, Rhondda Cynon Taf Local Education Authority, Wales

Exceptionally well organised from start to finish.
Chris Stevenson/Anna Batrla, Royal National College for the Blind, UK

Excellent networking opportunities for international collaboration.
Sue Davies, Trinity College, Carmarthen, UK

9

TESTIMONIALS AND COMMENTS

Thank you very much for a very well-organised conference with this very huge number of participants.
Dr. Shahar Talaat Abdel Bary, Media International, Egypt

Excellent conference, up-to-date topics, well-prepared presentations!
Michael Härtel, Federal Institute for Vocational Education and Training (BIBB), Germany

The staff of the conference are professional, quick, and understanding and, above all, friendly. They truly make our lives as exhibitors much easier and much more rewarding.
Jim Herbolich, EFMD

Our aim at this show was to meet partners and expand our network. As a Brazilian company, the show helped us to benchmark ourselves against the international market.
Gustavo de Oliveira Rohde, iLogus AG / iLog Technologia Ltda

Online Educa Berlin is the best conference in this area. Good job!
Teemu J. Torvelainen, Mikkeli University of Applied Sciences, Finland

Good view of the state of the art.
Erwin Kok, University Medical Centre Groningen, The Netherlands

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✓ **MARK YOUR CALENDAR!**

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