

oeb

Shaping the future
of learning

incorporating

learning
technologies
germany

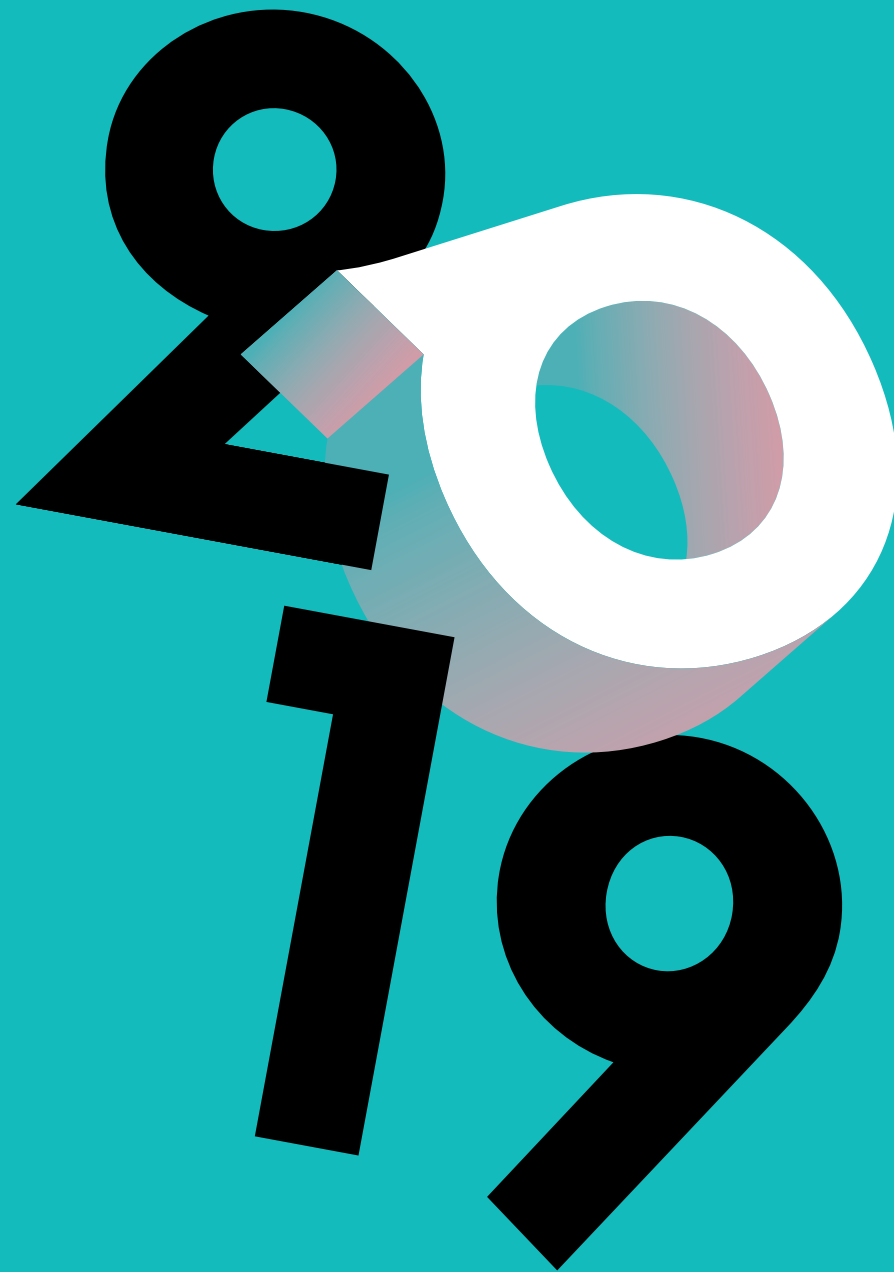
Post-Conference Report

Berlin

November 27 – 29, 2019

Hotel InterContinental Berlin

www.oeb.global





2,500+

participants

from

70

countries

5

plenary sessions and

120+

break-out
sessions

300+

international speakers

14

world-renowned
keynote speakers

20

pre-conference
events

110

exhibitors and
sponsors

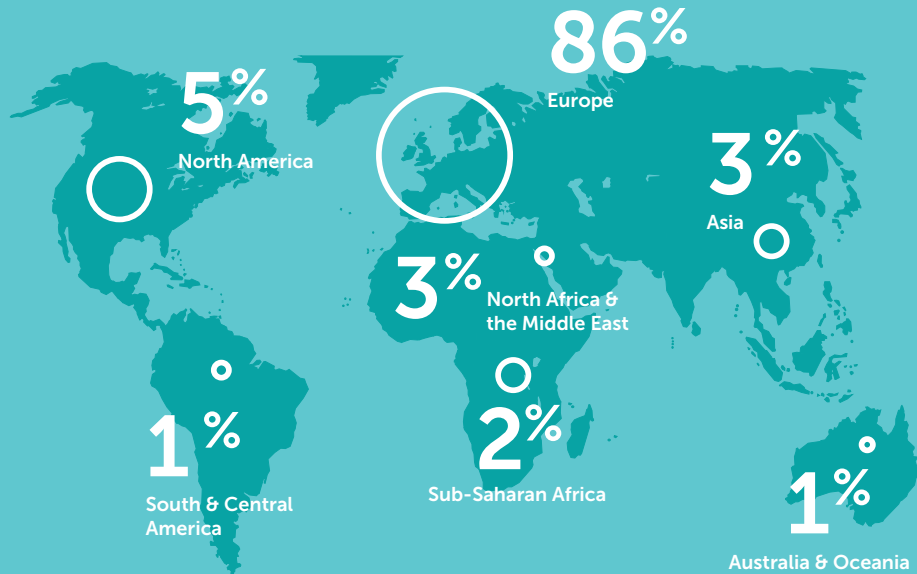
20

free exhibition
seminars



Where participants come from

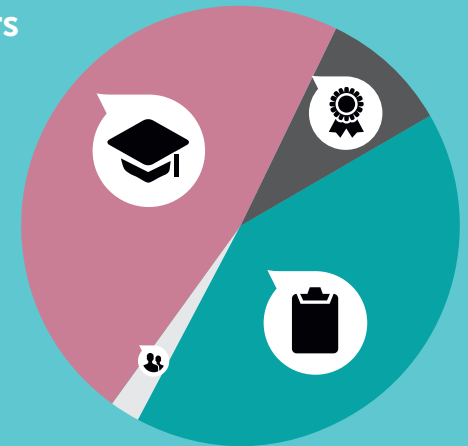
Total: **2,500+**



Top Countries

- Germany
- The Netherlands
- Denmark
- UK
- Norway
- USA
- Finland
- Belgium
- Switzerland
- France
- Poland

Sectors



46%
Education

9%
Government

40%
Corporate

2%
Civil Society

93% of participants rated OEB 2019 as (very) worthwhile

85% of participants rated the easy of networking as (very) good

93% of participants are likely to apply what they learnt

90% of participants are likely to attend again in 2020

90% of participants feel the content is able to help them do their job more effectively

Online Community

6,500 followers
@OEBconference #OEB19

185,932 site visitors
www.oeb.global

12,408 likes
OEBconference

80,000+ subscribers
www.oeb.global/oeb-insights

2,156 members
OEBconference



Iyad Rahwan

Founder of the Center for Humans and
Machines at the Max Planck Institute

I had a great discussion with the
audience and my fellow panellists;
they've even influenced my own
thinking on AI and society.

The Opening Plenary

OEB 2019 opened with talks and a lively discussion about competing views of the future between world renowned keynotes **Iyad Rahwan**, Founder of the Center for Humans and Machines at the Max Planck Institute, **Wei Cui**, Chief Scientist at China's Squirrel AI Learning and Researcher and Education Writer **Audrey Watters**.

Plenary Sessions

Paul Kirschner

Professor of Educational Psychology at the OU, the Netherlands

The plenary debate was extraordinary; an academic discourse with experts about a topic that really matters. What a pleasure and an honour.

The OEB Plenary Debate

Education is becoming increasingly focused on delivering the skills employers need. Is this a good thing?

'This House Believes That an Obsession with Economics Is Harming Education and Undermining the Skills We Need for the Future'



Harold Elletson

International Communications Consultant, UK

Chairperson

Olivier Crouzet

Head of pedagogy at "42", France



David Toborek

Head of talent and Head of IT at Metronom GmbH, Germany

Paul Kirschner

Professor at the OU, The Netherlands



Edith Hooge

Serves as the Chair of the Education Council of the Netherlands

The Strategic Role of Learning and Development

How do we ensure that training is not a separate function, but part of the business?



Donald H. Taylor

Chair, Learning Technologies Conference Track, UK

Chairperson

Richard Straub

Founder and President of the Peter Drucker Society Europe, France



Joe Pokropski

Learning and Talent Development Executive, USA



Heléna Bargiel

Transforming strategy into high performing teams at LEO Pharma A/S, Denmark

Pushing the Technological Boundaries

What are concrete, best practice applications of innovative developments for education?



Gilly Salmon

Professor and Academic Director at OES, UK

Chairperson

Laura Czerniewicz

Director at the Centre for Learning and Teaching University of Cape Town, South Africa



Shirley Alexander

Deputy Vice-Chancellor and Vice-President University of Technology Sydney, Australia



Bryan Alexander

Futurist, Researcher, Writer and Teacher at Georgetown University, USA

Bryan Alexander

Futurist and Teacher at Georgetown University, USA

OEB is an exciting edtech conference, very well organized and hosted in a great city. It's a fine way to learn, share, and network, especially in the European setting.



Spotlight Stage

A rolling programme with highlighted talks, interviews, debates and more, offering left-field inspiration, entertainment and provocation from edtech experts.

Julian Stodd

Writer, Artist, Explorer and Consultant, Sea Salt Learning, UK



How do you engage 100,000 people in active, social and inquiry-led learning?



Mike Sharples

Emeritus Professor of Educational Technology at The Open University, Author and Lead of the "Innovating Pedagogy" Reports, UK

To move beyond exploration to discovery is an exciting prospect.

Eric Sheninger

International Center for Leadership in Education (ICLE), USA



A redesigned learning experience fundamentally shifts the teaching and learning paradigm to one that's personal.

AR, VR, MR... What is the future of inclusive education using XR tools



Lizbeth Goodman

University College Dublin, SMARTlab Digital Media Institute, Ireland

Steve Wheeler

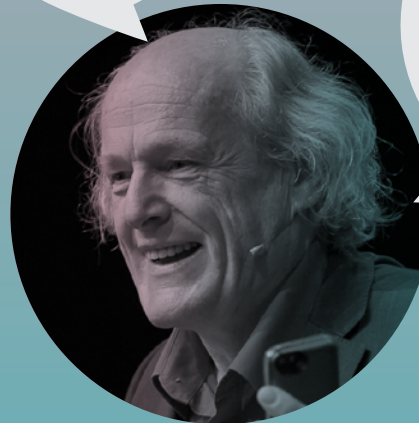
Learning Innovations
Consultant, UK



How can we achieve direct learning transfer, while maintaining a healthy work/life balance?"

Jef Staes

Red Monkey,
Belgium



Competences of passionate and talented people will be validated by their learning and "doing" networks."

Is the explosion of interest around AI Ethics "theatre", based on the usual hysteria around any new form of technology - or does it match real ethical needs?



Donald Clark

Plan B Learning,
UK

Instability is what the next generation and those educating them must be trained and prepared for.

Ulrich Weinberg

Director of HPI School
of Design Thinking at
Potsdam University,
Germany



How do we learn and work together and what processes do we use?



Nik Gowing

Author, former BBC
World News Presenter
and visiting Professor
at Kings College and
Nanyang University, UK



Jeff Kortenbosch

Learning Designer at Inter Ikea, The Netherlands

OEB is a great place to meet peers from the industry. I love how an event like this draws in so many professionals and I am happy to connect with new friends and meet old ones.

Parallel Sessions

The event included a crowded programme of 20 pre-conference workshops, 120+ sessions and 20 free-to-attend exhibition seminars.

90%

of participants feel the content is able to help them do their job more effectively

Mike Sharples

Author and Emeritus Professor at the OU, UK

OEB Global has grown to be Europe's vibrant meeting of the people and organisations shaping the future of how we teach and learn through technology.

93%

of participants are likely to apply what they learnt

Apart from hands-on workshops and plenaries, the parallel programme included interactive boardroom dialogues, knowledge factories, discussions and debates, labs, demos and more session formats to choose from.

Oliver Crouzet

Head of Pedagogy at "42", France

Many interesting sessions, challenging debates, definitely glad to be in Berlin for OEB!

Content highlighted the key issues shaping the future of learning including:

- AI and blockchain for education
- Self-directed learning at work
- Immersive learning on a budget
- Learning spaces in the digital age
- Students as changemakers
- Holograms as educational tools
- Employability-focussed learning outcomes
- The impact of government regulations on private education
- Agile L&D teams



An outstanding line-up of speakers with wide-reaching experience of implementing new learning technologies, showed how there are no limits to what is possible for today's learners.



Laura Czerniewicz

Director of the Centre for Innovation in Learning and Teaching at the University of Capetown, South Africa

I was struck by the diversity of participants at the conference. This seems to be the only conference attended by pretty much all the current stakeholders across the Higher Education ecosystem: academics, non-governmental organisations, government, professionals (such as learning designers and techies), and a wide range of companies across the student experience cycle. It was an unusual and intriguing mix.

3,500+ tweets using the #OEB19



@wrubens

You can tweet or blog about the content of a conference like #OEB19. However, it is impossible to describe the atmosphere and the conversations



@stipton

It's always wonderful to spend time with such great people. I always leave with new inspiration. Thank you #OEB19



@jeremycarter72

Thanks to everyone involved with #OEB19. Had many interesting conversations with colleagues from the world of #learning and #assessment. Came across lots of exciting new projects and businesses. See you next year in Berlin!



@SteveWheeler

Thank you to @OEBconference and the glittering city of #Berlin for an absolutely splendid, thought provoking and enjoyable three days. #OEB19 has advanced from previous years and I can't wait to return next year for #OEB20



@NebrijaGlobal

We are in Berlin for the #OEB19. Nowadays, the most important education event in Europe



@jpkropski

Was great to meet so many colleagues committed to changing the way we operate for the better. #OEB19



@doxtdatorb

RT @stinemalin: Great Opening Plenary Debate @OEBconference. Love the different perspectives and balanced debates: "Critical digital literacy is not just for kids" @audreywatters #OEB19 #digiallearning



@margiemeacham

It was so exciting to see people bringing in more and more chairs. Not sure we were still compliant with fire code, but what a thrill to present to such a large, informed, and enthusiastic crowd. #OEB19 @brainladies Thanks @phoellermann @OEBconference



@the_sosman

Had an amazing time leading the #OEB19 pre conference workshop at the @HPI_DSchool taking the participants on an immersive journey of the design thinking process to design the world of post disciplinary leading. Terrific participants, inspiring discussion!



@BryanAlexander

Thank you all for making it work: - the #OEB19 staff - our guests (@audreywatters, Gilly Salmon, Olivier Crouzet) - our digital participants, inc. @harmonygritz @ideaspacesnet @edwebb - our in-person friends #FTTE.



@SAlexander_UTS

Good session on learning analytics @DonaldClark @phish108 Thor Hansen! Lots of ideas - don't agree with all but very thought provoking! #OEB19



@MirjamN

Nice job, @bertdecouere. Your 7 challenges in training and learning are all true, all important, and you're providing much needed nuance. Thank you. #OEB19



@NTalijan

"Discovering Learning" - With @julianstodd "Take yourself for a different conversation and take the door you don't usually take." @OEBconference has officially started.



@jozwmar

I must say that I left Berlin with a handful of new ideas about #elearning and #EdTech in general! Thanks #OEB19 for inspiration!



@MichaelaMJung

Great discussions @OEBconference in Berlin on the Future of Learning. What are the threshold competencies and how do we help our students develop them?



@mloland

Learning & inspiration #OEB19 Thanks for sharing & reflection together @charlesjennings you are a true inspiration! Learning conversation & meeting people is the BEST.



@DigiChampsNUIG

Really enjoyed sharing our @DigiChampsNUIG & @allboardHE story with a warm & enthusiastic bunch of @OEBconference participants AND thanks to our photographer @deirdrehodson. #DigitalChampions #BuildingDigitalConfidence #StaffStudentPartnership #OEB19



@T_Ortel

Now I am a little bit smarter - #EduRoam was a project by @SURF_NL Thanks to @michelicto for this information #OEB19 From my point of view: @eduroam is the best idea for worldwide collaboration for #digitalisation.



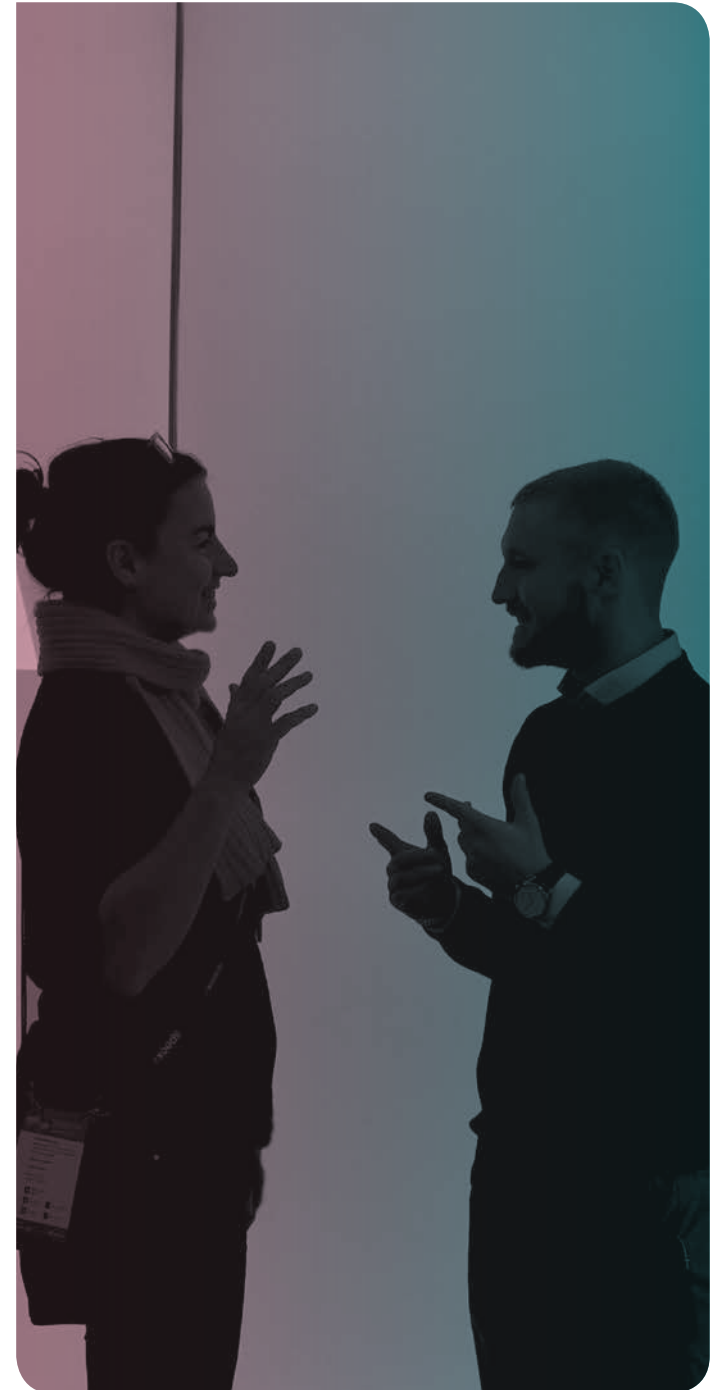
@deirdrehodson

Thanks @E_Sheninger for a dynamic session on school leadership and tech in ed at #OEB19.



@CosmoCat

Au revoir Berlin! You've been great and so was everyone at #OEB19





Moody Al-Shakarchi
D2L, UK

Our booth was super-busy all the time. We always see key decisionmakers come from higher education and from corporations.

Salvador Meneses
Moodle, Australia

It is a great experience because we can listen to what the market wants and needs.

Mario Yogachandran
Canvas, UK

OEB was a massive event for us, it is great to see some of the customers that we already have, to meet them from all around the globe.

Mike Olsen
Proctorio, USA

What we like about OEB is a lot of qualified leads, a lot of booth traffic, a lot of visibility.

Peter Ingle
Panopto, UK

The great thing about OEB is that we get to meet our university type customers and we also get to meet businesses. We will back next year again.

The Exhibition

An extensive exhibition and demonstration area formed the networking hub at the heart of the event.

110 exhibitors and sponsors

20 free exhibition seminars

Exhibitors & Sponsors



Gerrit Bulten
WebClip2Go,
The Netherlands

All the people we talked to are all about innovation; they are looking for new solutions.

Acadly	DigitalEd	GroMar
Actee	Docebo	High Quality Captions
AlphaPlus Ltd	EBSCO Corporate Solutions	Horis International Limited
Altissia International	Echo360	Hubro Education
Arcadia	Educators Int'l & PhonePrint	IM S - LMS & Content
Area9 Lyceum	Eduflow	itslearning
Awesome2Learn	Edunao	Jesuit Worldwide Learning
Bartenstein Academy GmbH	EFTE	JetBrains
blink.it	EPALE	KALTURA
Burst Video B.V.	Epiphan Video	Konzept..GmbH/ HoverCam
CanopyLAB	eThink Education	Kryterion, Inc.
Canvas	everskill	Learnship
cApStAn	Explorance	LinkedIn Learning
Cengage	FRENCH HIGHER EDUCATION / AUNEGE / UNIT	Matrox
CLASSUM	Gamehill	Mediainteractive Franc Dolenc S.P.
Comms Multilingual	GAMOTECA	MEDIAL
D2L	Glean by Sonocent	Memoray Corporate Learning
DEVCO Academy	Grasple	
DEXWAY		
DigiExam		

Metadata Automation by EDIA
 Microsoft
 MOOCit
 Moodle
 Moovly
 MS 365 cloud solutions
 MY VIRTUAL CLASSROOM
 myday by Collabco
 NAC Lab
 NameCoach
 Neducat.io
 Nordic Simulators
 Open Source LMS OpenOlat
 OpenSesame
 ORACLE ACADEMY
 Panasonic Business
 Panopto
 PlagScan
 Presentations2Go
 Proctorio's Learning Integrity Platform
 ProctorU
 PSI Services
 Questionmark
 Renaissance Learning
 Revas Business Games
 SAS Softbank Robotics Europe

Sharp Business Systems Deutschland GmbH
 SmartLearn - Edumode
 Sonic Foundry
 Sparkol
 Speexx
 Squirrel AI
 Streamitup video platform
 TechSmith
 TestReach
 Thinking Cap LMS
 TU Dresden Media Center
 TURNITIN
 UbiCast

UCPS eLearning
 Uptale - VR Learning
 uQualio video eLearning
 Urkund Plagiarism Prevention
 Verif-y
 Virtual Orator
 VitalSource Technologies
 Vyond
 WiseUp
 X2O Media
 Xquiry



Exhibitors' Tweets



@AdvanceEdTech

@OEBconference and @AlphaPlusCoUk Had a great few days @OEBconference. Thanks to all the team for the hard work that went in to the event. See you next year #OEB19!



@Mediasite

We're proud to be sponsoring this great event! Discovering Learning: Europe's Edtech and L&D Community Gears Up for OEB 2019



@uqualio

We are back from the @OEBconference, and what more can we say other than it was an excellent experience! Fantastic people, amazing companies... we are simply grateful for the opportunity to be part of it all! Thanks again #OEB19!



@CengageEMEA

#ThankYouForHavingUs @OEBconference It's been great to #connect and show off our #DigitalSolutions #Resources #LearningSolutions



@vcvg

I've had a splendid time in Berlin this week talking about #plagiarismdetection and #ghostwritingdetection. Thank you for having us @OEBconference #OEB19! @PlagScan



@speexx

Find us hosting #SpeexxExchange in #Berlin today! Amazing speakers and over 200 #HR and L&D specialists attending! #OEB19 #LearningTransformation



@cApStAnLQC

Proud to be sponsors of this leading international conference and looking forward to gaining new insights into the factors that will shape the future of technology-supported #learning and #training.



@Proctorio

That's a wrap on @OEBconference 2019! Thank you for having us, see you next year! #OEB19 #proctorio #edtech



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Silver Sponsors



Conference Sponsors



Media Partners



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Shaping the future
of learning

incorporating

**learning
technologies**

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Save the date

Berlin, December 2 – 4

The 26th global, cross-sector conference
and exhibition on technology supported
learning and training

www.oeb.global

