



11-14 May 2009
Barcelona — Spain

Learning Impact 2009

Leveraging Web Applications And Enterprise Integration To Enable Innovation And Creativity In Teaching And Learning

Learning Impact 2009 is IMS Global Learning Consortium's annual conference that brings together the world's leading creators, vendors, users, and buyers of learning technology to participate in program tracks focused on the latest innovations in learning systems, digital learning content, the learning enterprise, and open technologies. Presenters answer a key challenge question designed to inform the attendees on the state of innovation and best practices.

The Summit on Global Learning Industry Challenges is a gathering of industry leaders to introduce and debate ideas on issues impacting the growth of learning worldwide. This is a unique and highly direct conversation for the purpose of illuminating the key business challenges facing the learning industry. The Summit is facilitated by a focused set of highly interactive panel sessions with audience participation.

Hosted by the Universitat Oberta de Catalunya (Open University of Catalonia, UOC), Learning Impact 2009 is pleased to hold the conference in one of Europe's most beautiful and historic cities. Situated along the Mediterranean Sea, Barcelona makes a stunning setting and destination.

It's not too early to register now, visit: <http://www.imsglobal.org/learningimpact2009/li2009registration.cfm>

The Recognition and Awards Program:



The Learning Impact Awards (LIAs) are designed to recognize the most impactful use of technology worldwide in support of learning. This unique program evaluates established, new, and research efforts in context at an implementing learning institution. Finalists are selected to showcase at the annual Learning Impact conference and a panel of global experts are asked to perform the final rankings during the conference. For more information and to enter, visit:

<http://www.imsglobal.org/learningimpact2009/awards.html>

Who attends Learning Impact?

Learning Impact is a gathering of key strategists and decision makers from the organizations that are determining the future of technology in learning and education:

- 17% Academic Technologists/Academic Administrators
- 14% Architects, Engineers, CTOs, CIOs
- 25% CEOs, Presidents/VPs or Provosts
- 30% Directors and Managers of Instructional/Academic Technology Program or Project Managers



& The Summit on Global Learning Industry Challenges

Sponsorship:

This exclusive global conference brings about 300 people from over 17 countries together to focus on the latest trends Learning, Technology & Standards.

Conference Outcomes:

A thorough evaluation and annual report detailing past conference findings is produced and freely available at:

<http://www.imsglobal.org/learningimpact2007/li2007report.cfm>

The conference provides attendees with the latest information on innovation in elearning, the ability to network with numerous influential leaders in the industry, knowledge about the coming advancements in the industry and workshops on elearning topics.

Support from governmental organizations and industry makes this conference a success. We appreciate your sponsorship to continue this valuable work.

For information about sponsoring Learning Impact 2009, please contact Lisa Mattson lisa@imsglobal.org

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DRAFT AGENDA

Monday, 11 May: Learning Impact 2009
Working Together to Enable The Future of Learning & Teaching
Open Educational Resources: an International Infrastructure?
Keynote Addresses: <i>Rob Abel</i> (IMS GLC), <i>Malcolm Read</i> (JISC), <i>Michael Chasen</i> (Blackboard), <i>Fabrizio Cardinali</i> (Giunti Labs)
Learning Impact Awards Finalists Showcase
Tuesday, 12 May: Program Track Presentations
Keynote Addresses: <i>Denise Kirkpatrick</i> (The Open U.), <i>Llorenç Valverde</i> (UOC)
Learning Management, Collaborative, and Mobile Learning
Digital Content Innovation & Adaptive Learning Experiences
Accessibility, Personalized Learning and ePortfolios
Creativity & Innovation in European Education - Chaired by <i>Fabrizio Cardinali</i> , CEO <i>Giunti Labs</i> & Chair <i>ELIG</i>

Wednesday, 13 May: Summit on Global Learning Industry Challenges
Keynote Addresses: <i>Maruja Gutierrez-Diaz</i> (European Commission), <i>Anne Keough Keehn</i> (Pearson), <i>Greg Butler</i> (Microsoft)
International Perceptions on Learning Panel Session
How Leading Institutions Are Improving in Response to Evolving Public and Policy Needs Panel Session
Learning Impact Awards Ceremony & Technical Exchange
Thursday, 14 May: Workshops
Testfest Workshop
Challenges for Open Source Development Communities

KEYNOTE SPEAKERS:



Dr. Malcolm Read, Executive Secretary, Joint Information Systems Committee, United Kingdom. Since July 1993 Dr. Read has worked for the Higher and Further Education Funding Councils as the Executive Secretary to the Joint Information Systems Committee (JISC). Apart from his overall responsibility for the Executive he has been particularly involved in ICT policy and strategy development in post 16 education and research. He is also Chairman of the European Networking Policy Group.



Maruja Gutierrez-Diaz, Adviser to the Director of Lifelong Learning: European Year of Creativity and Innovation at European Commission, EAC. Maruja joined the European Commission in 1988, as specialist in new technologies. First, as Deputy Head of the Central Library, in charge of its modernization and networking. Since 1995, as Head of the Publications Unit, member of the Europa server launching team and of the interinstitutional editorial board. In October 1999, she became Head of the new unit Multimedia - Culture, Education, Training, in charge of the eLearning initiative and today she is Adviser to the Director of Lifelong Learning: European Year of Creativity and Innovation.



Professor Denise Kirkpatrick, Pro Vice-Chancellor Learning, Teaching and Quality, The Open University. Professor Denise Kirkpatrick is Pro Vice-Chancellor Learning and Teaching at The Open University where she is responsible for leading the production and delivery of the university's learning materials and researching new applications of ICT in supported open learning. She is responsible for the development of university policy relating to the application of new media and Quality Assurance and standards.



Anne Keough Keehn, Vice President of Global Sales, Marketing and Business Development for Higher Education and K-12 at Pearson eCollege. With more than 25 years of experience in educational technology, Ms. Keehn has a proven record in building and managing international businesses, sales forces and market expansions ahead of the product development curve.

Greg Butler, Director Education Strategy, Worldwide, Microsoft.



Michael King, Vice President, IBM Global Education Industry. Mike has been with IBM for over 20 years in various executive and management positions. He is currently the worldwide leader for the IBM Education Industry. In this role, he leads IBM's strategy, marketing and sales across schools and higher education. His prior responsibilities include Director, Market Development, Education Industry, focused on solutions and innovation projects, and Director, Alliances for IBM Learning Solutions, where he led a team in developing partnerships across the learning marketplace, including corporate education.



Michael L. Chasen, Chief Executive Officer, Blackboard, has provided the leadership to take Blackboard from a start-up company with just one product and a handful of clients to a publicly held company, with thousands of clients, offering software and services used by millions of people around the world. His expertise managing fast growth Internet software companies coupled with a passion to enhance education through technology has been critical to Blackboard's success.



Llorenç Valverde, is Vice-rector of Technology at the Open University of Catalunya (UOC), a fully online university with more than 40,000 students, where he leads several teams in the design and development of e-learning technologies, as well as being responsible for setting the direction and leading all technology resources. He is also a tenured Computer Science and Artificial Intelligence full professor at the University of the Balearic Islands (UIB) since 1989.

Learning Impact 2009 and Summit Sponsors

Platinum: **IMS Members in Europe**



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LI 2009 Hosted by:



For the full agenda and registration, visit:
<http://www.imsglobal.org/learningimpact2009/agenda.html>