

CONFERENCE PROGRAMME

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MEDIA & LEARNING BRUSSELS 2011

<http://www.media-and-learning.eu>

Harnessing the power of Media to support Learning

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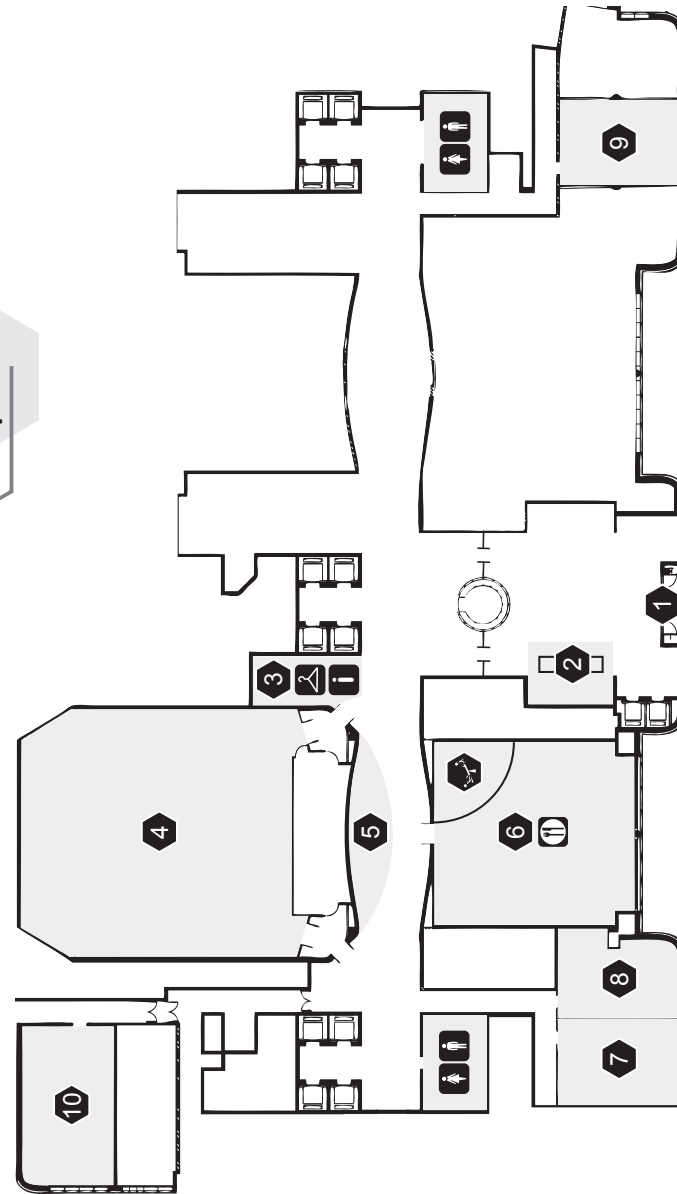
The Pigeon SMS service can be used to contact other participants without revealing your own mobile number and to send questions or comments to the chairpeople in sessions taking place in the Hadewych Auditorium. Together with this printed programme, you have received the participants' list that contains the Pigeon codes of subscribed participants and an instruction sheet on how to use the service.

If you do not have a Pigeon code yet and would like to make use of this service, please contact our staff at the information desk. Updated lists will be made available during the course of the conference.

Pigeon is sponsored by Liberty Global and Telenet Foundation.



Floorplan



Legend

-  Main entrance
-  Registration desk
-  Cloakroom / Information desk
-  Hadewych Auditorium
-  Lobby area
-  Cafeteria
-  Play area
-  G2 Caillau Room
-  G3 Otlet Room
-  G15 Baekeland Room
-  G42 Plateau Room



I have great pleasure in welcoming you to the 2011 Media & Learning Conference organised in the Flemish Ministry of Education which brings together practitioners and policy makers from almost 40 countries interested in sharing information on how best to use media to enhance the learning process.

Using media to support learning provides not only the means to enhance the learning process and make it more accessible and engaging but media can also play a significant role in fostering creativity and innovation. Finding ways to really engage with students while preparing them with the skills and competences they need to fulfill their potential in the changing environment in which we live is a priority for all of us who care about the quality of our educational processes. Media can play a real role in this process in fostering not only the skills and abilities of students but also higher-order competences necessary if we are to tackle the very real challenges of our time.

The conference has at its core the idea of harnessing the power of media to support learning and has three main themes: future trends and developments in media-supported learning, digital and media production skills and competences including media literacy, and the use and re-use of existing media resources in education and training at all levels.

Part of the programme is designed to foster dialogue, much of which has already begun online in charting the changes taking place as we move from a far more literary society to the digital one in which we now find ourselves. The programme also includes practical workshops and opportunities to find out what is involved in trying out different approaches, tools and applications. We have also included many examples of resources, productions and applications showing what teachers, media producers, students and academics are capable of when provided with the right tools and opportunities to enhance the learning process through the opportune use of moving image and sound.

One of the core objectives of this event is to support the creation and growth of a significant European community of practice in this field and it is heartening to see how this community has been growing since its inauguration last year. Significant online communities now exist related to the media and learning theme, workshops and training courses have taken place whereby practitioners from different countries have met to share their experience with others and the number of people interested and engaged with this community is on the increase. It is also good to see the continued interest in the MEDEA Awards and the very high standard of the finalists who will be showing their entries during the conference.

I hope that you will find the programme stimulating and will use the opportunity of this conference to share your experience, build your knowledge and widen your network.

Pascal Smet

Flemish Minister for Education, Youth, Equal Opportunities and Brussels Affairs



Important Information for Media & Learning Participants

Registration Desk opening hours

The Conference Registration Desk will be open on Thursday 24 November from 08.30 to 18.30 and on Friday 25 November from 08.30 to 17.00. From Thursday afternoon, this desk will be merged with the Information Desk.

Cloakroom and Information Desk

The Cloakroom and Information desk will be open on Thursday 24 November from 08.30 to 19.30 and on Friday 25 November from 08.30 to 17.00. You can leave your coats and other belongings at this manned desk for free. However in the interests of safety, please do not leave computers, mobile phones or any other valuables here as neither the Flemish Ministry of Education nor the conference organisers are responsible for any loss or damage to items held in the Cloakroom.

Access to sessions during the conference

Participants are welcome to take part in any session of their choosing. However the number of people who can take part in the sessions taking place in G2 Cailliau Room, G3 Otlet Room, G15 Baekeland Room and G42 Plateau Room is limited due to the size of the rooms and so if you are particularly interested in taking part in sessions that are held in these rooms, you are advised to get to the room early to make sure of a space.

Access to the wifi network

When you collect your conference bag you will receive the login details that you will need to use the local wifi network in the Flemish Ministry of Education. Due to the nature of the conference location and the demands of the conference there may be fluctuations in the level of wifi service available.

Lunches and coffees

All those who are registered to attend the Media & Learning Conference are entitled to lunches on both days which will be served in the Cafeteria. Coffee will also be available all day in the Cafeteria. Please wear your badge prominently to ensure you are admitted to the Cafeteria.

MEDEA Awards Ceremony

All those registered for the Media & Learning Conference are invited to the MEDEA Awards Ceremony which takes place at 18.15 on Thursday 24 November in the Hadewych Auditorium. This ceremony will be followed by a reception in the Cafeteria.

Play Area

During the coffee breaks and lunches you are welcome to visit the dedicated Play Area in the Cafeteria where you can try out and use different devices and applications in an informal and friendly manner. This Play Area is managed by conference staff with the input of several teachers.

Non-Smoking Policy

Please note that smoking is prohibited throughout the premises of the Flemish Ministry of Education.

Day 1: Thursday 24 November 2011**9.30 – 11.00****Opening Plenary****Hadewych Auditorium**

Chairperson: **Jan De Craemer**, Flemish Ministry of Education and Training, Belgium

The opening plenary of the Media & Learning Conference 2011 "Harnessing the power of Media to Support Learning" will take a broad view.

What is the relationship between creativity, media and learning? How can we plan to take into account the massive developments taking place in the way we use technology in general to communicate, create and manage our daily lives and what impact is this having on the learning process.

Constantijn Van Oranje, Member of Cabinet to Commissioner Neelie Kroes, Vice-President of the European Commission and Commissioner in charge of the Digital Agenda, European Commission *Re-skilling for the digital era*

Peter Adriaenssens, Professor in Child and Adolescent Psychiatry at the Catholic University of Leuven, Belgium *Media, Brain & Educational Practice*

Conor Galvin, University Lecturer and Researcher, School of Education, University College Dublin, Ireland *The centrality of imaginative technology usage to powered-up learning spaces*

Richard Harper, Principal Researcher at Microsoft Research Cambridge and Co-Manager Socio-Digital Systems Group, UK *Learning to express, learning to be*

11.00 – 11.30**Coffee Break****Cafeteria****11.30 – 13.00****Sessions**

Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G42 Plateau Room
Screening session highlighting excellent examples of media being used to support teaching and learning	Presentation session: Traditional television and its role in the new media-rich learning environment	Media & Learning Circle: What is the best business model for a learning game?	Workshop: Students training teachers in setting up and using social media tools and services
<p>Facilitator: Philip Penny, IADT, Ireland</p> <p>This screening session features finalists in the MEDEA Awards 2011.</p> <p>Antonio Mandarano and Gianluca Raimundo, ITIS "A. Avogadro" of Turin, Italy <i>Armi di distruzione di massa</i></p> <p>Deirdre Flood, Drogheda Special Olympics Club, Ireland <i>Changing Lives</i></p> <p>Cinzia Chelo, A. Brofferio, Italy <i>Imprinting</i></p> <p>Dirk Terryn, CANON Cultural Unit, Flemish Government, Belgium <i>INGeBEELD Media Wisdom Platform</i></p> <p>Anthony Bouchier, Twig World Ltd, UK <i>Twig</i></p>	<p>Chairperson: Clive Young, University College, London, UK</p> <p>Elke Schlote, (IZI) Bayerischen Rundfunk, Germany <i>Educational TV worldwide - international TV professionals' experiences and opinions</i></p> <p>Sachiko Imaizumi Kodaira, NHK Broadcasting Culture Research Institute, Japan <i>Educational TV in the digital era - NHK's experiences</i></p> <p>Cecilia A. Edwall and Görel Elf, UR, Swedish Educational Broadcasting Company, Sweden <i>Educational TV - knowledge anytime and anywhere</i></p> <p>Şirin Soyöz, British Council, Turkey <i>Kids create their own content working with Turkish Educational TV</i></p>	<p>Moderator: Steven Malliet, University of Antwerp, Belgium</p> <p>Finding successful business models for media-rich learning games is a big challenge. Do you have ideas about how to cover the costs of educational gaming? Join our discussion to add your voice and share your experience about how best to use the power of gaming to support learning in sustainable business models.</p> <p>Panelists:</p> <p>Karolien Poels, University of Antwerp, Belgium</p> <p>Swen Vincke, Larian Studios, Belgium</p> <p>Baltasar Fernandez-Manjon, Universidad Complutense de Madrid, Spain</p>	<p>Bart Verswijvel has been running the very successful TeacherAid project, highly commended in the 2010 MEDEA Awards. In this ground-breaking initiative traditional roles are reversed with students training teachers how to use all sorts of media and communication tools in the classroom. Bart will be joined by 11 of his students who will take you through the process of setting up similar schemes.</p>

13.00 – 14.00**Lunch****Cafeteria**

14.00 – 15.30 Sessions			
Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G42 Plateau Room
Screening session highlighting excellent examples of media being used to support teaching and learning	Presentation session: Putting in place classrooms for the future that stimulate creativity and participation	Media & Learning Circle: Can media make a difference in supporting early and special needs education?	Workshop: INgeBEELD – rolling out a large-scale media literacy scheme in Flanders, Belgium
<p>Facilitator: Philip Penny, IADT, Ireland</p> <p>This screening session features finalists in the MEDEA Awards 2011.</p> <p>Vicky Vermeulen, die Keure Educatief, Belgium and Swen Vincke, Larian Studios, Belgium <i>Monkey Tales Games</i></p> <p>Dave Schrauwen, Qworz0 primary school, Belgium <i>The European Chain Reaction</i></p> <p>Uwe Gutwirth, University of Education Salzburg, Austria <i>The Merchant of Venice</i></p> <p>Uwe von Schumann, INTER/AKTION, Germany <i>Werner Heisenberg</i></p>	<p>Chairperson: Andrew Watt, Independent eLearning Consultant, Edinburgh, UK</p> <p>Will Ellis, European SchoolNet, Belgium <i>The ITEC classroom project – designing the future classroom</i></p> <p>Jim Devine, JD Policy Projects Innovation, Ireland <i>Can design thinking make a difference to our physical and virtual learning spaces?</i></p> <p>Lieve Van den Brande, DG Education and Culture, European Commission <i>Creative learning environments: a new European initiative to overcome the implementation gap</i></p> <p>Stephanie Ottenheijm, Kennisnet, The Netherlands <i>Before we build, what are we building for – what and how we learn in the 21st century</i></p>	<p>Moderator: Deborah Arnold, Vidéoscop, Université Nancy 2, France</p> <p>Given the power of audiovisual and social media it is hardly surprising that many practitioners have adopted media-based tools and services to support early and special needs education. What is the role of these types of services and can they have an impact where more traditional methods fail?</p> <p>Panelists:</p> <p>Jolanta Galecka, Young Digital Planet, Poland Jan Dekelver, K-Point, Katholieke Hogeschool Kempen, Belgium Els Janssens, BEDNET, Belgium Greet Decin, KHLeuven, Belgium</p>	<p>Workshop with Paul Bottelberghs, Media Wisdom Platform, Belgium and Dirk Terryn, CANON Cultural Unit, Flemish Government, Belgium, on the Flemish Media Literacy Policy incorporating highly innovative media literacy practices into the curriculum.</p>
15.30 – 16.00 Coffee Break			Cafeteria
16.00 – 18.00 Sessions			
Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G42 Plateau Room
Screening session highlighting excellent examples of media being used to support teaching and learning	Presentation session: Successful media-based applications in higher and continuing education	Media & Learning Circle: Re-imagining sacred cows: what are the implications of social networking on media and learning?	The Media & Learning IPR Quiz 2011
<p>Facilitator: Véronique Maes, Independent eLearning professional, Belgium</p> <p>Each screening includes a guided tour of a specific production or media-supported service, project or initiative.</p> <p>Serge de Beer, Lentiz Educational Group, The Netherlands <i>Students for students</i></p> <p>Susanne Friz, FWU Institut für Film und Bild, Germany <i>Science can be fun! New forms to present scientific content in online-media.</i></p> <p>Eloïse Gérard, European Schoolnet <i>Scientix: Portal for sharing teaching materials and research reports from European Science Education projects</i></p> <p>Karl Donert, EURO GEO, Belgium <i>Geomedia resources from Digital-Earth.eu</i></p> <p>Erik Mannens, IBBT, Belgium <i>Media applications supporting learning</i></p>	<p>Chairperson: Anneleen Cosemans, Media and Learning Unit, K.U.Leuven, Belgium</p> <p>Daniel Tan Tiong Hok, Centre for Excellence in Learning and Teaching, Nanyang Technological University, Singapore <i>Humanizing eLearning with Lecture Recording: Operational and Pedagogical Considerations</i></p> <p>Mike O'Donoghue, School of Education, University of Manchester, UK <i>Designing video for teaching and learning</i></p> <p>Jocelyn Manderveld, SURFnet, The Netherlands <i>Successful media-based applications with MediaMosa in higher & continuing education</i></p> <p>Theo Kuechel, Digital Media and Educational Technology Research Consultant and Tim O'Riordan, JISC Digital Media, UK <i>EdMediaShare - Finding Useful Online Video Made Easy</i></p>	<p>Moderator: Tom Wambeke, ILO, Italy</p> <p>In spite of an ever growing landscape of social media and social networking, the bulk of learning media today is still rooted in ancient traditions. In this session Allen Partridge will incite and facilitate a discussion of roadblocks to the expansion of social networking in the context of media and learning. Are the sacred cows of teaching and learning with media changing? Should they be changing?</p> <p>Presentation: Allen Partridge, Adobe, USA</p> <p>Panelists:</p> <p>Helen Keegan, University of Salford, UK Claudio Dondi, Scierter, Italy Lucas Van de paer, SO Zenit Turnhout, Belgium & NVLA Calabases CA, USA Gráinne Conole, Beyond Distance Research Alliance, University of Leicester, UK</p>	<p>Quizmasters: Mathy Vanbuel, ATIT, Belgium and Deborah Arnold, Vidéoscop, Université Nancy 2, France</p> <p>Want to test your own knowledge and understanding of IPR, copyrights, plagiarism and legal issues around the use of media in education? Then take part in this quiz and find out whether you can consider yourself an "expert" or a "criminal" when it comes to rights issues in education. Your knowledge will be tested by means of real cases and examples, and judged by a panel of experts.</p> <p>Adjudicators:</p> <p>Didier Deneuter, MODO Advocaten, Belgium Gérard Casanova, Vidéoscop, Université Nancy 2, France Philippe Bijvoet, VRT, Belgium</p>

18.15

MEDEA Awards Ceremony sponsored by Adobe

Hadewych Auditorium

The aim of the MEDEA Awards is to encourage innovation and good practice in the use of media (audio, video, graphics and animation) in education. The awards also recognise and promote excellence in the production and pedagogical design of media-rich learning resources.

Host: **Jan Hautekiet**

Mathy Vanbuel, ATiT on behalf of the MEDEA Awards Committee *Welcome to the MEDEA Awards 2011*

Allen Partridge, Adobe *Welcome on behalf of the sponsor of this year's MEDEA Awards*

Finalists presenting their entries

Antonio Mandarano & Gianluca Raimundo, ITIS "A. Avogadro" of Turin, Italy *Armi di distruzione di massa*

Deirdre Flood, Drogheda Special Olympics Club, Ireland *Changing Lives*

Cinzia Chelo, Scuola Secondaria di Primo Grado "Brofferio", Asti, Italy *Imprinting*

Dirk Terryn, CANON Cultural Unit, Flemish Government, Belgium *INgeBEELD Media Wisdom Platform*

Vicky Vermeulen, die Keure Educatief, Belgium and **Swen Vincke**, Larian Studios, Belgium *Monkey Tales Games*

Dave Schrauwen, Qworzó Primary School, Belgium *The European Chain Reaction*

Uwe Gutwirth, University of Education Salzburg, Austria *The Merchant of Venice*

Anthony Bouchier, Twig World Ltd, UK *Twig*

Uwe von Schumann, INTER/AKTION, Germany *Werner Heisenberg*

Short interlude with music to allow everyone to vote for their favorite using Pigeon

Presentation of awards

John Macdonald, Head of Task Force for the European Year of Volunteering 2011, European Commission to announce and present the Award for the Winner of the Volunteering Award

Lieve Van den Brande, DG Education and Culture, European Commission to announce and present the Award for the Winner of the European Collaboration Award sponsored by Smart

Jim Devine, MEDEA Awards Committee to announce and present the prize for the audience favourite

Allen Partridge to announce and present the award for the Winner of the MEDEA Awards 2011 User-generated Award sponsored by Adobe

Marina De Moerlooze, Telenet Foundation to announce and present the award for the Winner of the MEDEA Awards 2011 Professionally Produced Award

Close and thanks

Join us in the cafeteria for a reception following the Awards Ceremony



19.45

Reception

Cafeteria

Day 2: Friday 25 November 2011

9.00 – 10.30

Friday Plenary

Hadewych Auditorium

Enhancing Learning Through the Power of Media

Chairperson: **Jim Devine**, JD Policy | Projects | Innovation, Ireland

This plenary session takes the conference theme, Harnessing the power of media to enhance learning, and demonstrates the reality of this statement. It includes examples of how and where media can really transform the learning experience from all over the world and highlights ways and means of overcoming challenges and barriers to a truly media-enhanced learning experience.

Nikos Theodosakis, Advocate for Meaningful Learning, OliveUs Education Society, Canada *Creating media projects that matter*

Lizbeth Goodman, Founder/Director, the SMARTlab Digital Media Institute and MAGIC Multimedia and Games Innovation Centre, UCD, Ireland *Living the Questions Now: Almost-too-late Technologies and On-demand Practice-based Media Research Models for Inclusive Learning*

Pere Arcas, Head of Learning Programs, Television of Catalonia (TVC), Spain *Searching for New Non-linear Narrative Formats: The Experience of Catalan Public Television*

10.30 – 11.00

Coffee Break

Cafeteria

11.00 – 12.30

Sessions

Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G3 Otlet Room
<p>Screening session highlighting excellent examples of media being used to support teaching and learning</p>	<p>Presentation session: Media Literacy – embedding core skills and competences in the curriculum</p>	<p>Media & Learning Circle: What impact does the move from a literacy culture to a media culture have on learning?</p>	<p>Workshop: YouTube – a tool to support learning?</p>
<p>Facilitator: Jacques Denies, Microsoft, School Technology Innovation Center (STIC)</p> <p>Each screening includes a guided tour of a specific production or media-supported service, project or initiative followed by a short question and answer and discussion opportunity.</p> <p>This screening session focuses on productions and media-supported services, initiatives and projects aimed at supporting special needs learners and marginalized learners.</p> <p>Joan De Boeck, K-Point, Katholieke Hogeschool Kempen, Belgium <i>Spe-Ler: Serious (fun-) gaming for youngsters with mental disabilities</i></p> <p>Jolanta Galecka, Young Digital Planet, Poland <i>eduSensus – the importance of Early & Special Needs Education and how multimedia can enhance the early development</i></p> <p>Hilde Hoornaert, BKLO Het Noordveld, school for special education, Bruges, Belgium <i>How to use media in a class for children with severe mental retardation</i></p>	<p>Chairperson: Ilias Sotirchos, DG Education and Culture, European Commission</p> <p>Presenters in this session will describe the current position of media literacy in Europe and will outline strategies for embedding media literacy in the curriculum.</p> <p>Paolo Celot, European Association for Viewers' Interests (EAVI) <i>European-wide studies on Media Literacy</i></p> <p>Pete Fraser, The Centre for Excellence in Media Practice, Bournemouth University, UK <i>Manifesto for media education</i></p> <p>Catharina Bucht, International Clearinghouse for Children, Youth and Media, Sweden <i>Young people in the digital media culture and the need for media literacy. Reflections from a Nordic horizon</i></p> <p>Richard Holliman, The Open University, UK <i>Teaching media literacy for science communication; learning from children, students, librarians and researchers</i></p>	<p>Moderator: Carlos Barrios, Training Management Specialist & Educational Adviser, Belgium</p> <p>Telling a story with pictures instead of words, communicating with images and sound, our whole cultural context is undergoing profound change as we move from what in many ways was a largely literacy culture to a media culture. What are the main impacts of this change on learning, what does it mean for students at every level of education. Join the discussion and share your opinions.</p> <p>Panelists:</p> <p>Joe Cullen, Arcola Research, UK</p> <p>Nikitas Kastis, Lambrakis Foundation/MENON Foundation, Greece</p> <p>Yvonne Crotty, DCU, Ireland</p> <p>Nikos Theodosakis, OliveUs Education Society, Canada</p> <p>Andy Jones, Thomson Reuters, UK</p>	<p>Paul Ashton from TSL Education has been devoting lots of time and energy to discovering educational nuggets in YouTube. Join Paul for this workshop where he will show you what he has been finding and share his ideas on how YouTube can be used to support learning in all sorts of different ways.</p> <p>Every minute an hour of material is uploaded to YouTube; this is a colossal and free educational resource providing one has the time to find the best clips and assemble them in useful packages. For the first thirty minutes of this workshop Paul will be showing thematic clusters of YouTube clips that support the curriculum, particularly for the 7-11 age range. He will also show clips that go beyond the curriculum and stimulate creativity, thinking skills and interest in current affairs. He hopes the people who attend will comment on and discuss his work, and share whatever experiences they might have of using YouTube for learning in the broadest sense.</p>

12.30 – 13.30

Lunch

Cafeteria

13.30 – 15.00 Sessions			
Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G3 Otlet Room
Screening session highlighting excellent examples of media being used to support teaching and learning	Presentation session: Enhancing teaching practice with video and social media support	Media & Learning Circle: What is the best way to create sustainable, media-rich learning repositories?	Workshop: Choosing the right tool for the job – putting various tools and devices through their learning paces
<p>Facilitator: Margarita Pérez García, Media, Arts and Design Faculty, KHLIM-PHL, Belgium</p> <p>Each screening includes a guided tour of a specific production or media-supported service, project or initiative followed by a short question and answer and discussion opportunity.</p> <p>This screening session highlights the impact video can have on learning with excellent examples from a range of different learning contexts.</p> <p>Andy Jones, Thomson Reuters, UK <i>A Journey from Dry to Dynamic using online video</i></p> <p>René Visser & Evelien Abendanon, KlasseTV, The Netherlands <i>KlasseTV and LesTV services</i></p> <p>Anne White, NCCA, Ireland <i>The Irish FÍS Awards for Primary Schools</i></p> <p>Deborah Arnold, Vidéoscop, Université Nancy 2, France <i>Here's one I made earlier! Supporting learning for the preservation of arts and crafts traditions through visual media</i></p>	<p>Chairperson: David Seume, The Ashcombe School, UK</p> <p>Petra Fischer, VU Amsterdam, The Netherlands <i>Electronic portfolio in the teacher training programme: using social networking site NING as a community for digital storytelling, (video) reflection and (peer) feedback</i></p> <p>Hans Vanderspikken, TV.Klasse, Belgium <i>TV.Klasse, the inspiration of images</i></p> <p>Jack Koumi, UK <i>Teaching apprentices collaborate to learn from Video</i></p> <p>Carla Pickering, BBC News School Report, UK <i>Working with teachers in School Report</i></p>	<p>Moderator: Fred de Vries, Open University of The Netherlands</p> <p>Already there are several different models of educational repositories in place, those that offer a subscription service and those that are funded by either their own funding or external support. In the last 12 months we have seen the demise of two well-known educational repositories with a huge amount of valuable video content, TeachersTV in the UK and AthenaWeb in Belgium while the largest video repository of them all - YouTube - goes from strength to strength.</p> <p>Panelists:</p> <p>Alma Taawo, Länskafferiet, Sweden</p> <p>Kathleen Van Damme, AthenaWeb, LAB TO MEDIA, Belgium</p> <p>Erwin Verbruggen, Netherlands Institute for Sound and Vision, The Netherlands</p> <p>Stefania Bocconi, Institute for Educational Technology, CNR, Italy</p> <p>Ursula Simmetsberger, Education Group, Austria</p>	<p>Facilitator: Mathy Vanbuel, ATiT, Belgium</p> <p>Practitioners: Lieve Weymeis, KaHo Sint-Lieven, Belgium Kurt Klynen, ICT Atelier, Belgium</p> <p>Join Kurt and Lieve as they demonstrate live how they prepare learning content using different tools and technologies. The audience is invited to discuss the design decisions they make and the tools they use and to relate this to their own practice and experiences. Discover together with practitioners various ways to create dynamic, media-rich learning content using various devices and applications.</p>
15.00 – 15.30 Coffee Break			
15.30 – 17.00 Closing Plenary			Hadewych Auditorium
Media and Learning – Sharing Practices and Promoting Innovation			
<p>Chairperson: Jo De Ro, Administrator General, Agency for Educational Communication, Flemish Ministry of Education and Training, Belgium</p> <p>The Media & Learning Conference brings together an ever-widening community of stakeholders, practitioners and policy-makers interested in the ways in which traditional and social media can enhance learning in all its manifestations. What are the necessary conditions for real change and how can we best equip schools, colleges and lifelong learning centres with the skills and means to make the most of the media revolution.</p> <p>Donald Clark, Board member Ufi LearnDirect, LearningPool and Caspian Learning, Deputy Chair of Brighton Arts Festival & Dome, UK <i>From Gutenberg to Zuckerberg Media mix - why this matters in learning, why learning professionals need to know that it matters and why most get it wrong</i></p> <p>Dom Elliott, YouTube EDU, UK <i>Educate, engage, and inspire with YouTube EDU</i></p> <p>Pascal Smet, Flemish Minister for Education, Youth, Equal Opportunities and Brussels Affairs, Belgium <i>Media Literacy in Flemish Schools</i></p>			

Lobby Stands

During the Media & Learning Conference there will be stands in the lobby area managed by organisations active in the media and learning sector.

Thursday		Friday	
INgeBEELD Media Wisdom Platform a media literacy initiative of CANON Cultural Unit of the Flemish Ministry of Education and Training.	Stand 1	eLearning Europa portal the portal of the European Commission for the elearning community.	
European Schoolnet a network of 30 Ministries of Education demonstrating how ICT can support change in teaching and learning.	Stand 2	EUScreen provides online access to Europe's television heritage, with over 30,000 items of programme content and information.	
IBBT (Interdisciplinary Institute for Broadband Technology) founded by the Flemish government to stimulate ICT innovation.	Stand 3	AWT (Agence Wallonne des Télécommunications) promotion and development of ICT in Wallonia.	
Lifelong Learning Programme information about several projects funded under Lifelong Learning Programme of the European Commission will be available on this stand, including:			
Viducate digital video as a support for lifelong learning.	Stand 4	NetSounds promoting the use of digital technologies in music education.	
Language learning and social media: 6 key dialogues exploring the relationship of language learning and social media in the web 2.0 era.		Lingu@net World Wide the multilingual virtual resources centre for language learning and teaching.	
SpeakApps an online platform gathering ICT-based applications and pedagogies to practice oral skills online.		ProActive fostering teachers' creativity through game-based learning.	
SVEA promoting web 2.0 in Vocational Education and Training (VET) and adult training.	Stand 5	Digital-Earth.eu examining the use of geographic media in schools and teacher education.	
ELVIN (European Language Virtual Network) a multilingual online social community of language learners.		EMPATIC (Empowering Autonomous Learning Through Information Competencies) effective exploitation of the results of Information Literacy initiatives.	

Our Thanks

We are very grateful for the help and input of the Conference Steering Committee :

Deborah Arnold, Vidéoscop, Université Nancy 2, France, Jan De Craemer, Flemish Ministry of Education and Training, Belgium, Jim Devine, JD Policy | Projects | Innovation, Ireland, Helle Meldgaard, The Danish IT Centre for Education and Research (UNI•C), Denmark, Eleonora Pantò, CSP - Innovazione nelle ICT, Italy, Philip Penny, Dun Laoghaire Institute of Art, Design & Technology (IADT), Ireland, Lieve Van den Brande, DG Education and Culture, European Commission and Andrew Watt, Independent eLearning Consultant, Edinburgh, UK.

We have also a special word of thanks to Dr. Wim Van Petegem and his staff at the Media & Learning Unit, K.U.Leuven, Belgium and to the conference sponsors, supporters and members of the Media & Learning Advisory Committee.