

CONFERENCE PROGRAMME

#MandL24



CONFERENCE LEUVEN 2024



Back to the Future?

Welcome



We are delighted to welcome you to this year's annual Media & Learning Conference organised by the Media & Learning Association.

This conference provides a really important opportunity for us to bring together our members and friends from the Higher Education community to share experiences, build networks and look to the future. Even though we organise so many of our activities successfully online, we strongly believe in the extra positive value such a face-to-face conference brings and look forward to getting the very most out of the precious time spent together this week in Leuven.

We believe that the title for this year's conference – Back to the Future? – perfectly expresses the conundrum facing many centres for teaching and learning, AV support services and anyone who works to bridge the gap in higher education institutions between teaching and learning and media-based technologies. We have used this title in helping us to shape an agenda providing plenty of opportunities to discuss the options. Is the future all about a return to traditional campus-based learning services, prioritising quality and embracing gradual innovation? Or will institutions take a leap forward, harnessing the transformative potential of AI and Immersive Learning technologies in their efforts to build ever more effective learning opportunities for students?

With the support of our Advisory Committee members, we believe that we have created an agenda that combines inspiration with practice, reflection with networking and exchange with insight. This year's conference features over 60 speakers and workshop leaders in 38 sessions, including 13 hands-on workshops where participants will have the time to learn new skills and approaches. We know that our conference takes place in a rapidly evolving environment, both in terms of the technologies we have available as well as the demands that are made on our services. However, the purpose of all that we do is to find ways to enhance the learning process for everyone involved: students, teaching staff, learning managers and technical providers.

We are delighted to be hosting this conference again in the Provinciehuis in the wonderful medieval city of Leuven. If this is your first time to visit Leuven, we really hope you will take the opportunity to get to know this city that offers so much in terms of culture and atmosphere. To those who have been here before – we simply say how delighted we are to welcome you back and to see you again.

Our thanks to our Board of Management, this year's sponsors, and exhibitors, the City of Leuven and the many friends and supporters who have helped to make this conference a reality Including KU Leuven with whom we continue to have a very special connection.

Mathy Vanbuel, Chloé Pété, Sally Reynolds, Dovilė Dudėnaitė & Peter Andries

Our thanks in particular to the Media & Learning '24 Conference advisory committee:

Fleur Braunsdorf, *University of Amsterdam, The Netherlands*

Teresa Sofia Castro, *Lusófona University (CICANT), Portugal*

Peter Fletcher, *University of Aberdeen, UK*

Sónia Hetzner, *Friedrich-Alexander-University (FAU), Germany*

Nicolette Karst, *Lund University, Sweden*

Lucy Kendra, *Heriot-Watt University, UK*

Steve McCombe, *City, University of London, UK*

John Murray, *University of Galway, Ireland*

Jeremy Nelson, *University of Michigan, United States*

Stuart Perrin, *Xi'an Jiaotong-Liverpool University, China*

Kamakshi Rajagopal, *Belgium*

André Rosendaal, *University of Groningen, The Netherlands*

Lana Scott, *Massachusetts Institute of Technology (MIT), USA*

Joan Sheehan, *SCHOMS, UK*

Monika Theron, *Leiden University, The Netherlands*

Marco Toffanin, *University of Padova, Italy*

Carlos Turro Ribalta, *Universidad Politécnica de Valencia, Spain*

Elke Van Ael, *KU Leuven, Belgium*

Mathy Vanbuel, *ATiT, Belgium*

Michiel Vledder, *Inholland University of Applied Sciences, The Netherlands*

Eirik Wattengård, *Norwegian University of Science and Technology (NTNU), Norway*

Zac Woolfitt, *Inholland University of Applied Sciences, The Netherlands*

Cloakroom and Registration desk

The Cloakroom and Registration desk will be open on Wednesday from 17:00 to 19:00, on Thursday from 08:00 until 18:30 and on Friday from 08:00 until after the closing session. You can leave your coats and other belongings for free at this manned desk. However, in the interests of security, please do not leave computers, mobile phones or any other valuables here as neither Provinciehuis, nor the conference organisers are responsible for any loss or damage to items held in the cloakroom.

Information desk

The Information Desk is where you can contact the organisers, get information about Leuven and find out more about the Media & Learning Association. It will be open on Wednesday from 17:00 to 19:00, on Thursday from 08:00 until 18:30 and on Friday from 08:30 until after the AGM of the Media & Learning Association.

Signing up for sessions during the conference

The conference includes many different sessions taking place in Zaal 2-9, these sessions include discussion sessions and workshops where the emphasis is on small group interaction. The number of spaces available in these rooms is limited to between 20 and 40 depending on the room.

Access to these sessions will be limited to those who have signed up online to take part. If you did not manage to reserve a seat online, there might be a couple of places available due to no-shows. Should this be the case, additional people will be let in on a 'first come, first served' basis at the start of the session.

Share your favourite educational media production resources

Do you have tips, guidelines or resources that you find useful in your educational media production work? Or have you seen good examples of tutorials or best practices that can be used to guide educators, learning professionals, AV producers, and instructional designers in crafting engaging learning materials? Well - here is your opportunity to share them with others through the Media & Learning Resources Hub made possible through the TransACTION! project. Visit the Media & Learning Resources Hub stand at Media & Learning 2024 where one of our team will show you how to submit your resources.



Lunches and coffees

Everyone who is registered to attend the Media & Learning Conference is entitled to coffee and lunch on both days which will be served in Spoor 95.

You are also invited to the Welcome Reception on Wednesday 19 June at 17:30 in Spoor 95 as well as the MEDEA awards ceremony and networking reception taking place in Leuven City Hall on Thursday 20 June starting at 18:15.

Please wear your badge prominently to ensure you are admitted to all conference locations.

WIFI access

Public wifi access is available on the network named "MLA2024". This is an open network not requiring authentication.

Non-smoking policy

Please note that smoking is strictly prohibited in all indoor conference venues.

Conference website

Where we have received them, you will find short profiles of our speakers on the conference website where you will also find abstracts and descriptions of many presentations, demos and workshops. According as they are made available to us after the conference, we will also post presentations and other materials on this site and continue to maintain this site for at least 6 months after the conference.



THURSDAY 20 JUNE

	AUDITORIUM	RAADZAAL	PRESS	ZAAL 8/9	ZAAL 6/7	ZAAL 4/5	ZAAL 2/3
9 :00	Welcome to Media & Learning 2024 – Back to the Future?						
10:00							
11:00	Enhancing the educational media skills of teaching staff			Tech talks and new developments from our sponsors	What do we mean by quality? Five dimensions of quality in educational videos	From Framework to Implementation - (Responsible) XR in Education	AI-driven Multisource Immersive Educational Video Generation
12:00			Demonstrations of innovative tools and services				
			Getting started with 360° video in Higher Education				
13:00							
14:00	Extending the impact of media-based learning			Tech talks and new developments from our sponsors	From daydreams to tangible artefacts: navigating product discovery in AR and VR	Once upon a time - the power of storytelling in instructional design	AI as co-creator for media learning resources
15:00			Showcases and good practices	MEDEA Finalists showcase session			
16:00	Re-thinking teaching and learning spaces and approaches in higher education			Tech talks and new developments from our sponsors	Media in mind	Should I really make that video? How format selection can save time, effort and lives	Forging stronger ties between Continuing Professional Development (CPD) and Higher Education
17:00			Podcasting: current case studies of use, application, and support in higher education	MEDEA Finalists showcase session			
	PRESENTATIONS	DISCUSSIONS & SHOWCASES	DEMOS & MEDEA	TECH TALKS	WORKSHOPS	WORKSHOPS	WORKSHOPS

AUDITORIUM

09:00 – 10:30

Welcome to Media & Learning 2024 – Back to the Future?

Join us for our opening plenary session when our keynote speakers will sketch their views on what lies ahead for the Media & Learning community as we consider where and how to best put our efforts in building inclusive, innovative and effective learning opportunities for the students we serve.

Moderator: **Anke Pesch**, KU Leuven, Belgium

Welcome to the Conference: **Sonia Hetzner**, President, Media & Learning Association

- **Piet Desmet**, KU Leuven, Belgium *Going digital. Staying human. AI and other Edtech challenges@KU Leuven*
- **Amanda Murphy**, Storyfutures, UK *Sensation, hype cycles and the struggle of HE to keep up with innovation technologies*
- **Maarten Lamers**, Leiden University, The Netherlands *When Machines Learn Too... A How and Why of AI*

Call for inputs to the new educational media resources hub being developed by the Media & Learning Association followed by *Meet our exhibitors!* 1 minute inputs from our sponsors to tell us what they are focusing on this year.

AUDITORIUM

11:00 – 12:30

Enhancing the educational media skills of teaching staff

Enhancing the skills of teaching staff in the use of educational media in all its manifestations including adoption of the latest advances related to use of AI and immersion technologies.

Moderator: **André Rosendaal**, University of Groningen, The Netherlands

- **Elke Van der Stappen & Anneleen Cosemans**, KU Leuven, Belgium *KU Leuven's Course Creation Services- where technical, didactic, and multimedia support converge*
- **Mary Godfrey**, Harvard University, USA *Generative AI Tools and media enhanced case based learning*
- **Gabriel Jones**, University of Leeds, UK *Investigating acceptance and use of Immersive Virtual Reality among HE staff using an extended UTAUT model*
- **Stéphanie Vanneste**, Vives, Belgium *XR Zone @Vives University of Applied Sciences*

AUDITORIUM

14:00 – 15:30

Extending the impact of media-based learning

Exploring what we have learned about maximising and extending the reach of video-based learning.

Moderator: **Fleur Braundsdorf**, University of Amsterdam, The Netherlands

- **Matthew Gilooly**, University of Derby, UK *From insight to implementation: adapting video production to enhance user engagement*
- **Greet Leysens**, KU Leuven, Belgium *Navigating through multimedia principles to design demonstration videos of psychomotor nursing skills in health professional education*
- **Michel Leroy**, TU Dortmund, Germany *Media-enhanced teaching practices: an opportunity for inclusion or a challenge for the Global South?*

AUDITORIUM

16:00 – 17:30

Re-thinking teaching and learning spaces and approaches in higher education

Considering the ways universities are re-thinking their use of space and approach to blended learning in a post-pandemic era.

Moderator: **Zac Woolfitt**, InHolland University of Applied Sciences, The Netherlands

- **Johanna Fenton**, University of Leeds, UK *Advancing hybrid education: The Leeds Model for Multi-Mode Teaching and Learning*
- **Jan Petrus Bosman**, Stellenbosch University, South Africa *Designing hybrid teaching spaces in a post-pandemic South African university*
- **An Verburgh**, UCLL, Belgium *The development of a blended learning environment for complex communication*

RAADZAAL
11:00 – 12:30

Getting started with 360° video in Higher Education

360° video offers plenty of new opportunities to the learning designer and educational media producer, let's explore the opportunities and challenges.

Moderator: **Monika Theron**, Leiden University, The Netherlands

- **Chahira Noura**, University of Göttingen, Germany *360° Interactive virtual tours in inverted classroom settings*
- **Jeroen Bottema & Frank Gombault**, Inholland University of Applied Sciences & **Isabel Bekman-Vrieling**, Windesheim University of Applied Sciences, The Netherlands *Teaching & learning in an immersive room*
- **Martin Nosek**, Swansea University, UK *Evolution in using static 360° learning environments in healthcare education*
- **Robbe vanden Brande**, KU Leuven, Belgium *Reimagining speech therapy education: a dual-focused VR approach for enhanced training*

RAADZAAL
14:00 – 15:30

Showcases and good practices

These showcases and good practices each highlight elements of innovation, advanced thinking and adoption of new technologies in learning settings.

Moderator: **Marco Toffanin**, University of Padua, Italy

- **Sarah M Oliver**, University of Michigan, USA *Developing 'Equitable Stage Makeup and Hair' for a worldwide audience*
- **Gustavo Nogueira**, Institute for Sound and Vision, The Netherlands *The Heritage Innovation Marketplace*
- **Stéphanie Vanneste**, Vives, Belgium *The Reef: training lab blue energy*
- **Alice Pistono**, JoVE, USA *Advancing Education: how JoVE's science videos improve learning and research for all*

RAADZAAL
16:00 – 17:30

Podcasting: current case studies of use, application, and support in higher education

A series of short talks by our panellists followed by the opportunity for discussion around the themes presented.

Moderator: **Lucy Kendra**, Heriot-Watt Online, UK

- **Lana Scott**, Online Worldwide Learning Services (OWLS), MIT, USA
- **Evert Binnard**, KU Leuven, Belgium
- **Michiel Vledder**, Inholland University of Applied Sciences, The Netherlands
- **Jesse Van de Hulsbeek**, Wageningen University & Research, The Netherlands

PRESS
11:00 – 12:30

Demonstrations of innovative tools and services

Moderator: **Peter Fletcher**, University of Aberdeen, UK

- **Lucy Kendra, Kara Johnston & Naomi Holwill**, Heriot-Watt Online, UK *Interrotron-Inspired techniques for direct eye-contact through the lens in recorded interviews and presentations*
- **Tula Verhale**, KU Leuven, Belgium *The Virtual Innovative Biomedical Education in Sciences (VIBES) Project*
- **Nathan Saucier**, Leiden University, The Netherlands *Gaussian Splatting: the holy grail of photorealism in XR?*

PRESS

14:00 – 15:30

MEDEA Finalists showcase session

Moderator: **John Murray**, University of Galway, Ireland

- *BetterTeaching* by LINK, Universitetet i Oslo, Norway presented by **Audun Bjerknes & Tatsiana Komissarova**
- *Empathy Inc. Scandal: Business and Human Rights in the Tech Industry* by IE University, Spain presented by **Andrea Camero Jareño**
- *Geld verstehen digital* by FWU Institut für Film und Bild, Germany presented by **Sebastian Felix Mathias Freisleder**
- *Miniclips: Native American Nations* by ClickView Pty Ltd, Australia presented by **Vicky Lee**

PRESS

16:00 – 17:30

MEDEA Finalists showcase session

Moderator: **John Murray**, University of Galway, Ireland

- *Philosophy through podcast : Sense and Sound* by IHECS – ULB, Belgium presented by **Sébastien Schmitz**
- *Please, Touch the Artwork 2* by Studio Waterzooi, Belgium presented by **Thomas Waterzooi**
- *Reimagining Geohazard Fieldtrips* by University of Leeds, UK presented by **Suzanne Bickerdike**
- *The Jordan Valley Tour: bringing the real challenges to the students* by Wageningen University & Research, Netherlands presented by **Jan Alexander Bolding**

ZAAL 8/9

11:00 – 12:35

Tech talks and new developments from our sponsors

11:00 – 12:00 *Speech intelligibility for inclusive teaching & learning – the importance of audio equity* (Biamp)

In many cases, the teaching and learning spaces that are used in schools and higher education are sub-optimal when it comes to the subject of room acoustics. Not only do poor acoustics cause fatigue and lack of speech intelligibility, but they can have a damaging effect on the ability to learn and comprehend what is being taught. In this workshop, **Nevil Bounds** and **Hans Timmermans** of Biamp will demonstrate some of the challenges that are often seen and how Biamp's unique AI noise reduction is used to assist with removing those annoying sounds on a remote call such as crisp packets rustling, tapping on keyboards and stirring tea etc.

Led by **Nevil Bounds & Hans Timmermans**, Biamp**12:05 – 12:35** *AI & educational video: how to make the most of it!* (UbiCast)

Join us for a session dedicated to exploring how artificial intelligence could be used to enhance video content within higher education. This session will focus on:

1. Benefits of AI in higher education: Uncover insights from our latest survey, highlighting the advantages of AI-powered educational videos.
2. AI at HELMo: Learn how HELMo is integrating AI, including teacher training sessions and future plans for AI-enhanced teaching.
3. AI at UbiCast: Discover how AI enhances educational videos, saving time for teachers and improving interactivity, thereby enhancing memory recall for students. Plus, get an exclusive look at our collaboration with edtake to bring AI to our video platform, Nudgis by UbiCast.

Led by **Jenny Méité**, UbiCast & **Christophe Renard**, HELMo



ZAAL 8/9
14:00 – 15:40

Tech talks and new developments from our sponsors

14:00 – 14:30 *The language of personalised learning* (Panopto)

The future of learning is personal—especially with an AI-powered video learning platform. While higher education innovates enrollment, Panopto powers a smarter learning journey with video to help institutions reach diverse and global students. In this session, discover how words make a difference in accessible learning. Join to learn more about Panopto and our long standing partner, Dialog.

Led by **Jake Sawbridge**, Panopto & **Peter De Wilde**, Dialog

14:35 – 15:05 *Shaping the future of education: leveraging innovative technologies and best case studies* (Panasonic)

Get ready to be inspired at our Panasonic session as we reveal how new technologies are changing the way we learn and teach. We'll explore real case studies from across Europe to show how innovative tools are transforming education.

- Discover firsthand how institutions strategically employ AVoIP and Intel® SDM to optimize costs and bolster connectivity.
- Explore the seamless integration of flexible Video Content Management, Video Knowledge Database and Collaborative tools, fostering dynamic engagement within classrooms.
- Step into the future of education with immersive rooms, set to transform traditional learning spaces.

Join us for insights into the convergence of technology and education, shaping the future of collaboration, engagement, and innovation.

Led by **Hilmar Salac**, Panasonic Connect

15:10 – 15:40 *Developing hybrid learning spaces for engaging and impactful educational experiences* (X2O Media)

Creating effective hybrid and remote learning spaces can be challenging, during this presentation you will:

- Discover how one of X2O Media's customers has embraced their hybrid learning challenges to create an immersive, engaging hybrid learning space that delivers equitable learning opportunities and high-quality teaching using X2O OneRoom.
- Learn about best practices for creating hybrid learning spaces to accommodate in-person and virtual interactions seamlessly.
- Understand the future vision of OneRoom and how technology can support the evolution of hybrid learning.

Led by **Jason Shave**, X2O Media

ZAAL 8/9
16:00 – 17:30

Tech talks and new developments from our sponsors

16:00 – 16:30 *Smart Videos for Smart Students: Enhancing Engagement and Accessibility* (Enghouse Video)

Focusing on the challenges educators face in digital learning, this workshop presents solutions using the Enghouse Mediasite platform. Attendees will learn how to create content that captivates and supports students, ensuring accessibility and engagement. The session offers insights into effective content creation, emphasizing methods to overcome common teaching problems and enhance educational outcomes.

Led by **Tessa Meerkerk** & **Nathan Arrowsmith**, Enghouse Video

ZAAL 8/9

16:00 – 17:30

Tech talks and new developments from our sponsors

16:35 – 17:05 *Optimizing the hybrid classroom off the future: how sensor based PTZ camera tracking can elevate the remote experience, and fully automate the classroom.* (AMX+TrackingMaster)

Learn how the AMX and TrackingMaster solutions can help you optimize the remote learner experience.

- By using lidar sensors instead of traditional optical (AI) PTZ camera tracking, interference caused by variation in light intensity or external light sources can be fully excluded.
- The camera can be placed wherever you like, the tracking cannot be interfered with by other in-frame sources.
- The positional data from the sensors can be used to add automation to your classroom, whether that's switching AV sources at specific presenter positions, keeping a whiteboard in frame, or managing the lights.
- By adding AMX AVoIP video distribution, a primary high quality 4K stream for local use, and secondary H26x stream for online use, are available simultaneously.

Led by **Martijn Janssen**, Audio XL & **Tim Kutter**, TrackingMaster

ZAAL 6/7

11:00 – 12:30

What do we mean by quality? Five dimensions of quality in educational videos

This workshop begins with a brief exploration of participants' views on the quality of educational videos along with samples considered to be of high quality. This activity will be accompanied by an introduction to the 5 dimensions of quality proposed by the workshop team. The ensuing discussion aims to widen participants understanding and to propose some questions for participants to take home and think about.

By the end of the workshop, participants will be able to use the 5 Dimensions to inform their thinking about assessing quality in educational videos.

Led by **Michiel van Oosterzee** & **Kiara Billiau**, The Open University, The Netherlands

ZAAL 6/7

14:00 – 15:30

From daydreams to tangible artefacts: navigating product discovery in AR and VR

During this workshop, participants will discover how Design Thinking can help shape their XR Projects and ideas. Pien will show examples of how to bring creative ideas to life, empowering collaboration, validating concepts and making ideas tangible early on without costly development. Principle and exercises will be shared to enable participants learn how to unlock creativity and make informed decisions to transform their vision into reality.

Led by **Pien Leeuwenburgh**, LLinC, Leiden University, The Netherlands

ZAAL 6/7

16:00 – 17:30

Media in mind

It is often overlooked that media are built into the formation of scientific theories and ideas; working in the mind of the originator. Participants in this workshop will explore ways to find the media in the formation of the original idea, and reconstruct it in the minds of others, so that the media can do for them what it did for the originators. There will be very practical illustrations of this process from Heriot-Watt University's novel and fast-growing online Masters programme in Business Psychology. Participants will be encouraged to consider strategies that promote equality of occupational satisfaction for three key stakeholders: - the academics, media professionals, and students.

Led by **Gregory Fantham**, Heriot-Watt University, UK

ZAAL 4/5
11:00 – 12:30

From framework to implementation - (responsible) XR in education

This workshop will explore the potential of XR in education, highlighting the organisational and social challenges it presents, and introduce a comprehensive framework for its implementation.

Its goal is to introduce an XR Implementation Framework, developed within the Npuls program's pilothub XR which is part of the National Growth Fund initiative in the Netherlands. This framework offers a holistic approach to XR integration, addressing ethical, didactic, infrastructural, and operational considerations essential for using XR in education

By the end of the workshop, participants will not only gain practical insights to make XR implementation a success within their institution but also become aware of responsible XR and its uses.

To engage participants actively, we will incorporate an interactive game designed to gather feedback on the "Responsible XR" component of the framework.

Led by: **John Walker & Carolien Kamphuis**, Npuls Program, SURF, The Netherlands

ZAAL 4/5
14:00 – 15:30

Once upon a time - the power of storytelling in instructional design

In this workshop, participants will join Dan, a university professor on a mission to engage his apathetic students. First, they will be audio-guided as they explore how storytelling can optimize multiple types of higher education content. Next, the teams will use their newfound storytelling techniques to tackle different content formats within an online course in need of optimization. They will then pitch their solutions, and get feedback and key takeaways on the use of storytelling in instructional design. That is, at least, if they make it out alive...

Bring your own 3.5 mm (mini jack) interface wired headphones for the best experience!

Led by **Stef Stes, Elke Van Ael & Raf Lehaen**, KU Leuven, Belgium

ZAAL 4/5
16:00 – 17:30

Should I really make that video? How format selection can save time, effort and lives

When teachers create online components, they often convert their in-person approaches to talking-head videos without considering alternatives or the principles of multimedia learning. This workshop will disclose KU Leuven Course creation services' approach to combat the resulting 'death by talking-head'. We will briefly highlight how crucial analysis and course design are to achieving optimal format selection, then invite participants to use our format selection tool to design an online component. We will discuss the different choices made, and how the tool might be optimized. We'll share our further plans with it, and provide access to the most recent version available.

Led by **Evert Binnard, Raf Lehaen & Elke Van Ael**, KU Leuven, Belgium

ZAAL 2/3
11:00 – 12:30

AI-driven multisource immersive educational video generation

This workshop will introduce participants to an AI-driven multisource educational video generator which makes it possible to merge a series of video registrations and logged data into a video display, giving the learner and the trainer a total insight into the execution of a complex skill.

During this workshop participants will learn how this tool works. It will also provide an opportunity to delve deeper into the use of AI in compiling and analysing video recordings for learning purposes.

Led by **Serge de Beer**, Learning Tour, The Netherlands

ZAAL 2/3

14:00 – 15:30

AI as co-creator for media learning resources

This workshop will explore the innovative integration of AI in the creation and development of media learning resources. Participants will delve into the practical applications of AI tools, with a special focus on H5P and various AV tools. The session aims to equip educators and content creators with the knowledge and skills to leverage AI as a co-creator.

Key takeaways for participants: Understanding the role of AI in educational content creation, hands-on experience with H5P and AV tools, guided by AI.

Led by **Markus Tischner & Sonia Hetzner**, FAU, Germany

ZAAL 2/3

16:00 – 17:30

Forging stronger ties between Continuing Professional Development (CPD) and Higher Education

Many providers of Continuing Professional Development (CPD) are innovative users of media. Developments involving AI and immersive technologies are increasingly commonplace in their training offer. Join this discussion to talk about the use of media in CPD, for train drivers, nurses and fire-fighters.

Led by **Edward Naessens**, RCSI, Ireland

Panelists: **Serge de Beer**, Learning Tour, The Netherlands & **Greet Leysens**, KU Leuven, Belgium

**CITY HALL OF
LEUVEN**

18:15 – 20:00

Networking reception & MEDEA Awards ceremony

This year's reception will take place in The City Hall of Leuven which is a landmark building on Leuven's Grote Markt square.

Introduction to finalists of MEDEA Awards 2024: **Mathy Vanbuel**, Chairperson of the MEDEA Awards 2024 Judging Committee.

The 2024 finalists (in alphabetical order) shortlisted for the MEDEA Award, Special Jury Prize and Audience Favourite Prize are:

- **BetterTeaching** by the University of Oslo, Norway presented by **Audun Bjerknes & Tatsiana Komissarova**
- **Empathy Inc. Scandal: Business and Human Rights in the Tech Industry** by IE University, Spain presented by **Andrea Camero Jareño**
- **Geld verstehen digital** by FWU - Institute für Film und Bild, Germany presented by **Sebastian Felix Mathias Freisleder**
- **Miniclips: Native American Nations** by ClickView, Australia presented by **Vicky Lee**
- **Philosophy through podcast: Sense and Sound** by IHECS, Belgium presented by **Sébastien Schmitz**
- **Please, Touch the Artwork** by Waterzooi, Belgium presented by **Thomas Waterzooi**
- **Reimagining Geohazard Fieldtrips** by Leeds University, UK presented by **Suzanne Bickerdike**
- **The Jordan Valley Tour: bringing the real challenges to the students** by Wageningen University & Research, The Netherlands presented by **Jan Alexander Bolding**

Winners of this year's MEDEA Awards will then be announced, followed by the prize-giving.

Master of Ceremonies: **Sally Reynolds**, Media & Learning Association



FRIDAY 21 JUNE

9:00	AUDITORIUM	RAADZAAL	PRESS	ZAAL 8/9	ZAAL 6/7	ZAAL 4/5	ZAAL 2/3
	Lets consider the pros and cons of new and innovative technologies						
10:00							
11:00							
	Immersion technologies offer educational media providers in Higher Education significant new opportunities						
12:00							
13:00							
14:00							
	Ensuring pedagogical quality in media-rich teaching and learning by adopting 21st century competences and tools						
15:00							
16:00							
	Closing plenary and discussion						
	MLA AGM						
17:00							
	PRESENTATIONS	PRESENTATIONS	TECH SESSIONS	DISCUSSIONS/WORKSHOPS	WORKSHOPS	WORKSHOPS	WORKSHOPS

AUDITORIUM

09:00 – 10:30

Let's consider the pros and cons of new and innovative technologies

This morning's keynote speakers will highlight just some of the ways in which advances in learning technologies, AI and video can be used to improve the learning offer. Be prepared to hear about the very latest advances finding their way into the everyday offer of higher education institutions.

Moderator: **Sonia Hetzner**, FAU Germany and Media & Learning Association

- **Lizzy Bleumers**, Thomas More University of Applied Sciences, Belgium *Education (Em)powered by Generative AI*
- **Gary Burnett**, Loughborough University, UK *Understanding the power of immersive technologies for enhanced student engagement and learning*
- **Maya Georgieva**, Innovation Center, XR, HCI, AI & Quantum Labs, The New School, USA *New Frontiers: The Convergence of Creativity, Technology, and Ethics in Learning*

AUDITORIUM

11:00 – 12:30

Immersion technologies offer educational media providers in Higher Education significant new opportunities

Hear the stories of several innovators who have incorporated XR into the learning offer made to students across a range of faculties.

Moderator: **Monika Theron**, Leiden University, The Netherlands

- **Sue Bickerdike**, University of Leeds, UK *Reimagining geohazard fieldtrips: a hybrid approach with VR in environmental science education*
- **Yiannis Georgiou**, Cyprus University of Technology, Cyprus *Exploring higher education students' immersion in relation to cultural heritage learning in a virtual reality environment*
- **Anne-Astrid Agten**, KU Leuven, Belgium *How to use VR metrics for automated feedback and educational research?*
- **Linde Voorend**, Vrije Universiteit Amsterdam, The Netherlands *PleitVRij, the next level: elevating student pleading in a virtual reality courtroom*

AUDITORIUM

14:00 – 15:30

Ensuring pedagogical quality in media-rich teaching and learning by adopting 21st century competences and tools

Exploring the principles we should apply in putting in place media supported services to support effective delivery and assessment of learning materials and opportunities.

Moderator: **Andy Thys**, KU Leuven, Belgium

- **Tine Van Lommel**, KU Leuven, Belgium *KICK Skills: media-rich teaching to boost 21st century competences across study programmes*
- **Dini Sianturi & Mélanie Chamel**, Université de Strasbourg, France *Innovative integration of media and technology for advancing digital health education*
- **Ly Lutter**, Osnabrück University, Germany *Teaching Toolbox – an online guide for integrating online learning*

AUDITORIUM

15:30 – 16:00

Closing discussion on key takeaways and pointers for the future for our community

During this discussion session we plan to take a moment for a short review of some of the main findings and conclusions of Media & Learning 2024 and to summarise the Association's plans for the coming 12 months.

Moderator: **Sonia Hetzner**, FAU, Germany and Media & Learning Association

Panelists: **Andre Rosendaal**, University of Groningen, **Monika Theron**, Leiden University, The Netherlands & **Andy Thys**, KU Leuven, Belgium



AUDITORIUM 16:15 – 17:00	Media & Learning Association AGM Everyone welcome although only Media & Learning Association members can vote.
RAADZAAL 11:00 – 12:30	Resources and approaches for ensuring pedagogical quality in media-rich teaching and learning Different settings often require different approaches, learn from the experiences of our presenters in their efforts to integrate media supported teaching and learning. Moderator: Lana Scott , Online Worldwide Learning Services (OWLS), MIT, USA • Klara Bilić Meštrić, Croatian Academic & Research Network, Croatia <i>Digital transformation of higher education in Croatia: a pilot study</i> • Camila Monge Pizarro, Université Ouverte des Humanités, France <i>Digital Innovation in higher education: showcasing UOH's open education initiatives</i> • Kaat Somers, University Centre Sint-Ignatius Antwerp, Belgium <i>Digital empowerment and digital learning experience design for higher education teachers</i>
RAADZAAL 14:00 – 15:30	Share your favourite AI supported educational media production tool This is an open session where everyone is welcome to pitch their favourite AI supported educational media production tool. Moderator: Markus Tischner , FAU, Germany
PRESS 11:00 – 12:30	The Future of IP in Education – the role of standards, experiences and perspectives This presentation and discussion session will take a hard look at the future of IP in education from a technical point of view. Moderator: Mathy Vanbuel , ATiT, Belgium • Mathy Vanbuel, ATiT, Belgium on AV over IP, exploring the options. • Rob Moodey, Matrox Video who will be talking about IPMX, a new, open standard (no subscription) method for moving video content over modern networks. • Jeremy Nelson, University of Michigan, USA on SMPTE 2110.
ZAAL 8/9 11:00 – 12:30	Innovating media and learning in higher education with EU support In this session, we explore the transformative potential of EU funding in catalysing innovations within the domains of media and learning in higher education. Highlighting three Erasmus+ projects, we showcase the collaboration among researchers and practitioners that enhances pedagogical practices and community involvement. The projects generate resources that support long-term educational innovation. The session emphasises using EU funds strategically to foster educational innovation. Attendees will gain insights into leveraging EU funding, engaging in collaboration, and improving educational practices through shared knowledge and resources. This session is intended for educators and policymakers aiming to cultivate innovation in higher education. Led by Tanja Tillmanns , Alfredo Salomão & Sónia Hetzner , FAU, Germany

ZAAL 8/9
14:00 – 15:30

Future Foresight

We live in an ever changing world. The way technology is shaping education is accelerating at an increasing pace. To what extent is it possible, through certain thought experiments and activities, to be better prepared for these changes? That's where Futures Thinking can help. In this session, learn new techniques that will allow you to better anticipate an ever-changing future.

Led by **Yentl Croese & Tanja de Bie**, LLinC – Leiden University, The Netherlands

ZAAL 6/7
11:00 – 12:30

Building common ground: effective integration of pedagogical and technological support in Higher Education institutions

Centres for Teaching and Learning (CTLs), positioned at central or faculty level, traditionally focus on developing academic staff's teaching competences. Support with educational technology has been, and in many cases still is part of different university structures, on the administrative rather than the academic side and the communication channels are not always open or transparent.

In this interactive workshop participants will analyse different CTL governance models, develop strategies for staff development and technology use, and discuss team structures for optimal impact on teaching and student experience.

This workshop is targeted towards professionals working in staff development, both on the technology and pedagogy side (in or outside CTLs), as well as representatives of university management in charge of faculty professional development and/ or educational technology implementation.

Led by **Alexandra Mihai**, Maastricht University, The Netherlands

ZAAL 6/7
14:00 – 15:30

VR EduCraft: crafting lesson plans for immersive learning experiences

During this workshop participants will gain an understanding of the fundamentals of VR technology and its applications in higher education. They will explore strategies for crafting immersive, story-driven lesson plans tailored for VR environments. They will also learn about techniques to enhance student and employee engagement, motivation, and comprehension through VR-based learning experiences. Participants will also engage in hands-on activities to design and prototype VR-based lesson plans, fostering creativity and innovation.

Led by **Ahmed Yousef**, East Stroudsburg University, USA

ZAAL 4/5
11:00 – 12:30

360° video: your window to XR

This workshop will take novice creators from ideation to delivery of their first 360° videos, focusing on consumer grade cameras and readily available software. Once participants have shot and edited their initial videos, they will be given a further opportunity to add interactive elements using off-the-shelf tools, building in the sort of branching-path narratives that make for powerful didactic experiences.

Led by **Nathan Saucier**, Leiden University, The Netherlands

ZAAL 2/3
11:00 – 12:30

Elevating your home video studio on budget: DIY upgrades for quality content

This workshop will consist of 3 parts:

- First, we will discuss possible reasons for improving a home video studio setup.
- Secondly, you will get a step-by-step demonstration of how to upgrade your existing home video studio using household items and new affordable gear. You will learn how these changes might improve production value and make your setup more visually pleasing and professional looking.
- In the third and final part of the workshop, we will reflect on possible choices and their ramifications, when looking to acquire extra (mainly low-budget) gear.

Led by **Paul Lashmana**, KU Leuven, Belgium



ZAAL 2/3

14:00 – 15:30

AI-driven multisource immersive educational video generation

This workshop will introduce participants to an AI-driven multisource educational video generator which makes it possible to merge a series of video registrations and logged data into a video display, giving the learner and the trainer a total insight into the execution of a complex skill.

During this workshop participants will learn how this tool works. It will also provide an opportunity to delve deeper into the use of AI in compiling and analysing video recordings for learning purposes.

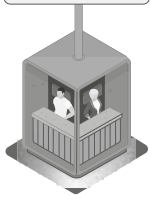
Led by **Serge de Beer**, Learning Tour, The Netherlands



Save the date!

Media & Learning 2025 will take place in Provinciehuis, Leuven, Belgium from Wednesday, 18th to Thursday, 19th June 2025.

biamp.

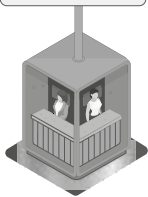


Biamp

For over 40 years, Biamp has created professional audiovisual solutions that enable great communication. From the smallest of rooms to the largest of venues, we empower true human connection in every space. We deliver, manage, and enhance professional audio and video for the most effective, natural communications possible. As we grow to meet our customers' needs and evolve to address the challenges of tomorrow, one principle remains: connecting people through extraordinarily exceptional audiovisual experiences.



UBICAST



UbiCast

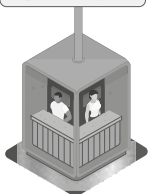
Born in 2007, UbiCast is the European leader in video learning solutions. Our mission is to improve learning and communication by making video engaging, collaborative and durable.

To do so, UbiCast has developed Nudgis, a customisable private video platform made for teachers to record, store and stream interactive and impactful content in video format.

Thanks to its engaging sidebar and social features, Nudgis is the perfect tool to easily captivate students' attention and enhance the whole learning experience!



Panopto



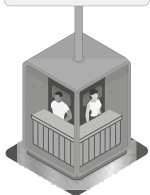
Panopto

Panopto is the leading provider of all-in-one video management and lecture capture software for the higher education market. Since 2007, we've helped faculty and administrators improve the student learning experience with live and on-demand video. Today, hundreds of academic institutions worldwide use Panopto to centralize and manage campus video content, integrate video into their learning management systems, and record and live stream lectures, flipped classrooms, campus events, student assignments, and more.

Trusted by 22 of the world's top 25 universities, Panopto has been recognized by Gartner as a leader in video management and by University Business as a top product for higher education.



Panasonic



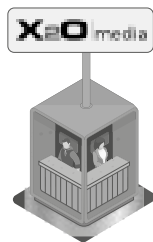
Panasonic Connect Europe

At Panasonic Connect Europe, we are committed to enhancing the educational landscape by connecting institutions to a more innovative and collaborative future.

We offer comprehensive Visual Solutions, providing universities with high brightness and reliable projectors, high-quality displays, and advanced collaborative technologies. These tools are designed to enrich the learning environment, ensuring that lectures, presentations, and interactive sessions are engaging and impactful.

Our Broadcast & ProAV solutions support Smart Live Production, ideal for capturing and streaming academic events, lectures, and seminars. Our portfolio includes PTZ and system cameras, camcorders, the Kairos platform, switchers, and robotic solutions. These technologies enable universities to produce professional-quality content, facilitating remote learning and enhancing the reach of educational resources.

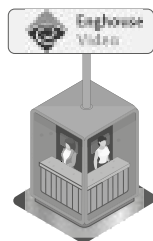




X2O Media

X2O Media provides technology to create hybrid and remote classrooms for educational institutions globally. X2O OneRoom technology provides an immersive learning environment that brings in-room & remote learners together to share an equal learning experience with better human connection.

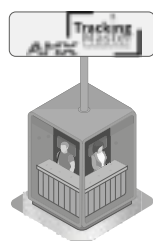
X2O Media works with institutions including City of London Freeman's School, Radboud University, University of Amsterdam, Royal College of Surgeons Ireland, Queen's University Belfast & more helping them set a new standard for hybrid learning.



Enghouse Video

Enghouse Video is a subsidiary of Enghouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX: ENGH). Through highly secure, scalable and flexible Cloud-based or On Prem services, we deliver the world's highest quality and most innovative video platform to video-enable any application. From advanced video conferencing and collaboration tools to state-of-art enterprise video management, Enghouse Video is a unique player in various markets, including education.

Enghouse Video brings enterprise video tools and services to business, everywhere through highly secure, scalable and flexible cloud-based services. They offer an exceptional product portfolio, from advanced video conferencing to enterprise video management and analytics, meeting evolving business needs.

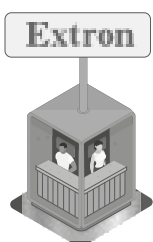


AMX+TrackingMaster

For over 40 years AMX has been a world leader in AV Control systems and video distribution. AMX systems are used in classrooms daily to provide intuitive touch screen control and the reliable switching and distribution of video sources, including a broad range of AVoIP solutions.

TrackingMaster is a revolutionary PTZ camera tracking system for the education market. By working with sensors instead of optical tracking, the system excludes interference by external light sources or unexpected persons in the camera frame.

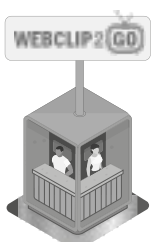
Combining AMX and TrackingMaster together, the positional data from the sensors can be used to add automation to the classroom, whether that's switching AV sources at specific presenter positions, keeping a whiteboard in frame, or managing the lights.



Extron

Extron is Committed to Education. Every day, colleges and universities around the world use Extron audio and video products to harness the power of multimedia to enrich educational experiences. Extron's AV systems for education provide sharp images, clear sound, simple control, and solid reliability. We constantly seek feedback from educators in order to engineer AV tools that help instructors present more engaging lessons, help students absorb and retain what they learn, and allow administrators to run institutions more efficiently at lower cost.

Extron's commitment to the education market extends beyond our industry leading technologies and products. We also strive to deliver exceptional support, comprehensive training, and the Extron Satisfaction Guarantee.



WebClip2Go

WebClip2Go provides tools for fully automated production of knowledge video clips. Creating video clips is complicated, time-consuming, requires a crew and is therefore expensive. By applying automation and AI, WebClip2Go dramatically increased the efficiency of creating video clips. Whether a news item, a PPT video, a fashion catwalk video or a talk show video (and more...), forget a crew, forget editing/postproduction, forget color correction and forget expensive! Television quality video without the associated complexity and costs. With a long list of educational institutions, corporates and retailers, many organizations already benefit from massive cost savings. Can you afford to wait?



Media & Learning

Invitation to join the Media & Learning Association

The Media & Learning Association (MLA) is a growing international, not-for-profit association which aims to promote and stimulate the use of media as a way to enhance innovation and creativity in teaching and learning across all levels of education and training.

In 2024 we celebrate our 12th year in operation and are delighted to say that our membership continues to grow, currently 88 members from 23 countries which includes 67 organisational members, 8 sponsoring members and 13 networking members.

Membership is open to organisations who wish to join and who share the same interests.

The benefits of membership include:

- **Free access to our online workshop and seminars** for individuals from the member organisation (non-members pay a fee of 50 euros per person per event).
- **20% reduction on the conference fee** for any face-to-face events for individuals from the member organisation including our face-to-face conferences.
- **Access to the moderated members' mail lists and Teams environments**, which are used to share updates about opportunities for collaboration, new resources, events, etc. Members use these channels for relevant messaging.
- **Preferential publication** for member organisations in the Media & Learning news site and associated monthly newsletter currently sent to over 10,000 email addresses.
- **Involvement in association initiatives** such as project incubation activities with a view to applying for joint funding from, for example, the European Commission.
- **Support to members dissemination activities** particularly regarding Europe project collaboration through dedicated promotion of specific events and outputs.
- **Access to dedicated special interest groups (SIGs)** established on specific topics: Media, AI, XR in Higher education, OEMR, Digital Media Literacy and Teacher Education in Digital and Media Literacy.

The annual membership subscription has been set at €500. MLA aims to continue its organisation of the annual Media & Learning Conference in 2025, the organisation of the annual MEDEA Awards and a host of other activities designed to grow our network and deepen our collective knowledge.

More information about
becoming a member



Media & Learning 2024 would like to thank its sponsors and exhibitors:

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