







MEDIA & LEARNING BRUSSELS 2012

Media as an Agent of Change in Education and Training



Social Networks

Media & Learning is social!

-   join Media & Learning Group
-  follow @medialearning - tweet #mlconf12
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Pigeon SMS service

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, text "SUBSCRIBE surname, first name, organisation" to + 32 473 120 800 or contact our staff at the information desk. Updated lists will be made available during the course of the conference.



It is with great pleasure that I welcome you to the 2012 Media & Learning Conference taking place in our ministry. This is the third consecutive year that we organise this event which brings together practitioners and policy makers from all over Europe and beyond to discuss the role of media as an agent of change in education and training.

Media provides the educational community with not only innovative tools with which the learning process can be made more stimulating and engaging but also makes available a valuable bridge between what happens in the learning context and the rest of our daily lives. Students of every age and background are connecting, communicating and collaborating, and educational environments need to find ways to work with the tools and expectations of these students if they are to provide meaningful learning opportunities. It is clear that introducing media-based tools and applications can bring about significant change not only to how teaching and learning is organised, but also at a more fundamental level – making it possible to introduce far more creative, meaningful and engaging paradigms of learning.

This year's conference has three main themes: mapping future trends and developments in media-enhanced learning in all sectors; boosting skills and competences in media production and use and re-use of media-enhanced content; and tracking the importance of media literacy and wisdom as fundamental building blocks in the creation of innovative, inclusive and future-proof education and training.

The conference agenda is built around three main activities by which we hope to engage you. The first is to show, demonstrate and illustrate what is possible when using different types of media in different learning contexts. This includes screenings of best practices, demonstrations of great tools and applications and the sharing of experiences gained by practitioners in the field. In this way we hope to ignite your imagination by showing what is possible, even in these days of tightened budgets. The second is to facilitate dialogue, discussion and debate on many of the themes and topics which engage both policy-makers and practitioners in this field. How do we measure media literacy? Can learning be really advanced with a game? What is the role of transmedia in a learning context? Our intention is not to come up with a set of right answers but rather to engage in a dialogue which can extend our understanding of some of the complex issues we face. The third underlying activity is to support networking, to extend the growing media and learning community as a way to enable new partnerships, new alliances and new collaborations.

The MEDEA Awards Ceremony takes place during the conference on Wednesday evening – you are warmly welcome to take part in this event where the overall winners of this year's competition will be announced. This year there was a record number of entries, more than 200 from 32 countries so the standard is high and you will have a chance to express your own preference during the ceremony by voting for your favourite.

I hope that you enjoy your participation in Media & Learning 2012, that you find the contents stimulating and that you have an opportunity to meet new people and extend your professional network. I also hope you have the opportunity to visit Brussels and have a taste of what Europe's capital city has to offer.

Pascal Smet
Flemish Minister for Education, Youth, Equal Opportunities and Brussels

Important Information for Conference Participants

Registration Desk Opening Hours

The conference registration desk will be open on Wednesday 14 November from 08:30 to 19:00 and on Thursday 15 November from 08:30 to 17:00. From Wednesday afternoon, registration will take place at the Information Desk.

Cloakroom and Information Desk

The Cloakroom and Information desk will be open on Wednesday from 08:30 until after the MEDEA Awards Ceremony and on Thursday from 08:30 until after the Closing Plenary. You can leave your coats and other belongings for free at this manned desk. 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 join the sessions taking place in G2 Cailliau Room, G3 Otlet Room and G42 Plateau Room is limited due to the size of the rooms 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 place.

Access to the Wifi Network

When you collect your conference badge, you will receive the password needed to access 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 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 18:45 on Wednesday 14 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 manner. This Play Area is managed by conference staff.

Non-Smoking Policy

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

Day 1: Wednesday 14 November 2012

9:30 – 11:00

Opening Plenary

Hadewych Auditorium

- **Chairperson: Micheline Scheyts**, Secretary-General of the Department for Education & Training, Flemish Ministry of Education and Training, Belgium
Can media really be an agent of change in education and training? This is the question that will underpin the opening plenary session of Media & Learning 2012. Presenters will put forward a combination of fact and opinion to highlight the changing face of education and training today as it adjusts to meet the increasingly complex world in which we live.
- **Xavier Prats Monné**, Deputy Director-General for Education at the European Commission *Rethinking skills: education in a global world*
- **Guus Wijngaards**, INHOLLAND University of Applied Sciences, The Netherlands *What are the implications of the recent K-12 Horizon report for European policy-makers and practitioners?*
- **Rosanna De Rosa**, University of Naples Federico II, Italy *Federica Web Learning: an open education model for higher education*
- **Andrew Keen**, Internet entrepreneur and author of "Digital Vertigo: How Today's Online Social Revolution Is Dividing, Diminishing, and Disorienting Us", USA

11:00- 11:30

Coffee sponsored by SignMedia

11:30 - 13:00

Sessions

Hadewych Auditorium

Screening session: Making media that matters, showcases of schemes that introduce media by learning how to make media

- Facilitator: **Jack Koumi**, UK
- **Susanne Wad & Torben Larsen**, Station Next, Denmark *Hands-on film making – practical film teaching principles*
- **Kate Shanahan**, Dublin Institute of Technology, Ireland *Clicnews: the impact of an online news website on children living in areas of social disadvantage*
- **Roel Simons**, Serious Video, The Netherlands
The magic of learning with video

G2 Cailliau Room

Workshop: Social media networks in schools and in teachers' lives

- This participatory workshop session is organised in the context of the Tellnet and SMILE projects, both led by European Schoolnet (EUN).
It will focus on how teachers use social media in schools and for their professional development purposes. Inputs will include authentic data gathered over 6 years in the European eTwinning community.
Session leaders:
- **Riina Vuorikari**, Tellnet Project Manager, European Schoolnet
 - **Janice Richardson**, Insafe Network Coordinator, European Schoolnet
 - **Yves Punie**, Institute for Prospective Technological Studies (IPTS)

G3 Otlet Room

Presentation session: Media Literacy, Media Education and Media Wisdom: tracking trends and developments from around the world

- Moderator: **Dirk Terryn**, CANON Cultuurcel, Belgium
- **Anniina Lundvall**, Finnish Society on Media Education *Current media literacy policies and related practices at school*
- **Ine Vos**, CANON Cultuurcel, Belgium & **Nicoleta Fotiade**, ActiveWatch, Romania
Charting Media and Learning in Europe: results of the MEDEAnet survey in 7 European countries
- **Alberto Parola**, Italian Association of Media Education (MED) *Media literacy in Italy*
- **José Manuel Pérez Tornero**, Autonomous University of Barcelona, Spain *The EMEDUS European Media Literacy Education Study*

G42 Plateau Room

Presentation session: Demonstrating the impact and value of media-enhanced learning opportunities in Special Needs Education

- Moderator: **Els Janssens**, Bednet, Belgium
 - **Christine Jolly**, University of Wolverhampton, UK *SignMedia: Innovative learning for deaf media professionals*
 - **Karel Van Isacker**, PhoenixKM and VIPI, Belgium *Social media in an accessible learning perspective*
 - **Colm Olwill**, IADT, Ireland *Assistive Technologies and the inclusive curriculum at third level*
- This session will include demonstrations of tools and approaches to special needs education with a particular focus on media.

13:00 – 14:00

Lunch

Cafeteria

Sessions			
14:00 – 15:15	Sessions	G42 Plateau Room	G42 Plateau Room
Hadewych Auditorium	G2 Cailliau Room	G3 Outlet Room	Discussion session: What's the impact of video in the learning mix – is there an added value?
Screening session: Introducing the MEDEA Finalists 2012	Discussion session: What is a Creative Classroom and what does it take to make one?	Discussion session: Media Literacy, Media Education and Media Wisdom: tracking trends and developments from around the world	
<ul style="list-style-type: none"> Facilitator: Philip Penny, IADT, Ireland Raúl Jiménez, Fundación Universidad Carlos III, Spain <i>All that Jazz</i> Petros Michailidis, 5th Primary school of Alexandroupolis, Greece <i>And the Oscar goes to ...</i> Lizzie Caperon, University of Leeds, UK <i>Flying Start</i> Geert Kessels, EUROCLIO - European Association of History Educators, The Netherlands <i>Historiana – your portal to the past</i> Andrea Tua, Hyperfilm, Italy <i>Il Girotondo del Tempo</i> 	<ul style="list-style-type: none"> Moderator: Bart Verswijvel, Future Classroom Lab, Belgium Join Yves Punie, IPTS leader of the Up-Scaling Creative Classrooms in Europe (SCALE CCR) Project to discuss what it takes to set up truly creative learning environments. What role do media play in the mix? Is it just a case of moving the furniture or are we talking about more fundamental change... This session will include input from Riina Vuorikari, European SchoolNet about iTEC - Designing the Future Classroom. 	<ul style="list-style-type: none"> Moderator: Dirk Terryn, CANON Cultuurcel, Belgium Sherri Hope Culver, Center for Media and Information Literacy, Temple University, USA Matteo Zacchetti, DG Education and Culture, European Commission Daniel Lechner, Mediawijzer.net (The Dutch Media Literacy Network), The Netherlands <p>This panel discussion will focus on issues arising from the earlier presentations as well as issues to do with measuring media literacy in the context of digital skills.</p>	<ul style="list-style-type: none"> Moderator: David Seume, The Ashcombe School, UK Inge de Waard, Institute of Tropical Medicine, Antwerp, Belgium <i>MOOC integrating mixed media in informal training</i> Giles Pepler, Sero Consulting, UK <i>The use of media in virtual schooling – findings from the VISCED project</i> Petra Fischer, VU University Amsterdam, The Netherlands <i>Video-enriched virtual action learning in teacher training programmes</i> Keith Quinn, Scottish Social Services Council, UK & Teemu Patala, Context Learning Oy, Finland <i>Mobile-situated learning for schools and workplaces</i>
15:15 – 15:45	Coffee		
15:45 – 17:00	Sessions	G42 Plateau Room	G42 Plateau Room
Hadewych Auditorium	G2 Cailliau Room	G3 Outlet Room	Discussion session: Flipping the classroom
Screening session: Introducing the MEDEA Finalists 2012	Presentation session: Re-Inventing school television - a new role for public service media	Presentation session: Exploring three dimensional learning content (3D)	
<ul style="list-style-type: none"> Facilitator: Philip Penny, IADT, Ireland Christina dePian, Greece <i>Moving Image Techniques</i> Catherine Loire, Université Paris 1, France <i>Quand la colère fait tomber les masques</i> Steffen Töppler, Freie Schule Kassel, Germany <i>Schoolavision</i> Christine Jolly, University of Wolverhampton, UK <i>SignMedia</i> 	<ul style="list-style-type: none"> Moderators: Wouter Gekiere, EBU & Matteo Zacchetti, DG Education and Culture, European Commission Martina Chapman, BBC, UK Philippe Van Meerbeeck, VRT, Belgium <p>Many of the leading public service broadcasters in Europe are playing an important role in promoting media education and literacy. During this session you will find out more about different schemes and initiatives currently underway.</p>	<ul style="list-style-type: none"> Moderator: Eleonora Pantò, CSP Innovazione nelle ICT, Italy Lucia Pannese, imaginary srl, Italy <i>Next generation reflective learning in a 3D virtual environment</i> George Whale, 3DLife, Queen Mary, University of London, UK <p>More and more content providers, particularly in the science field are making resources available in 3D. Join this presentation and discussion session to find out more.</p>	<ul style="list-style-type: none"> Moderator: Annemie Boonen, Belgium Andy Jones, Thomson Reuters, UK Bram Faems, Jonatan Academy and KlasCement, Belgium Erik Woning, Kennisnet, The Netherlands <p>Flipping the classroom radically transforms the learning model regardless of whether it happens in universities, company training services or classrooms. During this presentation and discussion session, proponents of a flipped model will share their experiences and tips about how to make the most out of this innovative approach.</p>

17:00 – 18:00

Plenary session

Hadewych Auditorium

There is nothing like a good conversation to get the ideas flowing. This year we have asked two of our keynote speakers - **Andrew Keen** and **Pedro De Bruyckere** - to join **Conor Galvin**, UCD, Ireland for a session to offer some discussion points as a focus for the rest of the event. The format of this session will be different and a little innovative. There will be opportunities to engage with other conference participants and with the presenters as - collectively - we work our way through a series of short challenges and tasks that surface some key issues of concern to those of us at Media & Learning.

18:00 – 18:45

Drinks reception sponsored by Tellnet

Cafeteria

Join the Tellnet and SMILE team for a drink to celebrate the successful launch of the book "Teacher networks - Today's and tomorrow's challenges for the teaching profession" and to celebrate the inaugural Digital Citizenship Research Grant received from Facebook.

18:45 – 19:45

MEDEA Awards Ceremony

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**, VRT, Belgium

Programme:

- Welcome by **Mathy Vanbuel**, ATIT on behalf of the MEDEA Awards Committee
- Each finalist will briefly introduce their entry and show an excerpt
- This will be followed by a short interlude with music to allow everyone to vote for their favorite using Pigeon
- The winners will then be announced and the presentation of awards will take place



Finalists

- **Raúl Jiménez**, Fundación Universidad Carlos III, Spain *All that Jazz*
- **Petros Michailidis**, 5th Primary school of Alexandroupolis, Greece *And the Oscar goes to ...*
- **Lizzie Caperon**, University of Leeds, UK *Flying Start*
- **Geert Kessels**, EUROCLIO - European Association of History Educators, The Netherlands *Historiana - your portal to the past*
- **Andrea Tua**, Hyperfilm, Italy *Il Girotondo del Tempo*
- **Christina dePian**, Greece *Moving Image Techniques*
- **Catherine Loire**, Université Paris 1, France *Quand la colère fait tomber les masques*
- **Steffen Töppler**, Freie Schule Kassel, Germany *Schoolvision*
- **Christine Jolly**, University of Wolverhampton, UK *SignMedia*

Awards

- Announcement and presentation to the winner of the **Prize for Educational Media Encouraging Active Ageing and Solidarity between Generations**
- Announcement and presentation to the winner of the **Prize for European Collaboration in the creation of Educational Media**
- Announcement and presentation to the winner of the **Prize of the MEDEA Jury**
- Announcement and presentation to the winner of the **Audience Favourite Prize**
- Announcement and presentation of the award for the **Winner of the MEDEA Award for User-Generated Educational Media**
- Announcement and presentation of the award for the **Winner of the MEDEA Award for Professionally Produced Educational Media**

19:45

Reception

Cafeteria

Day 2: Thursday 15 November 2012

09:00 – 10:30

Thursday Plenary

Hadewych Auditorium

Tracing the future of a media-enhanced learning world

- Chairperson: **Andrew Watt**, Independent eLearning Consultant, Edinburgh, UK

In this plenary session, speakers will explore how the learning landscape is changing taking into account the changing nature of engagement, the shifts in expectations and the radically different environments in which students today are living. Who are these learners, what do they expect and how can we provide relevant and motivating learning contexts for them which make the best use of the increasingly media-rich world in which we all live.

- **Edith K. Ackermann**, Honorary Professor of Psychology, University of Aix-Marseille, France, and Developmental Psychologist, Visiting Scientist at MIT School of Architecture, USA *Emerging mindsets in the digital age: new media ecology/new genres of engagement*
- **Pedro De Bruyckere**, Author and Educational Scientist at Arteveldehogeschool, Belgium *Education, lies and videosites*
- **Anton Bollen**, European Evangelist for TechSmith *Flipping learning upside down*

10:30 – 11:00

Coffee

11:00 – 12:30

Sessions

Hadewych Auditorium

Screening session: showing highlights of different video-supported learning initiatives

- Facilitator: **Anneleen Cosemans**, Teaching and Learning Department, KU Leuven, Belgium
- All the schemes illustrated in this screening session target young people and use media in general and video in particular to promote social responsibility and intercultural learning of different kinds.
- Hattu Media and other initiatives shown by **Vesa Jaakola**, Youth Department, City of Helsinki, Finland
- PLURAL+ shown by **Jordi Torrent**, UNAOC and **Ryan Schroeder**, IOM, Belgium
- Europa 2111 shown by **Roberto Costantini**, Casa delle Culture (CdC), Italy
- JAVI tv, Belgium shown by **Delphine Bastien**

G2 Cailliau Room

Presentation session: Lecture capture – a solution for students too lazy to get out of bed or a fundamental change in teaching practices in higher education?

- Moderator: **Clive Young**, University College London, UK
- **Marko Puusaar**, Estonian Information Technology College, Estonia *Putting in place a large-scale network for 12 (very different) universities in Estonia*
- **Carlos Turro Ribalta**, Universidad Politécnic de Valencia, Spain *TransLectures - Developing innovative, cost-effective solutions to produce accurate transcriptions and translations*
- **Roman Verreaet**, KU Leuven, Belgium *Setting up and servicing a university-wide weblecture service*
- **Stuart Phillipson**, Manchester University, UK *Open-source based lecture capture systems*

G3 Otlet Room

Workshop: Using scientific images in higher education – from theory to practice

- Chairperson: **Rosanna De Rosa**, University of Naples Federico II, Italy
- During this session the Federica Web Learning team will put forward a theoretical framework for the creation and use of scientific images in higher education. They will present examples to illustrate the pedagogical effectiveness of using (scientific) images in education and to show different design and screen-writing frameworks for creating image-based educational material.
- Participating practitioners include: **Monica Murero**, University of Naples Federico II; **Anna Maria Tammaro & Federico Boschetti**, University of Parma; **Ruth Kerr** and **Ilaria Merciai**, Federica Web Learning team, University of Naples Federico II.

G42 Plateau Room

Workshop: VISIR's Learning Innovation Workshop – promoting innovation and creativity in the regions

- Digital media offer a huge variety of possibilities to innovate learning settings in European classrooms. Join this workshop led by partners in the VISIR project which will feature two European best practices followed by a discussion on the most important political and societal changes which have to be made to ensure that learning innovation and new open learning styles become a reality in all European regions.
- The session is organised by **Valentina Grillea**, EICI, Germany; **Anthony F. Camilleri**, EFQUEL, Belgium; **Petra Newrly**, MFG Baden-Württemberg, Germany; **Eleonora Pantò**, CSP Innovazione nelle ICT, Italy; **Andreas Sexauer**, Karlsruhe Institute of Technology, Center for Distance Learning, Germany and **Steven Ronsijn**, Sint-Lievenscollege Ghent, Belgium

Lunch			
Sessions			
12:30 – 13:30	13:30 – 14:45	G2 Cailliau Room	G3 Otlet Room
Hadewyich Auditorium	G2 Cailliau Room	G3 Otlet Room	G42 Plateau Room
<p>Screening session: INgeBEELD - the new digital platform from CANON to support media literacy in Flanders</p> <p>This platform represents a major large-scale initiative led by the CANON unit of the Flemish Ministry of Education and Training, BAM (Flemish institute for visual, audio visual and media art) and the national public service broadcaster, VRT. The platform is an open, digital learning environment in which pupils, students, teachers and lecturers work together to increase multimedia literacy on the basis of relevant best practice. The projects on this platform are being developed in collaboration with future teachers who are developing a new methodology for the use of media in the classroom.</p> <ul style="list-style-type: none"> This session will be led by An Feyfer from CANON Cultuurcel, Belgium and it will include a demonstration of the platform. Members of the audience are invited to comment on the platform and share their own experiences. 	<p>Discussion session: What is the best route to take in setting up or expanding an efficient lecture capture service – create it yourself? Buy a complete service or take the open source route?</p> <ul style="list-style-type: none"> Moderator: Mathy Vanbuel, ATIT, Belgium <p>Join this discussion to explore the options of putting in place large-scale lecture capture services with panellists experienced in a wide variety of different approaches.</p> <p>Panellists:</p> <ul style="list-style-type: none"> Linda Storey, Echo360 Marci Powell, Polycom Matt McCurdy, Mediasite by Sonic Foundry Stuart Phillipson, Manchester University, UK & Opencast Matterhorn Roman Verraest, KU Leuven, Belgium 	<p>Presentation session: The role of media in the teaching of science</p> <ul style="list-style-type: none"> Moderator: Jüri Lössenko, EITF, Estonia Annamaria Lisotti, University of Modena and Reggio E., Italy <i>Videos: a high-tech, low-cost, hands-on approach to the physics of nano materials for high school pupils</i> Mathilde Bargoin, Scientix, European SchoolNet, Belgium <i>Scientix: digital media resources have inspired science classes for the last 3 years</i> Zuhal Yilmaz Dogan, Doga Schools, Turkey <i>Using ICTs as a tool to make the learning of science subjects more attractive and accessible</i> <p>Can media be used to enhance the teaching of science to make it more relevant and pertinent? This presentation and discussion session will present best practices in the teaching of science supported by media.</p>	<p>Presentation session: The impact of games and media-rich simulations on learning</p> <ul style="list-style-type: none"> Moderator: Steven Malliet, University of Antwerp & University College of Limburg, Belgium Jolien Schroyen, Hasselt University, Belgium <i>A "Do-it-Yourself" approach to heritage education; make your own mobile museum game</i> Harri Ketamo, eedu Ltd., Finland <i>School in a game: eedu elements</i> Jeffrey Earp, ITD-CNR, Italy & Kristian Kiili, Tampere University, Finland <i>MAGICAL – Learning through collaborative game making</i> Steven Ronsijn, Playlane, Belgium <i>Serious Gaming to understand emergency evacuations</i> <p>Join this session for a series of 'show and tell' presentations outlining different learning games and approaches to educational gaming.</p>
14:45 – 15:15	Coffee		

Sessions			
15:15 – 16:30	Hadewych Auditorium	G2 Cailliau Room	G3 Oilet Room
Hadewych Auditorium	G2 Plateau Room	G3 Oilet Room	G42 Plateau Room
<p>Presentation session: An opportunity for individual presentations about topics and theories related to media usage in learning</p> <ul style="list-style-type: none"> • Moderator: Véronique Maes, Independent eLearning Professional, Belgium <p>Join presenters in this session as they put forward their reflections, ideas and proposals – each one has 20 minutes to make their case and then you can give your reactions..... we will provide the referee!</p> <ul style="list-style-type: none"> • Pieter Verdegem, EMSOC and Ghent University, Belgium <i>Social Media Literacy: the need for a new paradigm</i> • Theo Kuechel, TKC Education Consultancy, UK <i>Milestones in visual learning</i> • Antonio Lopez, John Cabot University, Italy & John Blewitt, Aston University, UK <i>Greening Media Literacy</i> 	<p>Presentation session: Supporting teachers in integrating media-related tools and services in the classroom</p> <ul style="list-style-type: none"> • Moderator: Jens Vermeersch, GO! education of the Flemish Community, Belgium <p>Presenters in this session will describe a variety of different ways in which teachers can be helped to integrate more innovation and creativity in the classroom as well as making their students - and themselves – more media literate.</p> <ul style="list-style-type: none"> • Andrew Bethell, Teachers TV, UK <i>How using online video to share great classroom practice around the world can transform standards of teaching and learning</i> • Fredrik Holmberg, Filmpedagogerna, Sweden <i>Media literacy support for teachers online</i> • Ingrid Bruynse, Bright Media, South Africa <i>Media 4 Learning network - South African schooling interventions for learning</i> 	<p>Discussion session: Transmedia – mixing formats to create innovative and compelling stories</p> <ul style="list-style-type: none"> • Moderator: Deborah Arnold, University of Burgundy, France <p>Transmedia is an increasingly popular approach to digital storytelling. It aggregates a variety of formats and weaves together diverse storylines across multiple outlets, to create an overarching narrative structure. This session will provide an opportunity to share experience in transmedia and to explore how it can be used in a learning context.</p> <ul style="list-style-type: none"> • Andrew Tomlinson, BBC Learning, UK • Eleonora Pantò, CSP Innovazione nelle ICT, Italy • Yannick Mahé, University of Paris 1 Panthéon-Sorbonne, France 	<p>Discussion session: The impact of games and media-rich simulations on learning stories</p> <ul style="list-style-type: none"> • Moderator: Lizzy Bleumers IBBT-SMIT, Vrije Universiteit Brussel, Belgium <p>Join the debate as our panellists try to answer the following questions:</p> <ul style="list-style-type: none"> • Is it correct to expect the same type of learning outcome from a digital game as from a more traditional learning activity? • What's the best way to assess learning impact from a digital game? <p>Panellists</p> <ul style="list-style-type: none"> • Steven Malliet, University of Antwerp & University College of Limburg, Belgium • Joannes Verbeke, U&L Learning, Belgium
16:30 – 17:30	Plenary session		
Hadewych Auditorium			
<p>Chairperson: Jo De Ro, Administrator General, Agency for Educational Communication, Flemish Ministry of Education and Training, Belgium</p> <p>During this plenary session, presenters will summarise how they see the practice of media-supported learning changing in line with global practices and trends. They will highlight successful strategies and relate these to more general developments in teaching and learning as well as putting forward the case for wide-spread media literacy programmes and support mechanisms.</p> <ul style="list-style-type: none"> • Marci Powell, Global Director for Education at Polycom and Chair Emerita and Past President of the United States Distance Learning Association (USDLA), USA <i>Flourishing in today's media and communications environment</i> • Brian O'Neill, Senior Research Fellow, Dublin Institute of Technology, EU Kids Online, Ireland <i>Critical priorities for media literacy: coping in today's media and communications environment</i> 			

Our Thanks

We are very grateful for the help and input of the Conference Steering Committee: Deborah Arnold, University of Burgundy, France; Jan De Craemer, Flemish Ministry of Education and Training, Belgium; Jim Devine, JD Policy | Projects | Innovation, Ireland; Conor Galvin, UCD, Ireland; Ene Koifla, EITF, Estonia; 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 in DOel (the Teaching and Learning Department), KU Leuven, Belgium and to all the conference sponsors, supporters and members of the Media & Learning Advisory Committee.

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.

Wednesday		Thursday	
<ul style="list-style-type: none"> • European Schoolnet: a network of 30 Ministries of Education demonstrating how ICT can support change in teaching and learning. 	Stand 1	<ul style="list-style-type: none"> • iMinds: is an independent research institute that stimulates ICT innovation in Flanders. 	
<ul style="list-style-type: none"> • EFQUEL: today's largest network on quality in e-Learning in Europe. • KlasCement and Jonatan Academy: sharing educational videos made by teachers and students, mainly in Flanders. 	Stand 2	<ul style="list-style-type: none"> • Epprobate: first international quality label for e-learning courseware • Media 4 Learning: South African project for education using media to access and reach rural and remote school learners and teachers in KwaZulu Natal. 	

Lifelong Learning Programme - information about projects funded under the Lifelong Learning Programme of the European Commission will be available, including:

<ul style="list-style-type: none"> • MEDEA2020: supporting the creation of an active community of interest in the use of media enhanced learning. • MEDEAnet: promoting media-based learning to organisations and practitioners with local training and networking events & online resources. 	Stand 3	<ul style="list-style-type: none"> • MEDEA2020: supporting the creation of an active community of interest in the use of media enhanced learning. • MEDEAnet: promoting media-based learning to organisations and practitioners with local training and networking events & online resources.
<ul style="list-style-type: none"> • SignMedia: Innovative Learning for Deaf Media Professionals: providing a resource to teach elements of industry-specific English through sign language video and interactive tasks. • VIPI: supporting people with disabilities in enhancing their basic ICT skills to improve their position on the regular labour market. • e-Mentoring: New Skills and Competencies for New Jobs: collecting good practice experiences and transferring best solutions into a common e-Mentoring model. 	Stand 4	<ul style="list-style-type: none"> • Stimulating Entrepreneurship through Serious Games (eSG): developing and assessing experimental pedagogical plans for Higher Education based on Serious Games. • MAGICAL - MAKING Games In CollaborAtion for Learning: exploring collaborative production of computer games and its impact on learning. • eScouts – Intergenerational Learning Circle for Community Service: aimed at developing an innovative intergenerational learning exchange between elderly and youth volunteers.
<ul style="list-style-type: none"> • Teaching to Teach with Technology (T3): developing and validating an innovative teaching program to promote the use of advanced learning technology by teachers and trainers. • Nano-Tech Science Education (NTSE): using ICTs as a tool to make the learning of science subjects more attractive and accessible. 	Stand 5	<ul style="list-style-type: none"> • Europa2111: social documentary as a pedagogical tool. • EMEDUS: contributing to the development of national educational policies to fit into a supportive European legal framework. • VISCED: inventorying and studying innovative ICT-enhanced learning initiatives and fully virtual schools and colleges.

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