

The background features a light gray graphic on the left consisting of four interconnected hexagons. On the right, the text 'MULTIMEDIA & LEARNING' is displayed in a large, light gray, sans-serif font, tilted slightly upwards from left to right. A semi-transparent white rounded rectangle is centered over the text.

CONFERENCE PROGRAMME

Date: 25 November 2011

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 the impact this is having on the learning process.

Presenters:

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

Day 1 Time		Coffee Break			Room	Cafeteria			
11.00- 11.30		Sessions							
11.30 – 13.00		Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G42 Plateau Room	Display Area			
<p>Screening session highlighting excellent examples of media being used to support teaching and learning</p> <p>Facilitator: Philip Penny, IADT, Ireland</p> <p>This screening session features the MEDEA Awards 2011 finalists who were announced in October 2011.</p> <p>Antonio Mandarano & Gianluca Ramundo, 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, Scuola Secondaria di primo grado A. Brofferio, Asti, 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>Presentation session: Traditional television and its role in the new media-rich learning environment</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 & 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>Media & Learning Circle: What is the best business model for a learning game?</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 Fernández-Manjón, Universidad Complutense de Madrid, Spain</p>		<p>Workshop: Students training teachers in setting up and using social media tools and services</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>		<p>The following organisations will be represented on a stand on Thursday. Stands 4 and 5 feature Lifelong Learning Programme (LLP) projects.</p> <p>Stand 1: INgeBEELD Media Wisdom Platform</p> <p>Stand 2: European Schoolnet</p> <p>Stand 3: IBBT (Interdisciplinary Institute for Broadband Technology)</p> <p>Stand 4: Viducate</p> <p>Stand 4: Language learning and social media: 6 key dialogues</p> <p>Stand 4: SpeakApps</p> <p>Stand 5: SVEA</p> <p>Stand 5: ELVIN (European Language Virtual Network)</p>	
Time		Lunch			Room	Cafeteria			
13.00 – 14.00									

Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G42 Plateau Room	Display Area
<p>Screening session highlighting excellent examples of media being used to support teaching and learning</p> <p>Facilitator: Philip Penny, IADT, Ireland</p> <p>This screening session features the MEDEA Awards 2011 finalists who were announced in October 2011.</p> <p>Vicky Vermeulen, die Keure Educatief, Belgium and Swen Vincke, Larian Studios, Belgium <i>Monkey Tales Games</i></p> <p>Dave Schrauwen, Qworzó 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>Presentation session: Putting in place classrooms for the future that stimulate creativity and participation</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>Media & Learning Circle: Can media make a difference in supporting early and special needs education?</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</p> <p>Jan Dekelver, K-Point, Katholieke Hogeschool Kempen, Belgium</p> <p>Els Janssens, BEDNET, Belgium</p> <p>Greet Decin, KHLeuven, Belgium</p>	<p>Workshop: INgeBEELD – rolling out a large-scale media literacy scheme in Flanders, 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>	<p>The following organisations will be represented on a stand on Thursday. Stands 4 and 5 feature Lifelong Learning Programme (LLP) projects.</p> <p>Stand 1: INgeBEELD Media Wisdom Platform</p> <p>Stand 2: European Schoolnet</p> <p>Stand 3: IBBT (Interdisciplinary Institute for Broadband Technology)</p> <p>Stand 4: Viducate</p> <p>Stand 4: Language learning and social media: 6 key dialogues</p> <p>Stand 4: SpeakApps</p> <p>Stand 5: SVEA</p> <p>Stand 5: ELVIN (European Language Virtual Network)</p>

Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G42 Plateau Room	Display Area
<p>Screening session highlighting excellent examples of media being used to support teaching and learning</p> <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 followed by a short question and answer and discussion opportunity.</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, EUROGEO, Belgium <i>Geo-media resources from Digital-Earth.eu</i></p> <p>Erik Mannens, IBBT, Belgium <i>Media applications supporting learning</i></p>	<p>Presentation session: Successful media-based applications in higher and continuing education</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>Media & Learning Circle: Re-imagining sacred cows: what are the implications of social networking on media and learning?</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? Together we'll look at the anticipated, the actual and the potential change triggered by social networking / social media in the context of learning</p> <p>Presentation: Allen Partridge, Adobe, USA</p> <p>Panelists:</p> <p>Helen Keegan, University of Salford, UK</p> <p>Claudio Dondi, Scienter, Italy</p> <p>Gráinne Conole, Beyond Distance Research Alliance, University of Leicester, UK</p>	<p>The Media & Learning IPR Quiz 2011</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>Joris Raport, MODO Advocaten, Belgium</p> <p>Gérard Casanova, Vidéoscop, Université Nancy 2, France</p> <p>Philippe Bijvoet, VRT, Belgium</p> <p>Robin Kerremans, ICRI - Interdisciplinary Centre for Law and ICT, K.U.Leuven, Belgium</p>	<p>The following organisations will be represented on a stand on Thursday. Stands 4 and 5 feature Lifelong Learning Programme (LLP) projects.</p> <p>Stand 1: INgeBEELD Media Wisdom Platform</p> <p>Stand 2: European Schoolnet</p> <p>Stand 3: IBBT (Interdisciplinary Institute for Broadband Technology)</p> <p>Stand 4: Viducate</p> <p>Stand 4: Language learning and social media: 6 key dialogues</p> <p>Stand 4: SpeakApps</p> <p>Stand 5: SVEA</p> <p>Stand 5: ELVIN (European Language Virtual Network)</p>

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			Room	Cafeteria
11.00 – 12.30		Sessions				
Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G3 Otlet Room	Display Area		
Screening session highlighting excellent examples of media being used to support teaching and learning	Presentation session: Media Literacy – embedding core skills and competences in the curriculum	Media & Learning Circle: What impact does the move from a literacy culture to a media culture have on learning?	Workshop: YouTube – a tool to support learning?	The following organisations will be represented on a stand on Thursday. Stands 4 and 5 feature Lifelong Learning Programme (LLP) projects.		
<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 Gałęcka, 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, Advocate for Meaningful Learning, 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>	<p>Stand 1: eLearning Europa portal</p> <p>Stand 2: EUscreen</p> <p>Stand 3: AWT (Agence Wallonne des Télécommunications)</p> <p>Stand 4: Netsounds</p> <p>Stand 4: Lingu@net World Wide</p> <p>Stand 4: ProActive</p> <p>Stand 5: digital-earth.eu – geomedial in schools</p> <p>Stand 5: EMPATIC</p>		
12.30 – 13:30		Lunch			Room	Cafeteria

Sessions

Hadewych Auditorium	G2 Cailliau Room	G15 Baekeland Room	G3 Otlet Room	Display Area
<p>Screening session highlighting excellent examples of media being used to support teaching and learning</p> <p>Facilitator: Eleonora Pantò, CSP - Innovazione nelle ICT, Italy</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 FiS 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>Presentation session: Enhancing teaching practice with video and social media support</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 infospiration 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>Media & Learning Circle: What is the best way to create sustainable, media-rich learning repositories?</p> <p>Moderator: Annemie Boonen, Merzouga media and communications, Belgium</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>Workshop: Choosing the right tool for the job – putting various tools and devices through their learning paces</p> <p>Facilitator: Mathy Vanbuel, ATIT, Belgium</p> <p>Practitioners:</p> <p>Lieve Weymeis, KaHo Sint-Lieven, Belgium</p> <p>Join Lieve as she demonstrates live how she prepares learning content using different tools and technologies. The audience is invited to discuss the design decisions she makes and the tools she uses 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>	<p>The following organisations will be represented on a stand on Thursday. Stands 4 and 5 feature Lifelong Learning Programme (LLP) projects.</p> <p>Stand 1: eLearning Europa portal</p> <p>Stand 2: EUscreen</p> <p>Stand 3: AWT (Agence Wallonne des Télécommunications)</p> <p>Stand 4: Netsounds</p> <p>Stand 4: Lingu@net World Wide</p> <p>Stand 4: ProActive</p> <p>Stand 5: digital-earth.eu – geomedial in schools</p> <p>Stand 5: EMPATIC</p>

Media and Learning – Sharing Practices and Promoting Innovation

Chairperson: **Jo De Ro**, Administrator General, Agency for Educational Communication, Flemish Ministry of Education and Training, Belgium

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.

This plenary session will feature keynote presentations by:

Donald Clark, Board member Ufi LearnDirect, LearningPool and Caspian Learning, Deputy Chair of Brighton Arts Festival & Dome, UK

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

Gráinne Phelan, Google Apps for Education, EMEA | Google Ireland

Making Learning Magical: The Value of Online Education

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

Media Literacy in Flemish Schools