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WHAT WORKS?

Successful Education Policies,
Resources and Technologies



IPA EDUCATION CONFERENCE

10 APRIL 2014

EARLS COURT, LONDON

www.londonbookfair.co.uk/ww

Our international line-up of speakers will include:

- **Jeff Brand** Bond University, Australia
- **Alfons ten Brummelhuis** Kennisnet
- **Ricardo Ferreira** European Commission
- **Francis Curry** WIPO
- **Jakob Harder** UNI-C, Danish Ministry of Education
- **Keith Krueger** Consortium for School Networking
- **David Langridge** Microsoft
- **Eva Matthes** Augsburg University, Germany
- **Christina Preston** Learning Futures Research Centre
- **Michael Trucano** World Bank
- **Pablo Zoido** OECD

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 **Reed Exhibitions**
Books & Publishing

What Works? Successful Education Policies, Resources, and Technologies

Everyone concerned with education is trying to improve the result, but what combination of policy, pedagogy, content and technology works best? There is no single best answer of course, and every country is different, but the evidence from international surveys, wide-scale projects and practical experience is increasingly compelling.

This conference brings together a special blend of policy makers, international agencies, academics, teachers, publishers and technology advocates to take an open-minded look at this evidence and to share perspectives on 'what works?'

The Conference takes place on Thursday 10 April 2014, in the Conference Centre, Earls Court, London, and runs alongside The London Book Fair.

Conference Programme

09.30 Introduction to the conference



Welcome from the IPA
President, Youngsuk 'YS' Chi

10.45 Q&A session

11.00

Coffee and networking

09.35 Behind the headlines: What is the evidence telling us?



Chair: Graham Taylor,
Educational Publishers
Forum

11.30

The forces for change: Recent initiatives and their impact



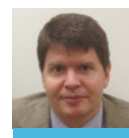
Chair: José Borghino,
International Publishers
Association

09.45 Copyright and education in the 21st Century



Francis Curry,
Director General, WIPO

What works, what doesn't: Lessons from middle- & low-income countries



Michael Trucano, Senior
ICT and Education Policy
Specialist, The World Bank

10.15 What can we discover about learning resources in PISA 2012?



Pablo Zoido,
Analyst, The PISA Team,
Directorate for
Education, OECD

'Opening up Education', an initiative in Europe



Ricardo Ferreira, Policy
Officer - Opening up
Education initiative, DC
Education and Culture,
European Commission

All delegates receive **free entrance** into
The London Book Fair with their conference pass



The online market for free learning materials

Professor Eva Matthes,
Augsburg University

Digital education in Denmark – from local successes to nationwide implementation



Jakob Harder, Deputy Director,
Agency for IT and Learning
(UNI•C), Ministry of Education,
Denmark

12.50

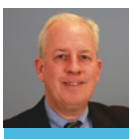
Q&A session

13.00

Lunch and networking

14.00

Experiences and programmes from around the world



Chair: Jay Diskey, Association
of American Publishers

Lessons from research in ICT use in education in the Netherlands



Alfons ten Brummelhuis,
Head of Research
Kennisset

The story from Turkey

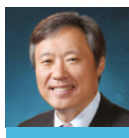


Emrah Özpirinçci,
Managing Director,
OUP Turkey

Progressive digital content strategies in the USA



Keith Krueger,
CEO, Consortium
for School Networking



Radical change on a bumpy road in Korea

Sunshik Min,
President of YBM

15.00

Q&A session

15.15

Tea and networking

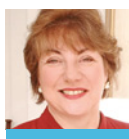
15.40

The promise of technology and the need for quality content: What lies ahead?



Chair: Wilmar Diepgrond,
German Association of
Educational Publishers

Lessons from the MirandaNet Fellowship



Christina Preston,
Professor of Educational
Innovation, University
of Bedfordshire

Publishing for a new era in education



David Langridge, Development
Director, Worldwide Education,
Microsoft

Camifying books: What to embrace, what to avoid?



Professor Jeffrey Brand,
Communication and Creative
Media, Bond University

16.45

Final Wrap-Up and Q&A session

17.00

Networking drinks reception

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BOOKING INFORMATION

EARLY BIRD £299*
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and public sector
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Free entrance to The London Book Fair

Your **What Works?** delegate pass allows you complimentary access to The London Book Fair on 8-10 April 2014. Meet with educational and children's publishers and stop by our dedicated Tech area to find out more about the latest products available to you.

Sponsorship Opportunities

Be at the heart of the global education arena and position your brand in front of an international audience of educators.

The marketing of this conference will involve a multi-channel campaign targeting international publishers' associations, government agencies, assessment bodies, educational publishers, policy makers and academics.

Speak to a member of our team today to find out more:

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*VAT not included

EARLS COURT

VENUE AND TRAVEL INFORMATION

WHEN:

Thursday 10th April 2014

WHERE:

Earls Court Conference Centre,
London, UK

GETTING TO EARLS COURT:

Please use the West Brompton entrance at Earls Court Exhibition Centre – the closest underground station is West Brompton station (District line & London Overground) or you can use Earls Court station (District & Piccadilly lines).

FIND OUT MORE AT:

www.londonbookfair.co.uk/travel

