**Call for Speakers & Papers**

Speaker Name: Victoria Sorzano / Matt Gallop

Job-Title: Interactive editor, Future Media / Associate Producer BBC Learning

Company: BBC

Speaker Biography: Victoria Sorzano is a digital media professional specialising in content curation and creative projects. In 2013 she launched bespoke BBC content on Connected Red Button and she continues to oversee delivery of the BBC’s broadcast and connected Red Button service, used by 15m people a week. Victoria previously played a key role launching three BBC homepages, Sky’s digital text service and Sky Active’s interactive TV channels. She speaks and blogs on women in digital media and is founder of the BBC Women in Technology network. She has appeared on television and radio in the UK and US and is a former radio presenter. Victoria has also written and edited best-selling books for Dorling Kindersley publishers.

Matt has worked in the education and events sector for many years, spending 5 years teaching in secondary schools in the UK. Since joining the BBC in 2008 he has worked on many projects, highlights of which include producing a live schools broadcast with Brian Cox as part of Stargazing LIVE! and introducing the BBC Science Zone to the annual Cheltenham Science Festival. He is interested in how new technology can be used to enhance learning and works with Howard Baker as part of the BBC Learning Innovations team.

Speaker LinkedIn page: http://www.linkedin.com/pub/victoria-sorzano/15/687/187

http://www.linkedin.com/pub/matt-gallop/31/86a/199

Session Title(s): I Did It! Capturing informal learning using Tin Can API

Session Overview Abstract / Summary (100-200 words): BBC I Did It is an innovation pilot for BBC Knowledge & Learning that seeks to capture our users' informal learning - on bbc.co.uk, online, in their homes and in the wider world. At the heart of the project is Tin Can or Experience Open Source API, which means that learning recorded via I Did It can be shared with other Learning Record Stores to build a complete picture of a user’s lifelong learning. The use of open source API in this pilot also examines future proofing BBC Learning’s digital products like the newly launched iWonder Guides. I Did It is the result of over a year of collaborative work with digital creatives and e-learning experts on both sides of the Atlantic, with BBC Learning, BBC Future Media and Bupa in the UK, and Rustici Software in the US. The project is sponsored by the BBC's £1m digital innovations programme, Connected Studio, which develops a select number of ideas into pilots each year with the aim of launching them into the BBC’s digital platforms of tomorrow.

Presentation format: Two speakers, Powerpoint, Demo of the pilot app ‚I Did It‘

Why this presentation is unique / different? BBC Learning is among the first organisations to experiment with TinCan/Experience API to capture and reflect informal learning of viewers as they engage with online content and go about their everyday lives, connecting the real world back to the online. A year spent creating our pilot, I Did It, and working with teams on both sides of the Atlantic, means we have a working model of a BBC Learning Record Store and dashboard showing how users capture and interact with their own informal learning. We’d also like to share our experience of creating this pilot working across disciplines, companies and countries, using a web standard that was relatively unknown in the UK when the project began. It hasn’t been simple, but We Did It!

What are the key learnings? How we took API used to capture formal learning and applied it to informal learning gathered online and in the real world. What can you do with data on informal learning and how do you apply analytics to make sense of it and draw inspiration for future learning and development?

Testimonials / Recommendations:

List any recent presentations the speaker has given: K&L Connected Studio, 300 Seconds, BBC Autumnwatch Live (all 2013)

K&L Connected Studio, BBC Media Action Trust

Links to Youtube / Slideshare or other online resources: https://www.youtube.com/watch?v=fxQN5Uwk3VQ

(You may also attach any presentations or videos that you feel will help.)

**Your / Speaker Contact Details**

Your name: Victoria Sorzano / Matt Gallop

Your title: Interactive Editor / Associate Producer

Your Company: BBC

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