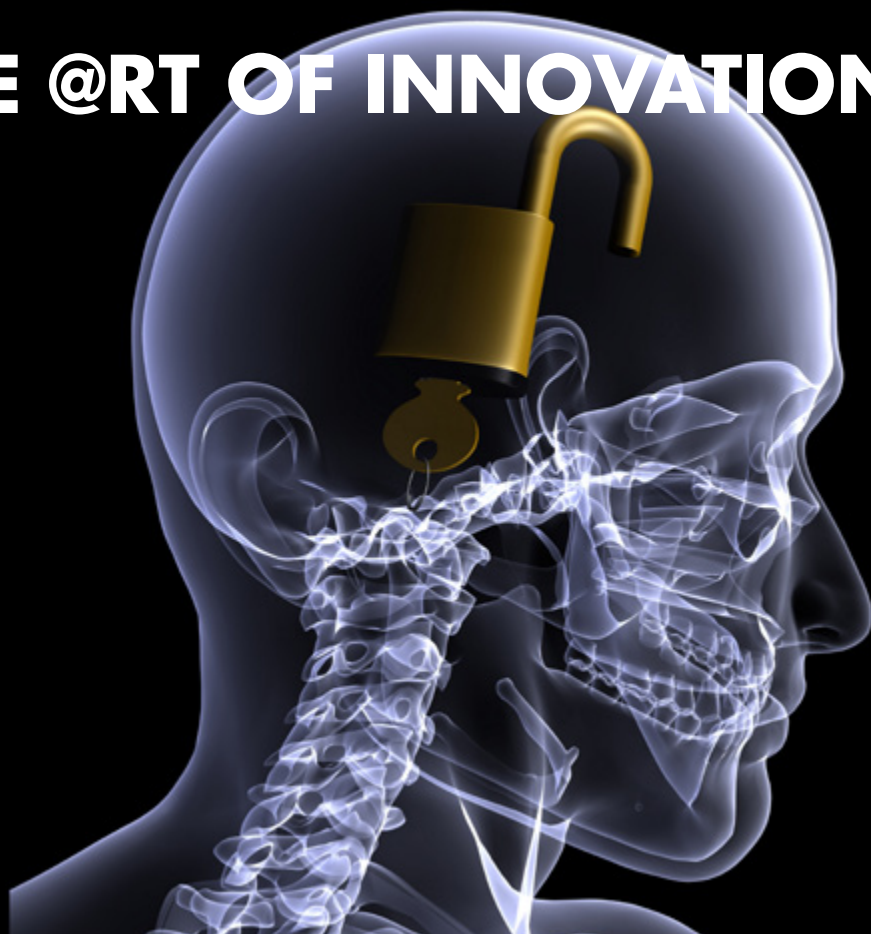
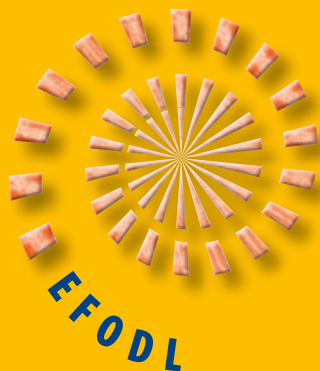


E-BRAIN. THE @RT OF INNOVATION



**EUROPEAN FOUNDATION
FOR OPEN AND DIGITAL
LEARNING**

CONFERENCE
1, 2 & 3 MARCH 2011

School for the Future 's-Hertogenbosch, The Netherlands



E-BRAIN. THE @RT OF INNOVATION

One of the greatest revolutions nowadays is the creation of new spaces. For centuries the world has known only one kind of space: the physical. A space that offered very little room for the discovering human being. Two new spaces have been designed. The mental space: the world of imagination and thinking. And cyberspace: the world of bits and bytes. This new 3D-world is going to determine our lives, once and for all. Dr. Lone Frank, a prominent neuroscientist, calls it: the Fifth Revolution. In this brand new world, we have to live and learn. Learning in the 21st century is totally different from learning in the industrial age. The educational renaissance of the 21st century will be built on two pillars: creative thinking and technology. This conference, E-brain. The @rt of Innovation, organized by the European Foundation for Open and Digital Learning, in cooperation with School for the Future, offers an inspiring odyssey through these three new spaces. It gives an excellent insight in a very important social development: brains and technology.

Advancing technology brings about change in organisations. Social media and innovative technology both influence and change the way we work and live. Lines of communication get shorter, geographic distance is no longer a barrier for cooperation and hierarchical relationships change. In the 21st century we see a change from directive to interactive leadership. That is why the development of creativity as a new core competence is essential.

E-LEARNING FOR EUROPE



Over the last ten years, the spread of the Internet and new information and communication technologies (ICT) has brought about

unprecedented access to information and resources. It has transformed the way people communicate, the way industries operate, the way governments interact with their citizens, and, significantly, the way people learn.

Effective integration of ICT into education and training systems is recognized as a top priority of the overall e-Europe strategy. Especially to combat social exclusion.

What is e-Learning?

The e-Learning Action Plan of the European Union defines e-Learning as "the use of new multimedia technologies and the Internet to improve the quality of learning by facilitating access to resources and services as well as remote exchange and collaboration."

EFODL

In order to meet these challenges, the European Foundation for Open and Digital Learning was formally established in 1998 with the aim to strengthen the cooperation between the professional actors involved in the development, distribution and use of ODL.

EFODL is a powerful and inspiring European network of national networks and organizations, representing the respective professional actors involved in the development, the distribution and the use of e-Learning, blended learning, open and digital learning and all the other forms of ICT supported learning.

EFODL has an informal organisational structure. This provides a dynamic environment for a community of learners.

EFODL is a member of the European ODL Liaison Committee, a forum where the main European networks in the domain of ODL meet in order to exchange information and improve the synergy and complimentary activities between networks.

www.efodl.net

P R O G

TUESDAY 1 MARCH

Conference E-Brain. The @rt of innovation

School for the Future 08.30 - 20.00

- 08.30 - 09.30 Registration
- 09.30 - 10.00 Opening by Yvonne Moerman (Conference Chair and Secretary/Treasurer EFODL) and introduction by dr. Coen Free (President EFODL)
- 10.00 - 11.15 dr. Gerard Puccio (Buffalo State University): *Skills for the 21st Century: a Call for Creativity and Creative Leadership*
- 11.30 - 12.30 Harry Greiner (City College Norwich): *Web 2.0, Web 3.0 and Social Media*
- 12.30- 14.00 Lunch
- 14.15 - 15.30 dr. Piet Desmet (University of Leuven): *E-learning and Future Internet. New Vistas in Educational Technology*
- 15.45 - 17.00 Dimis Michaelides (Performa Consulting Ltd.): *The Art of Innovation: how to Integrate Creativity in your Organisation*
- 17.00 - 18.00 Social networking
- 18.00 - 20.00 Dinner (in Route 66 / La Cantina)



CONFERENCE PARTNERS

- Belfast Metropolitan College
- Belgian Network for Open and Distance Learning
- City of Dublin Vocational Education Committee
- City College Norwich
- Dutch Network for Open and Distance Learning
- French Forum for Open and Distance Learning
- King William I College / School for the Future
- University of Nancy

R A M M E

WEDNESDAY 2 MARCH

Masterclasses and Workshops

Masterclasses about Creative Thinking Skills (Choice from two Masterclasses)

- 10.00 - 17.00 **Masterclass**
Dr. Gerard Puccio: *Developing Creative Leadership Skills: A Focus on Creative Approaches to Complex Problems*
- 10.00 - 17.00 **Masterclass**
Dimis Michaelides: *The Art of Innovation: How to Integrate Creativity in your Organisation*

Four workshops on Technology and Alternative Learning (One programme)

- 10.00 - 11.15 **Workshop 1**
Dr. Jonathan Heggarty: *Embracing Mobile Technologies in and out of the Classroom*
- 11.30 - 12.45 **Workshop 2**
Dr. Bill White: *Strategies for effective Information and Technology Management*
- 12.45 - 13.45 Lunch
- 14.00 - 15.15 **Workshop 3**
Angelique Smith: *Creating a high quality progressive academic learning environment through innovative use of instructional technologies*
- 15.30 - 16.45 **Workshop 4**
Jeff Danser & Melanie Hardy: *Conceptualizing and Communicating Ideas to improve websites and portals.*

THURSDAY 3 MARCH

Masterclass

- 10.00 - 17.00 **Masterclass**
Dr. Gerard Puccio: *Developing Creative Leadership Skills: A Focus on Creative Approaches to Complex Problems*



SCHOOL FOR THE FUTURE

School for the Future is a nursery of learning processes. Its high tech and creativity spaces stimulate both the left and right part of the brain: analytical thinking on one side, creativity and multiple intelligence on the other side.

Mission

School for the Future is actively involved in creating a better world through research programmes to design meaningful learning processes in powerful learning environments. Thus we equip our community to contribute to a sound and healthy global society.

SPEAKERS AND LECTURERS



Gerard Puccio
Buffalo, USA



Harry Greiner
Norwich, UK



Piet Desmet
Leuven, Belgium



Dimis Michaelides
Nicosia, Cyprus



Jonathan Heggarty
Belfast, Northern Ireland



Bill White
Orlando, USA



Angelique Smith
Orlando, USA



Jeff Danser
Orlando, USA



Melanie Hardy
Orlando, USA



Yvonne Moerman
's-Hertogenbosch, The Netherlands



Coen Free
's-Hertogenbosch, The Netherlands



E-BRAIN. THE @RT OF INNOVATION

1, 2 & 3 MARCH 2011

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www.svdt.org

BOARD MEMBERS

European Foundation of Open and Digital Learning (EFODL):

Coen Free	President The Netherlands
Jacques Bahry	Vice-president France
Yvonne Moerman	Secretary / Treasurer The Netherlands
Deborah Arnold	France
Harry Greiner	United Kingdom
John Hogan	Ireland
Stephen McCarthy	Ireland
Sonia Le Louarn	France
Rory O'Sullivan	Ireland
Dick Palmer	United Kingdom
Michel Pierre	Belgium
Joe Reid	United Kingdom

Registration

Register at www.svdt.org and click on the desired option to access the online registration form. After you complete the registration form, you will receive an email confirming your registration. After confirmation of your registration you will receive an invoice with payment instructions. Please make sure your registration has been confirmed prior to your arrival at the conference. Online registration closes one day prior to the start of the programme. Conference registration is limited and available on a first-come, first-served basis.

Conference fees:

Members EFODL + EFODL Networks

- March 1 only:
€ 150 (lunch and dinner included)
- March 1 + 2:
€ 225 (lunch included)
- March 1, 2 & 3:
€ 300 (lunch included)

Non-members

- March 1 only:
€ 200 (lunch and dinner included)
- March 1 + 2:
€ 300 (lunch included)
- March 1, 2 & 3:
€ 400 (lunch included)

On 1 March lunch, breaks and dinner are included in your conference registration fee. On 2 and 3 March lunch and breaks are included. Accommodations are not included in the registration fee. Reservation information about hotels is available online.

Cancellation Policy

If you choose to cancel for any reason, please notify us by e-mail before 22 February, 2011. Your registration fee will be refunded. No refunds will be made after 22 February, 2011 for any reason. After 22 February substitutions will still be allowed, but no refunds will be issued.

Further information

Should you require any further information, please call Reina van Casteren (Tel.: 00 31 73 6200224) or send an email to: r.vancasteren@kw1c.nl

NOTE - All lectures will be delivered in English.



"Poor are those who do not create anything themselves."

*Jheronimus Bosch,
1450 - 1516*

"Advances in technology have enabled us to not only observe the patterns and structures of our brains, but the very process of learning as it occurs. We now understand that the brain is not a blank slate or an immutably hard-wired computer."

Dr. Stephanie Pace Marshall, President of the Illinois Mathematics and Science Academy.

"The whole world is my country"

Erasmus 1469 - 1536

"We are on the brink of new, powerful methods to understand and to change the human brain and the human mind."

Dr. Martha Farah, professor neuroscience at the University of Pennsylvania.

St. John's
deepest layers
of the soul
faith
carved in
sandstone
a picturesque
parade
of god's stone
soldiers
mediaeval singing
and playful
chimes
flowing into this
poem
through
belfry windows.

Coen Free

'S-HERTOGENBOSCH

The conference

E-Brain. The @rt of Innovation
takes place in 's-Hertogenbosch.

This town is more than eight hundred years old. It's situated in the south of the Netherlands and it literally means: the forest of the Duke. After Antwerp, Brussels and Louvain, 's-Hertogenbosch was the fourth town of the prospering dukedom of Brabant. During its main flourishing period, 1420 - 1520, it belonged to the one hundred most important towns in Western Europe,



with a beautiful Gothic cathedral, St. John's, and a rich Town Hall. Two of the world's most famous citizens of the 15th century, the artist Jheronimus Bosch (1450-1516), who was named after this town, and the humanist and philosopher Erasmus (1469-1536), lived and were educated in this town. Both were visionary educators, innovators and global citizens, who taught their fellow citizens on their quest for a totally new period: the Renaissance. At the end of the Middle Ages 's-Hertogenbosch was a centre of excellence of trade, art, science and education.

The European Foundation for Open and Digital Learning and School for the Future continue this culture through this conference, giving new impulses to the global community.