

# E-Learning Summit

21st - 22nd March 2011 | Hilton on the Park, Melbourne

A strategic look at the continuing development in the e-learning industry



## International speakers:



Dominic Newbould, Director of External Relations,  
**Open University Worldwide**



Professor Carmel McNaught, Director/ Professor of Learning Enhancement, **The Chinese University of Hong Kong**

## Key presentations from:

Professor James Dalziel, Director,  
**Macquarie e-Learning Centre of Excellence (MELCOE)**

Belinda Tynan, Academic Director, **University of New England**

Clint Smith, President at EInet,

**the E-learning Network of Australasia**

Louise Turnbull, Workforce Capability Manager, **OTEN, TAFE NSW**

Catherine Moore, Academic Manager, Open Universities Australia (OUA) Programs, **Swinburne University of Technology**

Belinda Muir, Associate IP Lawyer & Trade Mark Attorney,  
**Griffith Hack**

Marc Niems, VP, Export Markets and Mobile Learning,  
**eLearning Industry Association of Victoria**

Malcolm Kinns, Director, **Think Education Group**

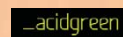
Darral Thompson, Senior Lecturer and Director of Teaching and Learning, **Sydney (UTS)**

Bob Gilliver, MBA Course Director, **University of South Australia**

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# E-Learning Summit

## DAY ONE: Monday 21st March 2011

8.00 Registration and coffee

### 8.45 Welcome and speed networking session

Get to know your peers right from the start in this relaxed and informal speed networking session. Bring your business cards!



9.00 Opening remarks from the Chair

### 9:10 KEYNOTE ADDRESS

#### E-Learning in Australian tertiary education

- A snapshot of the current market: myths and realities
- Characteristics and aspirations of online students
- Key providers
  - Domestic
  - International
- Prospects for growth of the industry
- Which institutions have been most successful at providing online education, and why?
- Case Study: e-learning success at Navitas Ltd

Prof James Dalziel, Director, Macquarie e-Learning Centre of Excellence (MELCOE), **Macquarie University**

### 10:00 INTERNATIONAL CASE STUDY

#### The Open University, UK

- Maintaining an internationally respected degree program in the online space
- Finding the right balance in course materials
- Building strategic partnerships that work



Dominic Newbould, Director of External Relations, **Open University Worldwide**

10:45 Morning tea

## ADVERTISING & MARKETING

### 11:00 Managing people and products: Finding the balance and blend in e-learning

- Segmenting target markets for online learning
- Digital communication for digital students
- Case study: Gradschool.com.au

Professor Kevin McConkey, Deputy Vice-Chancellor, (Academic and Global Relations), **The University of Newcastle**

### 11:45 Using social media strategy to acquire new students

- Setting realistic budgets
- In-house vs agency identifying the appropriate amount of in-house expertise necessary
- Effective seeding strategy

Marc Niems, VP, Export Markets and Mobile Learning, **E-learning Industry Association**

### 12:30 Legal issues for online education providers

- Considering copyright when developing coursework
- Understanding safe-harbor protections
- Strategies for developing rich, multimedia content without breaching copyright

Belinda Muir, Associate IP Lawyer and Trade Mark Attorney, **Griffith Hack**

1:15 Lunch

## CASE STUDIES

### 2:15 University of New England

- Academic strategy with a new toolkit: pushing the limits of e-learning
- An examination of government policy relating to e-learning
- Working with international agencies

Belind Tynan, Academic Director, **University of New England**

### 3:00 It's not easy being 'e': a behind the scenes look at what it really takes to succeed as an e-learning e-business

- Adopting an all inclusive e-business model
- The importance of digital administration
- Creating a student community online

**OTEN - TAFE NSW**

3:45 Afternoon tea

### 4:00 Facilitating online learning and teaching

- Transitioning academics to online learning and teaching
- Pedagogy and the online techno abyss
- Supporting academics in their online learning and teaching endeavours

Cath Moore, Academic Manager (Open Universities Australia) Programs, **Swinburne University of Technology**

### 4:45 Managing an Online MBA: University of South Australia

- Creating legitimacy in an online MBA program
- Innovative approaches to content
- Appropriating traditional assessment tasks for the online space

Bob Gilliver, MBA Course Director, **University of South Australia**

5:20 Closing remarks from Chair

5:30 Networking drinks

## DAY TWO: Tuesday 22nd March 2011

### 8.40 Welcome and speed networking session



8.45 Opening remarks from the Chair

### 9:00 KEYNOTE ADDRESS

#### Key factors that contribute to a great online education experience

- Are we really delivering a product that meets the needs of our customers?
- Catering for an increasingly diverse target market
- An examination of the challenges faced and solutions found in delivering a successful online education service

Malcolm Kinns, Director, **Think Education Group**

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9:45

## INTERNATIONAL KEYNOTE

### Using evaluation evidence at a course level to both improve students' learning experiences and optimize institutional planning for e-learning

- Developing an evaluation culture in universities
- Improving students' learning experiences and outcomes
- Ensuring effective horizontal and vertical communication strategies within universities
- Optimising planning for e-learning infrastructure and support



Professor Carmel McNaught, Director/ Professor of Learning Enhancement, **The Chinese University of Hong Kong**

10:30 Morning tea

## LEARNING AND TEACHING

### 10:45 Change Management in e-learning

- Innovations in real time video: new directions in virtual classrooms
- Effective online assessment tools
- Online education as a social media: developing content with student syndication in mind
- Cloud computing development
- Mobile streaming

Clint Smith, Director, **Learworks**, President, **E-Learning Network of Australiasia**

### 11:30 Pedagogy and the impact evolving e-learning technology

- Identifying the best e-learning solution for the campus/ student
- Conflicts between traditional teaching knowledge and e-learning sensibilities
- Developing an all inclusive approach to e-learning implementation

Steve Linquist, Senior Educator, **E-Learning at University of Ballarat**

12:15 Lunch

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## TECHNOLOGY AND DESIGN

### 1:15 Managing e-learning projects across multiple institutions

- Best practice of coordinating a large group of content experts for an e-learning project
- The implications for enterprise architecture design in higher education for distance online learning development
- The instructional design rationale behind the e-learning development

Richard Wenchao He, Education and Multimedia Design Coordinator, **Westmead Hospital (University of Sydney)**

### 2:00 UTS/ Acid Green - Successful university - agency partnerships in developing learning technology

- The importance of educational research as an underpinning for e-assessment software ReView
- Recognition of academic research as an important feature of educational software for the Higher Ed market
- Importance of developing e-assessment software from the basis of sound research and live incremental pilot studies as a basis for commercial viability

Darral Thompson, Senior Lecturer and Director of Teaching and Learning **University of Technology, Sydney (UTS)**

Sam Marciano, General Manager, **AcidGreen**

2:45 Afternoon tea

### 3:00 CASE STUDY

#### The Australian Wind Energy Institute

- How to produce a top shelf e-learning program
- Developing e-learning projects which meet commercial realities and social responsibilities
- Sourcing private funding for e-learning initiatives

Sigfried Roy, Director, **The Australian Wind Energy Institute**

### 3:45 Designing for e-Learning: Promises and pitfalls

- Supporting the student learning experience
- Enabling connectivity, communication and collaboration
- Maximising participation and social inclusion

Som Naidu, Associate Professor and Director of Teaching and Learning Quality Enhancement and Evaluation Services, Division of Learning and Teaching Services, **Charles Sturt University**

4:30 Closing remarks from the Chair

4:45 Conference close

## SEPERATLY BOOKABLE POST-CONFERENCE WORKSHOPS – WEDNESDAY 23RD MARCH 2011

9:00am - 12:00pm

### Workshop A: Building international e-learning networks

Dominic Newbould, Director of External Relations, **Open University Worldwide**

Dominic Newbould is Director of External Relations for Open University Worldwide. OU Worldwide is the international division of the Open University, responsible for negotiating and managing a range of partnerships with governments, universities and HE systems throughout the world. In this workshop, Dominic will cover:

- 1) How to identify opportunities in foreign universities
- 2) Negotiating different approaches to assessment
- 3) Maintaining brand identity while using third party content

1:30pm - 5:00pm

### Workshop B: How to build an effective digital marketing acquisitions strategy

- 1) Effective branding strategy for e-learning initiatives
- 2) The nuts and bolts of an effective, digital acquisition marketing strategy
- 3) The importance of search
- 4) How to develop effective open source, branded content
- 5) Identifying new target markets
- 6) Maximising ROI on limited budgets

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Don't miss your opportunity to join this next wave of e-learning development, and ensure that your organisation is equipped with the latest ideas, technologies and strategies, to provide education for a wider range of students, and to give them the unique option of e-learning.

### Conference Venue:

#### Hilton on the Park, Melbourne

192 Wellington Parade, Melbourne

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