



11-14 May 2009  
Barcelona — Spain

## Learning Impact 2009

IMS Global Learning Consortium's Learning Impact 2009 Conference and Summit on Global Learning Industry Challenges is taking place in Barcelona, Spain, 11-14 May 2009. Check out the agenda and learn why the world's leaders of learning gather for the best conference on academic, educational, and learning technology.

Presentations and discussions cover the latest in learning systems, tools, digital content, personalization, accessibility, and inclusive design in the higher education, K-12/schools, and corporate education segments. The Summit on Global Learning Industry Challenges features keynotes and executive panel sessions examining strategic industry challenges with a global perspective.

Hosted by the Universitat Oberta de Catalunya (Open University of Catalonia, UOC), Learning Impact 2009 is pleased to hold the conference in one of Europe's most beautiful and historic cities. Situated along the Mediterranean Sea, Barcelona makes a stunning setting and destination.

It's not too early to register now, visit: <http://www.msglobal.org/learningimpact2009/agenda.html>

### The Recognition and Awards Program:



The Learning Impact Awards (LIAs) are designed to recognize the most impactful use of technology worldwide in support of learning. This unique program evaluates established, new, and research efforts in context at an implementing learning institution. Finalists are selected to showcase at the annual Learning Impact conference and a panel of global experts are asked to perform the final rankings during the conference. For more information and to enter, visit:

<http://www.msglobal.org/learningimpact2009/awards.html>

### Who attends Learning Impact?

Learning Impact is a gathering of key strategists and decision makers from the organizations that are determining the future of technology in learning and education:

- 17% Academic Technologists/Academic Administrators
- 14% Architects, Engineers, CTOs, CIOs
- 25% CEOs, Presidents/VPs or Provosts
- 30% Directors and Managers of Instructional/Academic Technology
- 14% Program or Project Managers



& The Summit on Global Learning Industry Challenges

#### Sponsorship:

This exclusive global conference brings about 300 people from over 17 countries together to focus on the latest trends Learning, Technology & Standards.

#### Conference Outcomes:

A thorough evaluation and annual report detailing past conference findings is produced and freely available at:

<http://www.msglobal.org/learningimpact2007/li2007report.cfm>

The conference provides attendees with the latest information on innovation in elearning, the ability to network with numerous influential leaders in the industry, knowledge about the coming advancements in the industry and workshops on elearning topics.

Support from governmental organizations and industry makes this conference a success. We appreciate your sponsorship to continue this valuable work.

For information about sponsoring Learning Impact 2009, please contact Lisa Mattson [lisa@msglobal.org](mailto:lisa@msglobal.org).

## Learning Impact 2009 Keynote Addresses:



**Dr. Malcolm Read**, Executive Secretary, Joint Information Systems Committee, United Kingdom

Dr. Malcolm Read graduated in 1973 with a degree in Environmental Science from the University of East Anglia and went on to do a PhD at the University of Manchester on the hydrometeorology of a glacial catchment. He then worked in the Overseas Development Administration before moving to the Natural Environment Research Council (NERC) in 1979. He ran the computer department at the Institute of Hydrology before moving into administrative computing to head the Joint Administrative Computing Service of NERC and the, then, Science and Engineering Research Council in 1988.

Since July 1993 Dr. Read has worked for the Higher and Further Education Funding Councils as the Executive Secretary to the Joint Information Systems Committee (JISC). Apart from his overall responsibility for the Executive he has been particularly involved in ICT policy and strategy development in post 16 education and research. He is also Chairman of the European Networking Policy Group.



**Martin Bean**, General Manager, WW Education Strategy, Products & Solutions, Microsoft Corporation

Martin Bean is General Manager of Worldwide Education Strategy, Products and Solutions at Microsoft Corporation in Redmond, Washington. Martin has over 18 years in the training and education marketplace and is a recognized industry leader around the world. He has held executive management roles in several leading organizations including AIESEC International, Novell, Sylvan Learning Systems, Thomson Learning, and New Horizons Computer Learning Centers, Inc.

As a long-standing pioneer in the education industry, Martin has presented to the U.S. Senate as part of the Technology Workforce Coalition on the importance of IT in the Workforce Investment Act. He has also testified on behalf of the Workforce Coalition before the Subcommittee on Oversight of the House Committee on Ways and Means. In January 2004, he moderated a Town Hall entitled "Conversation with the President," for President George W. Bush that focused on U.S. technology workforce needs in the 21st Century.

Dedicated to the continued advancement of the education industry, he is actively involved in representing the IT industry in a variety of public policy issues and is committed to advocating federal and state level solutions to address the IT worker shortage and the reform of education to meet the needs of today's workforce.

### Past Learning Impact and Summit Sponsors:



### Past Participating Organizations

Agilix  
ANGEL Learning  
Blackboard  
Blurgl  
California State University  
Campus Management  
Capella University  
Carnegie Foundation  
Compass Knowledge  
Desire2Learn  
DUNet, Korea  
eCollege  
Elsevier  
Embanet  
Flexible Learning  
Georgetown University  
Giunti Labs  
IBM  
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Institute for Information Industry, Taiwan  
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Korea Education Research and Information Service  
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