



Next Generation Learning

How to Integrate Social Media in Vocational and Adult Training

23rd November 2011 - SVEA Project Final Conference

Representation of the State of Baden-Württemberg to the EU

Rue Belliard 60-62, Brussels

Join the SVEA conference "Next Generation Learning" and discover the last trends in the use of social media in lifelong learning.

Meet European international experts, researchers and stakeholders involved in the use of ICT for learning and exchange ideas with trainers and managers of Vocational and Adult Institutions during the two **workshops** and the final fish bowl discussion.



Managers

How to Optimize Organisational Processes in Vocational and Adult Training Institutions with the Use of Social Media

Trainers

How to Overcome Resistance and Benefit from the Integration of Social Media in Vocational and Training Institutions

Register now!

Further information and online registration:

<http://www.svea-project.eu/register.html>

The Next Generation Learning Conference is free of charge

Next Generation Learning is the final conference of the SVEA project, co-funded by the European Union under the Lifelong Learning programme.

The conference is hosted by the Representation of the State of Baden-Württemberg to the EU.



Baden-Württemberg

VERTRETUNG DES LANDES BEI DER EUROPÄISCHEN UNION



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Next Generation Learning

How to Integrate Social Media in Vocational and Adult Training

13:00 – 13:30 Registration

13:30 – 13:40 Welcome

Dr. Nicola Schelling, Representation of the State of Baden-Württemberg to the EU

13:40 – 15:00 Keynote “The Future of Learning”

Future Challenges for the EU in the Field of e-Education

Dr. Godelieve Van den Brande, European Commission, Directorate general education and Culture, Directorate Lifelong Learning policies and Europe 2020

Pandora’s Box – the Implications of New Social and Participatory Media

Grainne Conole, Professor of Learning Innovation at the University of Leicester, UK

Is this the Future of Learning? Yes – and It’s Already Here

Helen Keegan, Senior Lecturer - Interactive Media and Social Technologies Programme Leader, University of Salford, UK

15:00 – 15:30 A Trip Through the SVEA Project

Petra Newrly, SVEA Project Manager, MFG Baden-Württemberg mbH, Germany

Dr Tony Toole, Project Manager, Coleg Sir Gar, member of the SVEA project

Lara Marcellin, CSP - Innovazione nelle ICT, Italy

15:45 – 17:15 Workshop 1 - Managers

How to Optimize Organisational Processes in Vocational and Adult Training Institutions with the Use of Social Media

Organisational Policies, Governance and Processes as Barriers to the Use of Social Media

Mark Stiles, Professor of Technology Supported Learning, Head of Learning Development & Innovation, Staffordshire University, UK

Participatory Learning and Working in Vocational and Educational Training

Francesca Carmagnola, ENGIM Piemonte, Italy

Q&A Session - Needs and possibilities for the integration of social media tools into the organisation structure based on the SVEA results
Moderator: *Tony Toole*, Professor e-College.ac Ltd, member of the SVEA Project

15:45 – 17:15 Workshop 2 - Trainers

How to Overcome Resistance and Benefit from the Integration of Social Media in Vocational and Training Institutions

Teach What You Preach, Exploring Social Media Myths

Tom Wambeke, Programme Officer DELTA Learning and Communication Service International Training Centre (ILO, United Nations)

How to Overcome Barriers in the Use of Social Media? Show, Small, Close, Comfort and Listen

Steven Verjans, Lecturer in Learning Technologies at Open University, Netherland

Q&A Session – Challenges, benefits and barriers by integrating social media in training concepts
Moderator: *Wim van Petegem*, Head of the Media and Learning Unit at the Katholieke Universiteit Leuven and Vice-Chairman of EuroPACE izzw.

17:15 – 17:30 Coffee break

17:30 – 18:30 Panel Discussion following the fishbowl method

“Social Media: a New Hype or a Revolution that Will Shape the Way We Learn?”

18:30-20:00 Buffet, Get together, Networking