

Conference Venue - Edinburgh July 2003

The Edinburgh International Conference Centre.

Situated in the heart of Scotland's capital Edinburgh, the EICC prides itself on being able to offer delegates a multi-lingual, friendly and efficient service. There are looped language systems with instant translation services in each hall. We have private workstations with PCs and printers to ensure a conducive atmosphere for last-minute changes to presentations or for catching up on emails. All the areas, including our laptop stations, have Internet and ISDN facilities.

The conference will be situated on the ground floor, utilising the Strathblane Hall and Lomond Suite. The conference running over three days will also provide you with lunch and some extra mural interests out of hours. We can also provide you with a wealth of information on Edinburgh, Lothian and Scotland for any exploring you may have planned.

How do you get to Edinburgh?

Edinburgh airport is to the west of the City. (As you prepare to land look out for views of the Forth road and rail bridges.) The closest airport is Edinburgh Airport situated about 13km to the west of the city. Glasgow Airport is about 70km to the west and is accessible, but does not offer any advantages over Edinburgh Airport in terms of European destinations. Glasgow Prestwick Airport is further away, but is used by the low-cost airline Ryanair. There are direct flights to Edinburgh of which the most relevant are from Amsterdam, Brussels, Frankfurt, Paris and Zurich. There are no direct flights between Geneva and Edinburgh and CrossAir were unable to offer charter flights on the relevant dates. Edinburgh has good connections to most other UK airports of which the most useful for the NA48 collaboration are London Heathrow, London Gatwick, London Luton, London Stansted, Birmingham, East Midlands and Manchester.



Hotels

There are a number of very attractive hotels in the direct vicinity of the conference centre including among others the Sheraton Grand Hotel and the Caledonian Hilton. For a full listing of hotels and price ranges please visit the conference web site www.elearnchina.com or phone +44 (0)131 473 3874

Discounts

Discount delegate positions are available to people registering before the end of February 2003. In addition further discounts are applicable to members of BAOL, EIFEL and the eLearning Alliance. Please see the website for more details or contact the conference hotline on +44 131 440 9881.

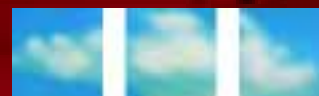
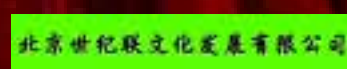
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First Ever Education and Elearning Conference for the Chinese Market Place

21st 22nd & 23rd of July 2003

Edinburgh International Conference Centre



Introducing this unique event, bringing together educational institutions and eLearning organisations, ELearnChina Ltd in association with a number of key sponsors is pleased to be able to host this International China Event in Edinburgh at the Edinburgh International Conference Centre [EICC].



This event is designed to bring commercial and educational organisations, academics and businesses together from Europe, the USA and China to discuss the complexities facing the e-learning world in China.

ELearnChina is the first international Conference of its kind anywhere. This very special event is being held in Edinburgh in July 2003. With a number of prominent sponsors from around the Educational and e-learning world and with support from both commercial and academic platforms it aims to be the e-learning event of the year for China.

Booking Hotline +44 131 440 9881
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Conference Themes and Market

www.elearnchina.com

The ELearnChina conference will appeal to educational institutions, local educational authorities and commercial e-learning bodies interested in the Chinese market.

The scope of the conference includes, but is not limited to, the following topics relating to E-Learning and China for the Corporate, Government and General Education Markets. Essentially the themes being China focussed are Commercial, Corporate, Government, Higher Education, Tertiary Education, Professional Associations & Non-Profits Organisations.



Key Themes

- A. **China & the West:** Just how different are they in business philosophy and educational method? Cross Cultural understandings on Education.
- B. **Markets and Demographics:** Students and public sectors.
- C. **The mechanics of e-learning in China:** How has it been done, some failures and some successes?
- D. **Content provision:** What does China really want from us in terms of content? An examination into the differences in e-learning requirements in China both technically and in terms of content.
- E. **Design considerations for China:** What works and what is misunderstood?
- F. **The language barrier:** Strategies for coping with translation.
- G. **Technologies:** What does the city dweller have? What are the most popular sites? An investigation into the public usage of technology and web trends.
- H. **Development models:** Using China's workforce to develop for other markets.
- I. **Business & Financial models in China.**
- K. **Government positions on China Education and Trading.**
- N. **Current projects:** An examination of current e-learning and distance learning projects in China.

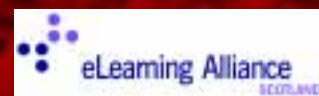
Conference Proceedings

The conference runs over three consecutive days with two concurrent speaking arenas, lunch and refreshment breaks. The daily diet of discourse is as follows:

- Orientation 8.30am
- Showcases X 3 9.00am
- Coffee 10.00am
- Key-Note A/B 10.30am
- Speaker C/D 11.30am
- Break 12.30
- Lunch 1.00 pm
- Showcases x 3 2.00pm
- Seminar 3.00pm
- Coffee
- Seminar 4.00pm
- 5.15pm close

Extra Mural Diet to include:

- Castle Trips
- Ghost Tours
- Whiskey Museum Trips
- Dinners & Cocktail Parties



Key-Note Speakers

www.elearnchina.com

We are very fortunate to be able to bring speakers to this event from Europe and the West and China. Key notes encompass a range of different speaking personalities including among others the following individuals:



Dr. Jiping Zhang, Distance Learning Specialist and Instructional Designer at the World Bank Institute (WBI), is currently working in Beijing as Manager of Global Development Learning Network (GDLN) China Distance Learning Center (DLC). She has over 15 years experience of various World Bank and UNDP training programs in China, including courses on technology transformation, case writing and teaching workshops on Chinese economic reform, training of trainers workshop, and training capacity building for the Poverty Reduction Sector. She started her practice of distance learning in 1997 by developing the Internet-based-training and CD-ROM version with Real streaming video on Water Resources Management course; rural development policy courses with LearningSpace in Notes for World Bank staff training. Dr. Zhang has been working in WBI since 1999 to design and organize delivery of various distance learning courses to countries in Latin America, Africa and China via two-way interactive videoconferencing. Since March 2002, she has stationed in China to manage the GDLN Beijing DLC, and been a key member of the GDLN expansion team to establish and build capacity of Ningxia and Guizhou DLCs.



Serge Ravet, combines both technological and pedagogical expertise. He is Director of Dimension Compétence, a training consultancy specialising in e-learning consultancy and the development of competence-based learning and assessment. He is retained as an expert in the assessment of innovative projects for a French government department and has participated in numerous European projects. Publications include 'Technology-based Training' (Kogan Page, 1997) and 'Valider les Compétences avec les NVQs' (DEMOS, 1999); a Guide to e-learning Solutions (2001) He is Chief Executive of the European Institute for e-Learning, a cross-sectoral professional body created in February 2001 with the aim of becoming the reference point for e-learning practitioners in Europe. Key Institute activities include the establishment of a European Centre for Quality in e-Learning; the production of a set of standards of professional competence, and the creation of a European consortium to promote the development of the electronic portfolio.



Mark Frank, Managing Consultant, IBM Business Consulting Services. Mark has worked continuously in IT training since 1978 in a variety of teaching, consulting and management positions. This includes managing IBM's UNIX curriculum and e-business curriculum in Europe and Asia. Mark now works as principal consultant for IBM Learning Services, specialising in learning strategy, e-learning and the skills implications of e-business. Mark has a strong interest in IT certification and represents IBM on the iNet+ committee of CompTIA. He is a member of the IBM Northern region education profession board and is a Certified IBM Education Consultant.



Martyn Sloman, was appointed to his current position of Adviser, Learning, Training and Development at the Chartered Institute of Personnel and Development (CIPD) in January 2001. As author, lecturer and conference speaker he has contributed to the development of modern human resource concepts and practice. His book 'The E-Learning Revolution - from proposition to action' was published by the CIPD in April 2001 His earlier best selling book, 'A Handbook for Training Strategy' (Gower, 1994), received wide critical acclaim and has now been reprinted and translated into Polish and Chinese and published in India. Martyn is an Honorary Teaching Fellow in the Department of Organizational Psychology, Birkbeck College, University of London and an Industrial Fellow at King's University. He has lectured at the Henley Management College, London School of Economics, City University Business School, Oxford University, Cranfield University, Cardiff Business School and been a visiting lecturer at the University of Southern Illinois and Massey University, New Zealand. He is a frequent speaker at Conferences.



John Beaumont, Chief Executive, joined UK eUniversities as Chief Executive in February 2002. Prior to this, John was an Executive Director of Energis plc and Managing Director of Energis Squared, the webhosting and internet services provider. John joined Energis in 1992 and during his nine years at the company, he held a variety of positions including Director of Marketing, and was Director of Strategy and Business Development when the company floated on the London Stock Exchange and Nasdaq. Prior to joining Energis, John was a Professor at the Universities of Stirling and Bath (1987 - 1992). He has also acted as a government advisor on economic and social policy, was an ESRC Council Member (1989 - 1993) and was a Non-Executive Director of the Office for National Statistics (1996 - 1999).



Dr. Hong ZHANG, Director of Sino-Scottish Institute, University of Abertay Dundee, Scotland, UK, where he acts as a country manager of the University to promote formal links with Chinese academic institutions, business units and government agencies at various levels. Hong is a member of the Advisory Board of China Development, American International Personnel Management Association (IPMA). He is visiting professor of Nanchang University, China. He is the senior academic adviser for several Chinese education agencies and eLearning providers.

