

China Conference 2003 - 21st, 22nd, 23rd July

Speakers

In total there will be 50 speaking events comprising of Key-Note speeches, Organisational Showcases and seminars. In addition there will be ample networking opportunities each day and extra mural events in and around the city of Edinburgh.



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.



Professor Ke Kang He, Professor of Beijing Normal University, Head of Modern Education Technology Research Centre. The first Tutor approved by China State Council for PHD students of Educational Technology. Since 1978, 7 times awarded by the Ministry of Education and Beijing Technology Development Award the Special Prize, 2nd Prize (4 times), 3rd Prize (twice). In 1992 was awarded Specialist with Extraordinary Achievement by the China Ministry of Personnel. In 1994 entered the Cambridge's World Who's who (volume 23). Vice Chairman of IT Education Committee for Worldwide Chinese Community. Editor of 'Journal of Computer Assisted learning? He is the Head of China National Centre for Distance Learning Development.



Serge Ravet, combines both technological and pedagogical expertise. 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. He is also 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; 'Valider les Compétences avec les NVQs' (DEMOS, 1999) and a Guide to e-learning Solutions (2001).



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, '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 Kingston 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.



Dr. Christopher Tan is an international speaker on IT in Education. Being a visiting lecturer at the University of Hong Kong, his R&D areas include Knowledge Construction, KM, Knowledge Community, and IT Integration with Gifted Education. He is a consultant to several government ministries, institutions and corporations internationally. His books include "Teaching and Learning with Technology", "Educational Web-Publishing" and "Learning Community: Changing Learning Culture in Primary Schools".



Jim Flood, Director of Learning, COROUS. For the last eight years Jim has been involved in developing and delivering online courses for The Open University, and in particular exploring what is appropriate and effective use of new media technologies to facilitate learning. His role has included appointing and training tutors to support learners studying in an online environment. Before joining COROUS he was a Sub Dean in the Faculty of Technology at the Open University. Most of Jim's career has centred on teaching engineering and promoting an interest and excitement about science and technology. Jim is a regular contributor to conferences and journals on the issues of e-learning.



Robert J. Freund is an independent expert on Mass Customization and Personalization (MCP) and a distance learning specialist. He has technological and pedagogical expertise and was participant of the 1. World Congress of Mass Customization and Personalization in Hong Kong (2001). Since 1997 his research activities are dedicated to the question on "How to overcome the efficiency-paradox on developing and delivering education?" His concept is based on the combination of Mass Customization and Gardner's Multiple-Intelligence-Theory. Mr. Robert Freund is involved in national and european projects on formal, informal and non-formal adult education.



Tim Drewitt, Tim is a founder Director of Balance Learning and is responsible for ensuring that Balance Learning products meet the needs of customers. He also directs the consultancy services operation. Tim was Head of Professional Learning Services at Xebec McGraw-Hill, where he directed the worldwide training consultancy division. Tim worked with organisations of all sizes across the world to develop training strategies that integrated technology based training and services into the portfolio and supported clients from developing the business case, through to evaluating the results. In all his projects, Tim has put great emphasis on positioning technology appropriately within the training mix. Tim is a frequent contributor to the training press and an enthusiastic presenter at exhibitions and conferences.



Prof. Roy Leitch, CEO, The Interactive University. Roy is an academic with a lucid strategic view of the development of higher education and, in particular, opportunities for delivering education globally. He has a strong commitment to modernising educational delivery: making it more flexible, student-centred and inclusive to all who could benefit. He believes passionately in the potential for global educational partnerships to promote international political stability.



Sam Austrin-Miner, CEO, SunV [Europe] Ltd. As well as being a director of SunV Sam is also a principle founder of AISL [Group Holdings] working in China in the educational and elearning sector. Sam has worked in Europe, the USA, South Africa and the Chinese market place for the past 15 years in IT business development, market placement and Venture Finance. SunV (Beijing) software Co., Ltd was created in October 1997 and is one of the biggest software development and service providers in China. Through the efforts based upon the enterprise motto of "Stability, Innovation, Cooperation and Sharing" the company has established a series of four product departments in Information Localisation, Information Security, Education and Entertainment, and Internet Applications. Sam will be speaking on the current Localisation market worldwide and specifically how the Chinese market place can contribute to reducing the total cost of ownership in the West.



Dan Margo, Scotland Manager, CBBC. Dan worked at CBBC's Head Office in London for two and a half years before relocating to Glasgow to take up the position of CBBC Scotland Manger. In London, Dan was instrumental in setting up CBBC's highly active Communication Technologies Forum (CTF), which helps UK Telecom and IT businesses into the China market and, developing Sports and Beijing Olympic 2008 related business opportunities on behalf of British businesses. Dan has detailed experience of working with UK companies on a one-to-one basis to evaluate the potential pitfalls and challenges of doing business in China and, in assisting them to develop a successful market entry strategy. Dan is a regular speaker at seminars and often writes for trade press on different aspects of China business.



Jonathon David Levy, Vice-president, Online Learning Solutions at Harvard Business School Publishing Corporation (www.elearning.hbsp.org). A philosopher and futurist who walks the talk, his professional credentials include leadership positions as an educator, technologist, and entrepreneur. Jonathon was assistant dean and founding director of the Office of Distance Learning at Cornell University, where he won three international awards for visionary leadership and outstanding achievement. A champion of performance support learning as a key tool for competitiveness and change management, he has assisted corporations, governments, and universities throughout the world, has published globally, and is a frequent speaker at international business and educational conferences.



Peter Simmons is the founder and head of The Distance Learning Unit of Bell International, a UK-based Educational Charity with schools in the UK and overseas devoted to the teaching of English as a Foreign Language. Its latest school opened in Shanghai last year in association with the Hu Dong Zhong Hua corporation. It will open its next school in Macau later this year. Peter has been involved in education for over twenty years as a teacher, teacher trainer, Computer Assisted Language Learning Advisor, Designer of Digital Materials and Project Manager and has been a frequent speaker at EFL conferences. Recently he led a project on behalf of Bell to provide assessment content for the Passport2U website aimed at supporting Chinese students wishing to study in the UK.



Eilif Trondsen, SRI Consulting Business Intelligence. Eilif's focus area of research and consulting at SRI Consulting Business Intelligence (SRIC-BI)—a spin-out of SRI International (formerly Stanford Research Institute)—is eLearning and eCommerce/eBusiness. He has over 23 years' experience at SRIC-BI and at SRI International, leading or contributing to a variety of projects for U.S. and foreign clients in the private and public sectors. For ten years, Eilif held the position of Research Director of the Business Intelligence Program at SRI and currently is Program Director SRIC-BI's Learning on Demand program (www.sric-bi.com/LOD). In his tenure at SRI Eilif has given numerous presentations on various eCommerce and eLearning topics at conferences and to SRI clients around the world. Eilif has also the author and co-author of numerous publications on eCommerce and eLearning topics.



Andrew Lupton, Director of Business Development for Intuition in Asia. Based in Hong Kong for the last 14 years, Andrew previously provided regional marketing solutions for Longmans and Dun & Bradstreet. Andrew moved to Intuition (<http://www.intuition.com>) in 1997 where he has been actively involved in providing corporate business e-learning solutions for clients throughout Asia, focusing on providing practical viable learning experiences for the end-user. Andrew has spoken at a number of conferences in Asia but his emphasis is on providing successful learning solutions for corporate clients in China and throughout Asia.



Brent Muirhead, Area Chair at the University of Phoenix Online (UOP). At UOP's new Atlanta campus, Brent teaches undergraduate and graduate classes as well as masters and doctoral level online courses, training and mentoring faculty candidates for UOP and conducting peer reviews of their veteran faculty members. Brent has been published almost 100 times in the past four years, writing about social and technology issues in USA Today, The New York Times and The Atlanta Journal-Constitution. He is also the Associate Editor for the electronic journal Educational Technology and Society which reaches readers in 110 countries. Brent is a regular speaker at events and has presented at various eLearning and Virtual learning events around the world. He enjoys learning new ideas and strives to be a life long learner himself.



Lance Spraggons, Lance is currently Chairman of the BAOL Quality Forum which is responsible for the effective operation of the BAOL Quality Mark scheme. He has also been a member of various external committees concerned with open learning and European funded projects and is a regular speaker at learning conferences. His most recent role was head of a team of internal Intranet consultants responsible for the development and deployment of an employee portal across their UK and mainland Europe sites. He was part of a strategic group responsible for global Inet; HRIS, e-Hr, employee self service functions and knowledge management within his company . He has experience through this role in knowledge management, document management and employee self service. Previously Lance was responsible for the development of an HR Intranet; the selection and deployment of a learning management system to support a performance management process and HR information systems.



Prof. Dr. Karl Kurbel is the initiator and CEO of the Virtual Global University (VGU), a private organization providing multimedia and Internet based higher education in the field of information technology and management. VGU is a pioneer in producing and delivering multimedia content over low-bandwidths networks. A complete accredited master program in Business Informatics is taught by VGU faculty in this way. Professor Kurbel is also head of the Business Informatics department at the European University Viadrina Frankfurt (Oder) in Germany. He has chaired several committees developing curricula for study programs that were adopted throughout Central Europe. His current research projects are in the areas of virtual education; mobile and electronic commerce; and software agents.



John Gordon. John is one of the most experienced learning technologists in Europe, with many years of experience in the University Sector and in industry. John has over 20 years experience as an academic working in Higher and Further Education, he has acted as a consultant internationally for many years and advised governments and large companies in the applications of technologies for learning. John has been involved in major EU funded projects in the applications of web based and eLearning. John has been involved in China for many years, first in Hong Kong and latterly on the mainland itself. John is reporting on his most recent China based project in this conference. The project was funded by the EU and the Chinese Ministry of Education. It involved developing technology for learning based on the IEEE LOM model, and was a joint venture with Chinese and European partners.



Richard Garrett, Deputy Director of the Observatory on Borderless Higher Education, London, UK. The Observatory on Borderless Higher Education is a strategic information service covering e-learning, transnational higher education and new providers (e.g. for-profit universities) internationally. Mr Garrett was a member of the consultancy team for the international 'The Business of Borderless Education?project and has extensive experience in higher education research and consultancy. Particular areas of expertise include e-learning, transnational higher education and new providers (eg for-profit universities). Prior to joining the Observatory, Mr Garrett was Research Officer, School of Educational Studies, University of Surrey. Projects to which he has contributed include the National Inquiry into Higher Education (Dearing), geodemographic analysis of widening participation (funded by HEFCE), senior management development (funded by HEFCE) and HEQC's Graduate Standards Programme.



Professor Bo Sun, Department of Information Technology, Beijing Normal University and Managing Director of Beijing EduNet Information Ltd. Prof. Sun would like to share his experience of Elearning development projects he is involved in China. His topic will be 'To create digital environment, to expedite education development by providing professional services). He is the main designer of www.fszy.net - Foshan Education Network for Foshan of Guangdong Province. Foshan Education Network was assessed by China Ministry of Education on 15th September 2000 and was rated as the 1st Class nationwide. Beijing EduNet Information Company Limited was established in May 2001 after the successful launch of Foshan Education Network and with Professor Sun as Managing Director. Beijing EduNet Information Company Limited currently has four main product lines: EduNet; Digital Campus; E-training; Corporate Elearning.



Sanjaya Sharma joined Tata's administration service just after his 22nd birthday, some 23 years ago, having completed an MBA qualification. He worked first for Tata hotels and then moved to Tata Infotech after undertaking a post-graduate course in software technology in 1983/84. He found that course so 'boring' that he re-designed it and this fired his interest in training. In 1988, he came to study in London for a while and, in 1990, formed TIS. Initially, TIS operated within the Indian market, working for companies within the Tata Group. One of TIS's programs - on family planning - came to the attention of the United Nations and Tata's entry into the international e-learning market followed. Tata Interactive Systems (TIS) has one of the world's largest teams for the design and development of custom-built e-learning solutions. It is part of the Tata group, India's largest business house, employing over 330,000 people and accounting for some two per cent of India's gross domestic product (GDP).



Dan Garrett is the Chief Technology Officer for Gold Mind Telecom, Ltd., a wireless Internet company based in Hong Kong and servicing the China market. He has 19 years of experience in the Internet security, Information Technology and telecommunications sector with nearly half spent in Asia. He is also the President of NMP, Inc., an Internet and IT consultancy specializing in IT solutions for Asia and the Third World. Mr. Garrett previously worked at a Washington D.C. high-tech R&D company developing Internet, IT and security applications and was the co-founder of a successful Internet start-up. He is also a certified Teacher of English as a Foreign Language. He received his Bachelor of Science in Government and Politics from the University of Maryland with an emphasis on U.S. Diplomatic History in East Asia. His graduate work was completed at the University of Baltimore.



Andrew Ross, Group CEO and Principal Consultant (Asia Pacific) FM Systems. Andrew's background is more business orientated and focused on the transition of organisations into a multi-delivery approach for learning and development, whilst achieving their business objectives. For the past 4 years he has facilitated the education & introduction into large corporate and government organisations of distributed eLearning infrastructures that deliver business focused outcomes. Andrew's focus is on developing knowledge and learning technology frameworks that facilitate change, performance and sustainable improvement in the way that people learn in the enterprise and institution. As a supporter of this event FM Systems produces the www.elearning-directory.com in partnership with the eLearning Centre (www.e-learningcentre.co.uk) which enables organisations entering the eLearning market to receive an independent view of who provides what products and services in this industry.



Professor Ellen Hope Kearns is currently Professor and Graduate Coordinator at California State University Dominguez Hills in Carson, CA (www.csudh.edu/soh/soh.htm). Professor Hope Kearns has over twenty years of higher education experience in the areas of clinical laboratory sciences and allied health. Her research and special interests involves e-commerce, e-health, e-learning, and transdisciplinary/transnational education. Ellen has authored publications on these topics, she has been a frequent speaker at national and international conferences, and she has conducted multidisciplinary health sciences programs overseas since 1985. Ellen currently serves on the Globalization Task Force of the American Society for Clinical Pathology (ASCP) Board of Registry and is a board member of the North American Consortium of Nursing and Allied Health for International Cooperation. She is co-founder of Project INSPIRED (Institutional Student & Professional Interdisciplinary Research & Education Development) and is a consultant for a Transatlantic Health Science Consortium. The Consortium consists of four American and four European institutions of higher learning. Ellen received the 2003 Excellence in Education Award from the ASCP and is currently working on her doctoral research at the University of Central Lancashire in the U.K.



Paul Palmarozza, President, Intellexis plc. Paul is one of the most experienced executives in technology-delivered learning with over 25 years senior management experience. With an MBA from a US university and a post-graduate Diploma in Education from Oxford he is uniquely qualified to deal effectively with both the learning and business issues of the financial training industry. For 14 years Intellexis has concentrated its efforts in the design, development, marketing and support of financial e-learning programmes. With a library of 36 courses, some available in 7 languages, and a client list consisting of some of the largest global companies, Intellexis has amassed considerable experience in the effective use of e-learning. Using case studies from a number of clients including Unilever, Deloitte & Touche, IBM, Nestle, Cadbury, Rolls Royce, Heineken, Pirelli and others, the lessons learned in the areas of

customisation, use of language versions, internal marketing, involvement of senior management and financial assessment will be presented.



Alejandro Bedini González. Alejandro is an academic in the Department of Industries at the University Federico Santa Maria in the areas ebusiness and elearning. Alejandro is also the founder and president of SPIN-Ecuador and SPIN-PERU as well as Creator of the Cónдор model, that allows to improve and to evaluate the processes of software in organizations with limited resources. Alejandro is a member of the ESI (European Institute of Software) and also the SPIN (software Process Improvement Network). He has published and presented at conferences in Argentina, Chile, Ecuador, Ireland, Italy, Peru and Venezuela. He also publishes a regular article of the month in the Latin American Society of Quality.



Anita Pincas is Senior Lecturer in the School of Lifelong Education and International Development at the Institute of Education, University of London. On behalf of the Institute of Education, she welcomes the opportunity to meet specialists centred around Chinese education, in which the Institute has had decades of involvement. Anita has worked and published in all aspects of pedagogy, initially as a trainer of English teachers, and for 12 years as an online learning specialist. Currently, she runs the prestigious and long-established international distance Certificate in Online Education and Training, which she founded in 1992. This brings together professional educators and trainers to investigate online learning issues and discover what it is like to be a distance learner via the internet. The global reach of the course to over 250 people across the world is a unique opportunity and experience. She will draw on her wide experience to present some firmly realistic and commonsense approaches to e-teaching for China.



Stephanie Downs is an entrepreneur offering a broad range of strategic and tactical experience, including extensive work in event management and marketing. She has developed and managed marketing and event plans for large, national corporations, helping them strengthen or establish positioning, increase awareness and ultimately increase sales and revenue. Downs is a frequent speaker about virtual events and communication and the impact e-conferencing continues to have on the business community. In 1999, she founded MarKomm Consulting, focusing on the strategy, marketing and production of traditional and virtual events. To complement her consulting business, in 2000 she founded ConferZone, an objective e-conferencing resource that provides comprehensive industry analysis, market data and guidance to organizations. She continues to support and operate both businesses at their headquarters in Denver, Colo. Prior to starting her own business, Downs worked with Prime Response, Inc., a marketing automation software start-up, as director of marketing communications. She also worked for IBM Corporation as a marketing specialist and with CPM Corporation, a database marketing software start-up, as the vice president of marketing communications. Downs graduated magna cum laude with a Bachelor of Science degree in marketing from Illinois State University.

For more information on submitting your own papers please see the section entitled Call for Papers.

For more information contact info@elearnchina.com