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WHAT WORKS?

Successful Education Policies,
Resources and Technologies



16 APRIL 2014

OLYMPIA CONFERENCE
CENTRE, WEST LONDON



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Welcome to the **What Works?** Education Conference

Successful Education Policies, Resources and Technologies

This third edition of the annual 'What Works?' conference brings together 22 experts from 12 countries to examine what it is that creates successful policies, resources and technologies in the education sphere.

Education is a strategic issue for everyone, and every country does it differently. Politicians, international agencies and technology companies are all making their own interventions, usually involving the use of consumer technologies and the Internet in schools. The challenge is to work through the diversity of possible solutions and find the best fit. This conference is the perfect opportunity for policy makers, technologists, educators, researchers and publishers to come together, share their insights, test their assumptions against real-world experience and genuinely try to find out 'What Works?'

Conference Programme

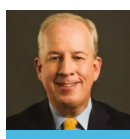
09.30

Introduction



Welcome

Richard Charkin,
IPA President



Introduction

Jay Diskey, Chair, IPA
Educational Publishers Forum

09.45

1st Keynote



Singapore as a best-
practice example of
educational resource
development

Andrew Fong, Marshall
Cavendish Education
(Singapore)

10.15

2nd Keynote



Investing wisely:
More and better learning
for all

Luis Benveniste,
World Bank (USA)

11.00

Coffee and networking

11.15

'In Conversation With'



A discussion around
the value of edutainment
and gamification:
Does it work and how?



Dr Jo Twist, CEO UKie (UK);
Ian Livingstone CBE,
Co-founder Games
Workshop, Author and
Entrepreneur (UK)

abc

All delegates receive **free entrance** into
The London Book Fair with their conference pass

12.00

What Works Best: Government vs Private



Chair: Richard Mollet, The Publishers Association (UK)



Who is best placed to commission and deliver educational content – governments or educational publishers? This panel will consider both sides: The successes as well as failures



Speakers: Lis Tribe, Hodder Education (UK); Miklós Nagy, Európa Könyvkiadó Publisher, (Hungary); José Ignacio Echeverría, CANIEM (Mexico)



13.00

Lunch and networking

13.45

Demonstrating What Works



Chair: Wilmar Diepgrond, German Association of Educational Publishers



The online market for free learning materials in Germany

Professor Werner Wiater, Augsburg University (Germany)



Learning resources, digital textbooks and storytelling

Professor Cino Roncaglia, Tuscia University, Viterbo (Italy)



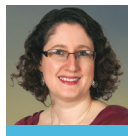
The ubiquitous reader and the consequences for education

Professor Lucia Santaella, São Paulo Catholic University (PUCSP), Director of CIMID, Center of Research in Digital Media (Brazil)

15.00

Coffee and networking

15.15



Researching What Works

Chair: Kate Worlock, Outsell



Presentations around what good quality research looks like: What is meaningful and how can it be put to good use?



Speakers: Deborah Smith, Bond University (Australia); Wouter Oosterheert, Stichting leerKracht (Netherlands); Sarah Maughan, AlphaPlus Consultancy (UK)



16.20

What Works Best: Print vs Digital



Chair: Graham Taylor

Everyone — from governments to educators to resource providers — is focused on delivering 'digital in the classroom'. Yet progress remains slow. What works best when shifting from print to digital and how can education systems successfully adapt to the digital world?



Speakers: Wouter van Tol, Samsung (UK); Yu Chunchi, China Education Publishing & Media (PR China); Colin Hughes, Collins Education (UK)



17.15

Networking reception



Speaker presentations will be made available following the conference

Speakers

Luis Benveniste

Luis is Education Practice Manager for Global Engagement and Knowledge at the World Bank. He was a co-author of the World Development Report 2012 on Gender Equality and Development and was responsible for the World Bank education portfolio in East Asia and Pacific. He holds a Doctorate in International Comparative Education from Stanford University and a BA Magna Cum Laude in Psychology from Harvard.

Richard Charkin

Richard is Executive Director of Bloomsbury Publishing Plc. He is a non-executive director of the Institute of Physics Publishing, Chairman of the International Advisory Board of Bloomsbury Qatar Foundation Journals in Doha, a Trustee and former Chairman of Common Purpose International, former Chairman of the Society of Bookmen, Council member and former President of the UK Publishers Association, former UK representative to the Federation of European Publishers and currently President of the International Publishers Association.

Yu Chunchi

Yu Chunchi is Executive Director and VP of China Education Publishing & Media Holdings Co Ltd. He has been in education publishing for 24 years after graduating from Beijing Foreign Studies University. Before joining in 2011 he was the President of Foreign Language Teaching and Research Press, the 3rd largest publisher in China. He got his MPhil degree in publishing from Publishing Studies Centre, University of Stirling in 1997.

Wilmar Diepgrond

Wilmar has now been in the publishing industry for 30 years, for the past 13 years as managing director of Bildungsverlag I, part of the Westermann Group. He previously worked in the education and legal/tax divisions at Wolters Kluwer, Infinitas Learning Germany, Digital Spirit. He is chairman of the board of the Association of Educational Publishers in Germany (Verband Bildungsmedien).

Jay Diskey

Jay is currently the Chair of the IPA's Educational Publishers Forum. He is also Executive Director of the Association of American Publishers' PreK-12 Learning Group. He directs and coordinates the division's activities including public policy development, advocacy, and communications. Prior to AAP, Diskey headed Diskey & Associates, a public relations and public affairs consultancy specializing in education and workforce development.

José Ignacio Echeverría Ortega

José Ignacio began publishing at SITESA publishing house in 1985. From 1997-2002 he was Director General of Publications for UNAM. He was President of the Mexican National Book Association in 1989-90 and Vice-President of CIE, the Ibero-American Publishers Group, from 2001 to 2003. He is currently President of the Mexican National Chamber of Book Publishers (CANIEM) and Vice-President of CIE.

Andrew Fong

Andrew is currently Head of International Markets for Marshall Cavendish Education in Singapore. With over 15 years' experience in the education sector, Andrew has taken on roles from classroom teacher to content developer, to sales, marketing, strategy and general management. Andrew is familiar with K-12 as well as the Higher Education and ELT segments.

Colin Hughes

Colin joined HarperCollins in 2012 as Managing Director of the Collins Education division. He was

promoted to MD, Collins Learning — bringing together the Education and Language divisions. Most recently he has been Director, Guardian Business and Professional — a position he was promoted to having successfully launched Learn.co.uk for the Guardian group in 2000. This digital curriculum online business began as a joint-venture and was then wholly owned by Guardian News and Media.

Ian Livingstone CBE

Ian is one of the founding fathers of the UK games industry. He co-founded iconic games company Games Workshop, launching *Dungeons & Dragons* and the Games Workshop retail chain. He is Life President of Eidos, Vice Chair of Ukie, Chair of Playdemic, Chair of PlayMob, Chair of Skillset's Video Games Council, Chair of Next Gen Skills Committee, Member of the Creative Industries Council, Trustee of GamesAid and an advisor to the British Council. He was appointed CBE in the 2013 New Year Honours list.

Sarah Maughan

Sarah is Associate Director of Research at AlphaPlus. Prior to this Sarah was Director of Research at NFER, where she managed a team of 75 research professionals delivering over 100 projects each year. Sarah has led a large number of research studies including the administration of PISA in the UK and a review of mathematics teaching and assessment across Europe.

Richard Mollet

Richard became Chief Executive of the Publishers Association in October 2010. In this role he is responsible for leading political engagement with government and parliament at a national and EU level. He also regularly represents the publishing sector in the broadcast and print media.

Miklós Nagy

Miklós is Director of Európa Könyvkiadó, one of the biggest publishing houses in Hungary, where he has worked for more than 25 years. He has written two books (a collection of essays and a novel) and has translated more than 90 books from Russian, English and Spanish into Hungarian. He has been responsible for publishing many great writers in Hungary including Vladimir Nabokov, Mario Vargas Llosa, Jorge Luis Borges and Bret Easton Ellis.

Wouter Oosterheert

Wouter is program development manager for the Dutch NCO leerKRACHT, a rapidly growing NCO in The Netherlands focused on developing a culture of continuous improvement among teachers and school leaders in primary, secondary and vocational education. Prior to leerKRACHT, Wouter worked as an analyst for McKinsey & Company and as staff facilitator for the USA based NCO Up with People.

Cino Roncaglia

Cino is Senior Research Fellow and Director of the Masters course in e-learning and of the Advanced course on the future of the book at Tuscia University, Viterbo. He has authored scholarly books and articles on History of Logic and Digital Humanities and is a scientific consultant for the New Media division of the Italian State TV Broadcaster RAI. He has been a scientific consultant and author of TV programs on new media from 1996 onwards.

Lucia Santaella

Lucia is a professor at São Paulo Catholic University. She has a PhD in Literary Theory and in Communication Sciences. She is an honorary President of the Latin-American Federation of Semiotics, a member of the Argentinian Academy

of Fine Arts, and was President of the Charles Sanders Peirce Society, USA. She has published 42 books, edited 12, and published 300 articles in journals and books in Brazil and abroad.

Deborah Smith

Deborah is a PhD candidate at Bond University, Australia. Her research focuses on 'Turning on the book: Investigating factors that influence higher education teachers' adoption and use of digital textbooks'. Deborah has 20 years' experience teaching linguistics, English as a Second Language, Academic Reading, Academic Writing, and Australian Popular Culture.

Graham Taylor

Graham has been an educational publisher for 40 years, holding senior positions at Heinemann, Longman, Nelson, and Collins. Since 2001 he was Director of Educational, Academic and Professional Publishing at the UK Publishers Association but has recently left to set up his own consultancy, The Long Came. He was founding Chair of the IPA's Educational Publishers Forum, and has been director of the Publishers Licensing Society and the Copyright Licensing Agency.

Wouter van Tol

Wouter is European lead for Samsung Electronics' corporate responsibility programme. The programme gives young people in 32 European countries access to smart technologies, skills and training. By the end of 2019, more than 400,000 young people will have directly benefited from Samsung's digital education programme in Europe.

Lis Tribe

Lis is Managing Director of Hodder Education. She started her career at Routledge, working in the social sciences editorial team. She has worked at Hodder Education for over 20 years, publishing a variety of subjects and levels before becoming publishing director and then MD.

Dr Jo Twist

Jo is currently CEO of Ukie. Previously she was Channel 4 Commissioning Editor, Education, where she commissioned Digital Emmy-winning *Battlefront II*. Jo was Multiplatform Commissioner for BBC Entertainment & Switch, BBC Three Multiplatform Channel Editor, and formerly a technology reporter for BBC News. She is a London Tech Ambassador and sits on the BAFTA Games Committee.

Professor Werner Wiater

Werner is Chair of School Pedagogics at the University of Augsburg in Germany. He has been Professor of Pedagogics at the University of Clausthal and gained postdoctoral lecturing qualifications at the University of Hildesheim before moving to the University of Augsburg. Professor Wiater has a Foreign Professorship at the Free University of Bozen (Italy) and has been President of the Society of Historical and Systematical School Textbook Research.

Kate Worlock

As VP & Lead Analyst at Outsell Inc, Kate leads Outsell's coverage and research of education information solutions in all areas of the education marketplace, including K-12, higher education, professional training, and human capital management.