



## Global Education Technology Summit 2008 – Europe

### Conference Program



**Conference contact information**

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**Conference location**

Hotel InterContinental Frankfurt  
Wilhelm-Leuschner-Strasse 43  
60329 Frankfurt am Main  
Germany

## Background information

GETS is known for bringing together senior leaders in education and government to share their views on strategies for transforming education in the 21st century. Previous GETS events, held in Calgary, Alberta, Canada, for the past two years, have been successful forums on ICT in education. Building on the success of these global events, strong interest has been expressed in conducting similar regional events around the world. More than 45 countries were represented at the global event in November 2007, which stimulated some lively and engaging discussion around ICT in education. GETS 2008 – Europe will follow this same model.

Supported by Foreign Affairs and International Trade Canada and *Schulen ans Netz* (German Schools to the Net initiative), GETS 2008 – Europe comprises a series of regional sessions addressing key topics related to ICT in education, including professional development, digital content, research and ICT policy. The summit will focus on countries that are fundamentally redefining their vision, mission and standards to secure a promising future for their students. During this event, you will have an opportunity to add your voice to a regional discussion that continues to gain momentum as we understand more about the unmistakable links between education, technology and economic prosperity.



## Venue information

Hotel InterContinental Frankfurt  
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## Welcome reception – Monday, March 3, 2008

### Hotel InterContinental Frankfurt – Dresden Room

- |       |   |
|-------|---|
| 18:00 | <b>Registration</b>   |
| 18:30 | <b>Welcoming remarks and introductions</b><br>David Lapides, Director, Education Market Development, SMART Technologies, Canada<br>Russ Erickson, Manager, International Channel Management, SMART Technologies, Canada |
| 19:00 | <b>Keynote address – Collaboration through eTwinning</b><br>Regina Eichen, Education Manager, <i>Schulen ans Netz</i> (German Schools to the Net initiative), Germany   |

Please join us for an optional welcome reception and introductions on Monday evening. Drinks and light appetizers will be served from 18:00 to 20:30. Advance registration is also available for delegates at this time.

## Day one – Tuesday, March 4, 2008

### Hotel InterContinental Frankfurt – Rhein-Main-Mosel Conference Room

- 08:30           **Registration and coffee**
- 09:00           **Welcoming remarks**  
Anju Visen-Singh, Acting Senior Manager, Education Marketing, SMART Technologies, Canada
- 09:30           **Panel discussion – Developing ICT Policy**
- Antonio Saravia, Digital Society Director, Red.es, Department of Industry, Tourism and Commerce, Spain
  - Dejan Zlatkovski, ICT Advisor, Ministry of Education and Science, Macedonia
  - João Santos, Assistant of the Regional Secretary of Education and Science, Autonomous Region of the Azores, Portugal
- 11:00           **Coffee break**  
Berlin foyer
- 11:30           **Building a Competitive ICT-Enabled Education System**  
Lilla Voss, Chief Advisor, Ministry of Education, Denmark
- 12:30           **Lunch**  
Restaurant Signatures
- 14:00           **Panel discussion – Building Teachers’ Skills**
- Ellen Kammertöns, Project Manager, eTwinning, *Schulen ans Netz* (German Schools to the Net initiative), Germany
  - Hanne Wacher Kjaergaard, Associate Professor, VIA University College, Aarhus College of Education, Denmark
- 15:30           **21st-Century Teaching and Learning**  
Nancy Knowlton, CEO, SMART Technologies, Canada
- 16:15           **Coffee break**  
Berlin foyer
- Back to school**  
These sessions will explore ideas for integrating classroom technology and creating digital content. Participants will have the chance to attend an ICT-enabled classroom to see how interactive technology can influence hands-on teaching.
- 16:30           **Back to school – Math 101**  
Niina Mämmi, Education Manager, Aronet, Finland
- 17:00           **Back to school – Language arts 101**  
Veronika Biskupova, The Primary and Lower Secondary School, Kravsko, Czech Republic
- 17:30           **Break**
- 18:20           **Meet in hotel lobby**
- 18:30           **Depart hotel for dinner**
- 19:00           **Dinner**  
Cruise on Rhein River dinner boat

## Day two – Wednesday, March 5, 2008

### Hotel InterContinental Frankfurt

- 08:30            **Depart from hotel for school tour**
- 09:15            **School tour**  
A – Primary School: Lauterbornschule Offenbach, Offenbach  
B – Secondary School: Heinrich von Kleist Schule, Eschborn
- 10:30            **Depart from school to hotel**
- 11:00            **Return to Hotel InterContinental**  
**Coffee Break**  
Nymphenburg room
- 11:30            **Regional roundtable discussions**
- **Roundtable A**  
Rhein room
  - **Roundtable B**  
Main room
  - **Roundtable C**  
Mosel room
- 12:45            **Lunch**  
Restaurant Signatures
- 14:00            **Research on the Impact of ICT in Education**  
Rhein-Main-Mosel conference room  
Bridget Somekh, Professor of Educational Research, Educational and Social Research Institute,  
Manchester Metropolitan University, United Kingdom
- 15:00            **Panel discussion – Digital Content Strategies**  
Rhein-Main-Mosel conference room
- Peter Hamilton, Head of Education Development, Intel IT Innovation Centre, Ireland
  - Radu Jugureanu, Project Manager, Educational Software Department, SIVCO Romania SA, Romania
  - Paul Colbert, Director of Business Development (Content), Global Grid for Learning, Cambridge University Press, United Kingdom
- 16:00            **New Innovations in Classroom Technology**  
Nymphenburg room  
Giselle Gonçalves, Product Manager, SMART Technologies, Canada
- 16:40            **Closing remarks**  
Nymphenburg room  
Tom Hodson, President and COO, SMART Technologies, Canada

## Speaker Biographies

### **Nancy Knowlton**

#### **CEO, SMART Technologies (Canada)**

Nancy Knowlton focuses primarily on business development and strategic initiatives for the growth and development of SMART. In 2002–2003, Nancy Knowlton was one of the nine members of the independent commission that reviewed Alberta's basic education system and produced "Every Child Learns, Every Child Succeeds." Additionally, she has spoken around the world on the topic of the "21st-Century Classroom ... Today," sharing her perspectives on the successful integration strategies for interactive whiteboards in everyday teaching and learning. Ms. Knowlton has won several awards, including the 1999 Canadian Woman Entrepreneur of the Year in the Export category, the 1999 Prairies Region Technology Entrepreneur of the Year Award (with co-founder David Martin) and the 2005 Alberta Centennial Medal (with co-founder David Martin) by the province's Minister of Innovation and Science.

### **Regina Eichen**

#### **Education Manager, *Schulen ans Netz*, German Schools to the Net initiative (Germany)**

Ms. Eichen focuses on pedagogical work in the fields of youth and adult education. Her main focus is gender, education and media convergence. Ms. Eichen has been with *Schulen ans Netz* since 1999. She is responsible for the development of online educational environments and content for teachers and students. Since 2005, she has also managed "Lehrer-Online", the content portal and learning environment for schools of *Schulen ans Netz*.

### **Antonio Saravia**

#### **Digital Society Director, Red.es, Department of Industry, Tourism and Commerce (Spain)**

Mr. Saravia has a MSc in Computer Science from the Polytechnical University of Madrid as well as an Executive MBA from the Instituto de Empresa of Madrid. After joining the Conseil European pour la Recherche Nucleaire in 1991 as a software engineer, Mr. Saravia returned to Spain to work in the telecom sector, where he was responsible for the management of wired and mobile network projects. In December 2002, he joined Red.es, a public entity of the Ministry of Industry, where, in close cooperation with central and regional administrations, he focused on launching nationwide initiatives in the field of ICT, mainly in education.

### **Dejan Zlatkovski**

#### **ICT Advisor, Ministry of Education and Science (Macedonia)**

In 1998, Mr. Zlatkovski graduated from the University St. Cyril and Methodius Skopje. His thesis was entitled "Development of Web Based Systems for Learning, Testing and Assessment." Since 1999, he has worked for the Ministry of Education and Science in Macedonia, with responsibility for e-learning, school computerization, library information systems, digital content development, educational portal management and development of a new Educational Management Information System. In 2005–2006, he participated in an advanced study program on the Implementation of ICT in Education at GWU in Washington, DC.

### **João Luis Sanchez dos Santos**

#### **Assistant of the Regional Secretary of Education and Science**

#### **Regional General Office of Education and Science of the Azores Government (Portugal)**

Mr. Santos graduated in teaching mathematics and sciences and worked as a teacher for 14 years. He is certified by Conselho Científico-Pedagógico da Formação Continua in the field of mathematics. Mr. Santos is currently the Assistant of the Regional Secretary of Education and Science of the Azores Government, representing this department at different commissions and working groups – mainly in the Technical Commission of Regional Planning, Interdepartmental Commission for European Matters and as a Consultant on the Council for Science and Technology. He is also part of the *Açores- Região Digital* project and the Regional Education Forum created under the *Partners in Learning—Parceiros na Educação* Program.

### **Lilla Voss**

#### **Chief Advisor, Ministry of Education (Denmark)**

Ms. Voss, who is currently the chief advisor on ICT in education for the Danish Ministry of Education, graduated from the University of Copenhagen in 1971. Most of her professional career has been focused on planning and administrating higher education and research. From 1977–1983, she was responsible for higher education and research within the Nordic Council of Ministers. Since 1983, Ms. Voss has worked in the Danish Ministry of Education

as the Chief Advisor to the Minister, with the overall responsibility for ITC in education. She has also served as secretary for a series of national committees and been responsible for drafting national strategies for ICT in education. Since 2002, her main task has been to plan and implement the government's national ICT strategy for primary and lower secondary school (ITIF - ICT in the Folk school). Ms. Voss has been the Danish national expert for a long series of EU framework programs and has also been a member and former chair of the steering committee for the European Schoolnet since its founding.

#### **Ellen Kammertöns**

##### **Project Manager, eTwinning, *Schulen ans Netz*, German Schools to the Net initiative (Germany)**

Ms. Kammertöns has a Master's Degree in the Studies of Sociology, Organizational Science and Psychology. Her pedagogical work has been focused on the development and evaluation of curricula/courses for schools and universities. She joined *Schulen ans Netz* in 2004 with the start of the European program called eTwinning, which offers a framework for schools to collaborate on the Internet with partner schools in other European countries. The professional development of teachers is one of the main goals of eTwinning – part of the Lifelong Learning Program of the European Commission. Ms. Kammeröns was responsible for the development of teacher training and pedagogical content and is currently the project manager for eTwinning.

#### **Hanne Wacher Kjaergaard**

##### **Associate Professor and IT Integration Consultant, VIA University College, Aarhus College of Education (Denmark)**

Ms. Kjaergaard has taught English at various levels of education in Denmark, including secondary and further education. For the past 10 years, Hanne has worked in teacher education, partly as an English teacher, and partly as a consultant on the integration of ICT and related policies, strategies and evaluations at the Aarhus College of Education. Ms. Kjaergaard has also helped develop ICT-based training material and programs for in-service training. Finally, she has been involved in various projects under the Danish Ministry of Education, in a consultancy role for the development of local systems.

#### **Niina Mämmi**

##### **Education Manager, Aronet (Finland)**

Ms. Mämmi is a former classroom teacher and ICT trainer. She started teaching with SMART Board™ interactive whiteboards in 2003 and has been training teachers in the integration of interactive whiteboard systems since 2005. In her current role with Aronet, SMART's distributor in Finland, Ms. Mämmi works directly with local schools on the successful implementation of ICT in the classroom.

#### **Veronika Biskupova**

##### **Teacher, The Primary and Lower Secondary School, Kravsko (Czech Republic)**

Ms. Biskupova has been teaching students of various ages (9–15) at The Primary and Lower Secondary School, Kravsko, for eight years. ICT has been implemented widely in various subjects at the school. Ms. Biskupova has been working with SMART Board interactive whiteboards for four years. In cooperation with AV Media, SMART's distributor in the Czech Republic, Ms. Biskupova shares her ICT skills and experience with her peers and helps educate Czech teachers on the advantages of using new technologies in the classroom. She also participated in the European SMART Board User Forum in Finland in 2007.

#### **Bridget Somekh**

##### **Professor of Educational Research, Educational and Social Research Institute, Manchester Metropolitan University (United Kingdom)**

Ms. Somekh was a school teacher for 14 years before 1985, when she became the Curriculum Development Officer for Netherhall Software within the government's flagship Micro-Electronics in Education Programme. She currently directs the Research Centre for ICT, Pedagogy and Learning at Manchester Metropolitan University. Her research interest is the process of innovation and the management of change. In particular she examines the impact of ICT on users and their organizations and the ways in which learning with ICT is enabled or constrained by curricular, pedagogical and organizational factors. Since 2000, Ms. Somekh has directed a number of national research studies for the DfES/Becta, including the ImpaCT2, ICT Test Beds and Primary Schools Interactive Whiteboards evaluations of the UK government's investment in ICT for schools. Ms. Somekh is internationally known for her work in ICT in education and has been a keynote speaker at many conferences in Europe, the United States, South America and East Asia.



**Peter Hamilton****Head of Education Development, Intel IT Innovation Centre (Ireland)**

Mr. Hamilton is the Head of Education Development with Intel IT Innovation. He more than 25 years of experience in the IT industry and has been with Intel since 1991. There, he has worked in a variety of manufacturing, quality management and technology development roles in both Ireland and the United States. In 1998, Mr. Hamilton was a founding member of Intel Performance Learning Solutions, now part of Intel IT Innovation. He has led the education research, design and development activities that have delivered the award-winning skool™ Interactive Learning and Teaching Technologies which are successfully implemented Ireland, the United Kingdom, Spain and Portugal, Latin America, Africa, the Middle East and Asia. Mr. Hamilton has consulted on emerging education technologies in North America, Europe, the Middle East, Africa and Asia and has published papers on mobile and technology-based learning. He has a M.Eng. from University College Dublin. In 2004, Mr. Hamilton was joint recipient of the Digital Media Person of the Year Award at Ireland's National Digital Media Awards for his work with the skool Interactive Learning and Teaching Technologies. In 2008, Intel IT Innovation continues to develop sustainable integrated technology solutions to help stimulate the global technology-based learning environment with new programs in development in Europe, South America, North and West Africa and Asia.

**Paul Colbert****Director of Business Development (Content), Global Grid for Learning, Cambridge University Press (United Kingdom)**

Mr. Colbert has 20 years of experience delivering technology based learning to corporate, education and government sectors worldwide. He is currently responsible for partner relationships within the Global Grid for Learning, a multi-publisher platform for the distribution of educationally-validated digital content to schools worldwide.

**Radu Jugureanu****Project Manager, Educational Software Department, SIVECO Romania SA (Romania)**

Mr. Jugureanu studied mathematics at the University of Bucharest. He has also studied management in youth organizations and nonformal education, and he is a CISCO-Certified trainer. With a background as a mathematics and computer science teacher, Mr. Jugureanu was one of the pioneers who introduced IT resources into Romanian schools. He is currently a Department Manager with SIVECO Romania SA, responsible for the development of the educational multimedia AeL eContent library, which won The World's Best eContent award in the category of e-Learning among 168 countries at the World Summit for Information Society in 2005. His theoretical work is centered on the standardization of content development.

**Giselle Gonçalves****Product Manager, SMART Technologies (Canada)**

Ms. Gonçalves has a MBA from the University of Calgary. She spent four years working in children's television. Ms. Gonçalves has been with SMART Technologies for three years. Currently she is the product manager of the SMART Board interactive whiteboard and Notebook™ collaborative learning software.

**Tom Hodson****President and COO, SMART Technologies (Canada)**

Tom Hodson is considered a thought leader in strategic management and is recognized as one of Canada's top sales and marketing executives. He speaks frequently to corporate audiences on business strategy and a wide range of sales management and marketing topics. Mr. Hodson joined SMART in 2006 from a consulting firm serving Fortune 500 companies specializing in the areas of strategic customer management, marketing and business integration. In his former capacity as Executive Vice President and Managing Partner, he led large-scale projects in the areas of post-merger business integration, customer marketing and strategic account management. He has worked with a who's who list of blue chip companies and his leadership has helped transform the efforts of numerous companies. Mr. Hodson spent 16 years at a well-known packaged goods company where he worked in a variety of roles from entry-level to the executive rank. He was widely recognized for his outstanding leadership skills and was consistently ranked in the top five percent of his peer group in North America. His business results reflect an ability to deliver strong growth in very complex and competitive environments.