

Training in Action 2007



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Innovate to compete

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7 - 8 June 2007
Sestri Levante

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Dear Training in Action Workshop attendee,

Welcome to Sestri Levante's Bay of Silence, on the North West Italian Riviera - the home of the Training in Action workshop and of Giunti Labs' Research Division.

At the end of the '90s, when we were looking for a place to set up our Research & Development department dedicated to the future of learning, publishing and knowledge management, this site immediately stood out as the best choice.

Restored at the end of the 20th Century under the umbrella of the *MediaTerraneo Project*, a framework of environmental renovation sponsored by the European Commission to study and challenge new Media and Communicational Technologies at the dawn of Europe's emerging Knowledge Society, the Annunziata Abbey and its surrounding Bay and Hilltop, has always been a natural point of inspiration.

We know, from their notes and manuscripts, that Shelley, Byron, Andersen and other 19th Century poets used to visit these breathtaking shores and hill spots to reflect on the future of mankind.

Later, Guglielmo Marconi, who discovered radio waves and whom many would recognise as the father of all new media and communicational technologies, came to Sestri Levante having had to seek investment funds in London following the Italian Postal Ministry's refusal to sponsor his research - then labeled as "*useless innovation*".

Marconi used to take holidays regularly at the Bay and among its hilltops in order to test his open sea transmission equipment. These tests helped to bring about an invention that was to prove vital to the future of Europe: radar.

Today we are, again, at the dawn of a new revolution. The advent of ubiquitous, mobile and virtual communication empowered by broadband and wireless internet infrastructures, will have unmatched implications for our day-to-day working habits and conditions.

As Thomas Friedman puts it in his *Brief History of the 21st Century*, 'the World is turning flat again' as swift advances in technology and communications are putting people all over the globe in touch as never before - at least not since another traveler from these shores, Cristoforo Colombo, sailed westward to open new frontiers.



These advances in technology and communications are now challenging our businesses to run even faster just to compete with the labour market that is emerging from the new growth economies, such as those in China, India and Korea. Our workforces need new learning paradigms, technologies and standards to help them develop ever greater skills and competencies, and to develop these faster and in a more effective and efficient way.

Supporting jobs at the pace made necessary by today's global challenges as well as finding new ways of doing business efficiently and effectively are becoming a must for any player acting on a global scale. To innovate, they need to consider the impact that new technologies and methodologies - such as mobile learning, wearable training, role play simulations, performance support and talent development - can have on the education and training of the people in their organisation.

That's why we are gathering at the Training in Action Workshop, to examine opportunities for Innovation in Corporate Education and Industrial Training.

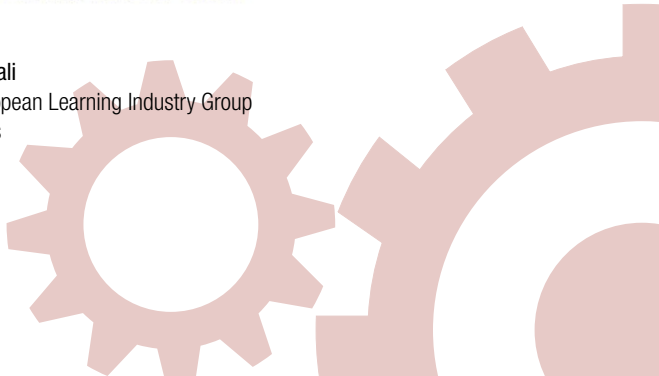
As in the times of Colombo, many innovators will, again, be labelled as 'useless'. But some will stay on deck and sail to success.

For those of us willing to navigate the virtual oceans of innovation, reward and prosperity might just be round the corner...

Do we really want to turn back?



Fabrizio Cardinali
Chair eLIG, European Learning Industry Group
CEO Giunti Labs



Workshop Agenda

Thursday, June 7

8.15-8.45 Registrations

9.00-10.30 Panel 1: Framing the Big Picture: Challenges, Threats and Opportunities for Corporate Learning in the Knowledge Society.
Chaired by Bryan Eldridge
Learning and Consulting Services, Giunti Labs North America

Managing Change in Large Organisations Towards New Generation Learning Solutions
Fabrizio Cardinali
CEO, Giunti Labs
Chair, eLIG - European Learning Industry Group

Change and Innovation in Corporate Education
Albert Angehrn
Director, CALT (Center for Advanced Learning Technologies) - INSEAD Business School

Change and Innovation in Industry Training and Performance Support
Michael Lawo
Coordinator, WearIT@Work project. Center for Computing Technologies (TZI) University of Bremen

Change and Innovation in Learning Architectures and Platforms
Jeff Merriman
Project Director, Open Knowledge Initiative Massachusetts Institute of Technology

10.30-11.30 Panel 2: The Importance of Standards for Innovating Learning
Chaired by Bryan Eldridge

The Aviation Industry CBT Committee
Tom King

Advanced Distributed Learning, NATO
Tyde Richards

IMS – Global Learning Consortium
Kevin Riley

Open Knowledge Initiative, MIT
Jeff Merriman

11.30-12.00 Coffee Break

12.00-13.30 Panel 3: Supporting innovation. EU R&D funding programs, results and scenarios
Chaired by Spyridon Pilos
European Commission, DG Information society and Media Unit E6, eContentplus Programme - target area responsible for Education

The New FP7 and related programs for Supporting Innovation
Spyridon Pilos
European Commission,
DG Information society and Media Unit E6

The Chair's introduction will be followed by a set of Innovative user scenarios presented by project managers from leading EU R&D projects on Training, Information and Knowledge Management at work such as:

Adding Wearable Training, Mobile Learning and TV Learning to Corporate Learning
Giancarlo Bo
Wearit@Work, Mobilelearn and ELU Project Manager
Giunti Labs Research

Adding Business Intelligence, Learning Design and Virtual Worlds to Industrial Training
Luk Vervenne
Learning by S(T)imulation, Prolix and TENcompetence
Project Manager,
Synergetics

13.30-14.45 Lunch Break

14.45-16.30 Scenes from the Present - Real Life Industry Case Study Presentations (20 minutes each)
Moderated by Bryan Eldridge

These presentations, given by managers of leading multinational companies and industries will examine current scenarios of problems and/or solutions for today's Corporate Education and Industry Training.

Ferrari (Automotive)
Antonio Calvosa

Ericsson (Telecom)
Paul Landers

Philips Medical Systems (Manufacturing/Medical)
Tjeu Geelen and Gert-Jan Hufken

IKEA (Retail)
Kristian Åsberg

Volkswagen (Automotive)
Laura Apostoli

16.30-17.00 Coffee Break

17.00-18.15 Ten Round Table Open Discussions
All workshop attendees can participate in round table discussions during this session.

Each table will have a maximum seating capacity. Places at these tables need to be pre-booked during workshop breaks.

Tables will be moderated by thought leaders and industry managers. They will address the ten hot topics which are thought to be crucial in fostering innovation in Corporate Education and Industry Training today.

Thursday 7th June at 19.45

Training in Action Welcome Cocktail

Hotel VIS à VIS - Zeus Terrace

Dress code: business casual

Friday, June 8

9.00-11.00 Scenes from the Present - Real Life Industry Case Study Presentations (20 minutes each)

Moderated by Bryan Eldridge

North West Airlines (Airlines)
Neil Cramer

EADS (Aerospace)
Matthieu Echalièr

Cegos (Training Services)
Pascal Debordes
Patricia Santos

Fideuram (Banking)
Daniele Buzzi

Schlumberger (Oil and Energy)
Francesco Turchetti

P W Sport Ltd & WPPW (Sports & Gaming)
Pascal Wattiaux
Kristina Nyzell

11.00-11.30 Coffee Break

11.30-12.30 Ten Round Table Open Discussions

12.30-13.30 Ten Round Tables Closing Panel

Moderated by Bryan Eldridge

13.30-14.45 Lunch Break

14.45-17.00 Showcase Area - Sponsors and R&D Projects

Ten Round Table Open Discussions

Thursday 17.00-18.15 Friday 11.30-12.30

Register to tables at workshop entry

Theme 1: *Learning Communities and Social Networks*
Moderator: Albert Anghern, INSEAD

Theme 2: *Introducing Skills, Competencies and Portfolio Based Development in Corporate Education*
Moderators: Luk Vervenne, Synergetics;
Serge Ravet, EIFEL

Theme 3: *Interoperability Standards and Service Oriented Architectures for Open Training Interoperability*
Moderators: Jeff Merriman, MIT; Tyde Richards, ADL SCORM; Tom King and William McDonald, AICC; Kevin Riley, IMS

Theme 4: *Blending S1000D and SCORM for Industrial Maintenance and Training*
Moderators: Bryan Eldridge, Giunti Labs North America; Paul Landers, Ericsson

Theme 5: *WearIT@Work Stakeholders Workshop: Wearable computing for Training, Context Aware Knowledge Access & Performance Support*
Moderators: Giancarlo Bo, Giunti Labs Research; Mike Lawo, University of Bremen

Theme 6: *Virtual Worlds for Technical Workflow Simulation, Training and Performance Support*
Moderators: Matthieu Echalièr, EADS; Fabrizio Giorgini, Giunti Labs Research

Theme 7: *Serious Games. Using Edutainment and Game Based Learning in Corporates*
Moderator: Ron Edwards, Ambient Performance

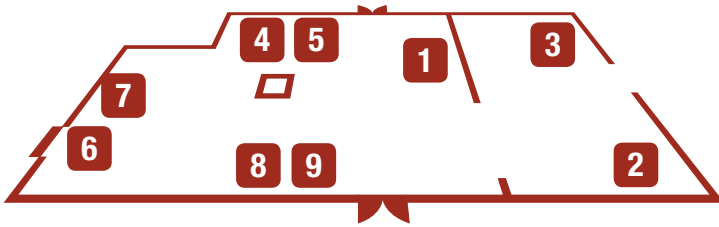
Theme 8: *Blending Business Intelligence, Process Workflow, Search and Data Mining into Corporate Knowledge*
Moderator: Steven Forth, Monitor

Theme 9: *Large LMS-LCMS deployments in World Wide Set-Ups*
Moderators: Jop Duyvendak, Scientafix; Carin Martell Giunti Labs

Theme 10: *Business TV and TV Learning*
Moderators: Andrea Uccelli, Y2K Communication; Francesco Bellotti, Genoa University - DIBE

SHOWCASE AREA - Sponsors and R&D Projects

Open Thursday 7th (9-18) and Friday 8th (9-16.30)



Visit the showcase area open during breaks to experience hands-on live demonstrations of the innovative solutions introduced by the conference topics presented by conference sponsors and leading EU R&D projects' players.

1 Sponsor: Giunti Labs • www.giuntilabs.com



Giunti Labs is the Europe's leading eLearning and Mobile Learning Content Management Technology provider with more than 100 installations of its learn eExact™ LCMS Suite in world leading Banking, Pharmaceutical, Energy, Telecom, Manufacturing, Aeronautics and Retail organisations and industries.

At the table Giunti Labs presents version 4 of its LCMS Suite learn eExact™ now also offering rapid authoring capabilities for delivering Mobile Learning on BlackBerry™, Symbian™ and Windows™ Mobile devices, location based learning content using Windows Virtual Earth™ and Virtual Learning Worlds interoperable with any standards based 3rd party LMS, VLE or VR platform of choice.

2 Sponsor: Noverca • www.noverca.com



Noverca is a multimedia communication company providing integrated telephony, messaging and videoconference services, accessible by fixed and mobile devices over a dedicated IP Platform.

Noverca offers outsourced solutions for corporates enabling its clients to create a "Corporate community" including plug-ins tailored solutions and integrating existing corporate applications.

3 Sponsors: Ambient Performance and Forterra • www.ambientperformance.com



Ambient Performance are consultants in mobile and virtual world technologies for enterprise applications and have partnerships with Giunti Labs for its rapid and massive eLearning, mobile and virtual learning content production and management technologies (learn eExact Suite) as well as with Forterra Systems for its Virtual World applications.



4 Project: MOBILEarn www.mobilearn.org

Coordinator: Giunti Labs Research
Presenters: Giunti Labs Research
Innovation: Mobile Learning Content Management, Location Based Learning

MOBILEarn involved more than 20 of Europe's Academic, Publishing and Telco operators to study, design and develop innovative Mobile Learning scenarios and solutions.

The main outcome has been the Open Mobile learning Abstract Framework (OMAF), an open standards based Service Oriented Architecture for Mobile Learning applications based on open standards and interoperability specifications.

Its exhibition table presents a mobile learning content management solution with context aware and location based positioning technologies (e.g. RFID Smart Tags, Wi-Fi Signal and GPS) and scenarios to deliver just-in-time learning to Salesforces, Employees and Managers in the field and on the move.

7 Project: TENcompetence www.tencompetence.org

Coordinator: Open University
Presenters: Giunti Labs Research, Synergetics, INSEAD
Innovation: Distributed Content Brokerage, Competency Based Education

TENCompetence includes more than 20 leading EU Universities, technology providers and System Integrators. These organisations are developing innovative solutions to foster Competency Based Education among EU educational establishments.

The project's main objective is to develop and integrate models and tools for the creation, storage and exchange of knowledge resources as well as the definition of learning activities and units of learning.

The exhibition table also presents a content brokerage technology to perform queries on networks of independent and distributed educational resources using multi-standard query technologies such as MIT's OSIDs, SQL and SRW.

5 Project: Wearit@work www.wearitatwork.com

Coordinator: University of Bremen
Presenters: Giunti Labs Research, UNI Bremen, EADS
Innovation: Wearable Training, S1000D-SCORM Integration

wearit@work addresses Wearable and Workspace solutions for performance support and decision making.

The project's main objective is the design of a distributed architecture for delivering wearable solutions and personalised contents for just-in-time and just-where-needed training and performance support.

It's exhibition table presents wearable technologies (e.g. Xybernaut™ wearable devices and pen computers with voice and hands-free access to SCORM and S1000D contents) and scenarios to deliver field training to Engineering, Maintenance and Technical Forces on the ground, on deck and in the cockpit.

8 Project: Enhanced Learning Unlimited www.elu-project.com

Coordinator: ORT
Presenters: Giunti Labs Research, University Genoa, Centre Henri Tudor, University of Genoa-DIBE
Innovation: SCORM on DTV, Game Based TV Learning, TVL Content Management

ELU brings together leading TV broadcasters, academic partners and IT integrators to integrate and streamline eLearning solutions onto DTV set top boxes using MHP and SCORM standards.

The project's main objective is to develop innovative interactive TV formats for Game Based Learning on TV and to embed them into streamlined SCORM tracking, meeting the reporting needs of Corporate Education and HR management.

The exhibition table also presents a DTV learning content editor and manager, innovative Game Based learning templates for DTV and set top box delivery solutions.

6 Project: Prolix www.prolix-project.eu

Coordinator: IMC DE
Presenters: Giunti Labs Research, Synergetics
Innovation: Learning Design Visual Editor, Business Intelligence/LMS/LCMS integration, Skills Based Education

Prolix engages leading EU Learning Technologies Providers (such as IMC on the LMS side and Giunti Labs on the LCMS) to integrate Business Intelligence, eLearning and Skills management systems and solutions effectively.

The main objective of the Project is to develop the Open Business Intelligence and eLearning Interoperability eXchange Framework (OBELIX), an open standards based Service Oriented Architecture for integrating BI and eLearning technologies for smarter and faster skills development and performance support into Corporate Education, meeting the challenges of the Knowledge Society.

The exhibition table also presents a Learning Design Visual Editor to create multi-user role-based learning experiences used as the foundation of the OBELIX data exchange infrastructure.

9 Project: Sculpteur www.sculpteurweb.org

Coordinator: Giunti Labs Research
Presenters: Giunti Labs Research
Innovation: SCORM based Virtual Learning Worlds, 3d Modelling, Query and Retrieval

Sculpteur looked at the integration of virtual Learning Worlds into SCORM standard eLearning platforms.

The project's main outcome has been an innovative architecture to query distributed repositories of digital contents and artifacts using a blend of 2D, 3D and metadata based query engines, 3D modelling and rapid authoring for SCORM Virtual Learning Worlds.

The exhibition table also presents an innovative Virtual Learning Worlds content editor and manager to create SCORM compliant VR experiences compliant with any streamlined Open Source and/or vendor offered SCORM LMS/VLE.



Media partners

