



Buchmesse 2010

Het Nederlandse programma rond het Holland Pavillion

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Nederlands randprogramma

Begeleidend bij de Nederlandse collectieve stand vinden een aantal evenementen en presentaties plaats, waar u zich kunt informeren over nieuwe ontwikkelingen op het gebied van serious games en e-learning. De verschillende platforms tonen gedurende meerdere dagen nieuwe inzichten uit wetenschap en industrie, en bieden de mogelijkheid om de mensen achter deze projecten te leren kennen. Wij verheugen ons op uw komst!

Donderdag, 7 oktober 2010

15:30 – 16:30

Presentaties deelnemers Nederlandse collectieve stand

15:30 - 16:00

Mijn naam is Haas

My name is Haas is a cross-media concept that teaches children language in a playful setting. The subjects are closely related to everyday themes for children at school and at home. Currently the range of products consists of CD-ROMs, picture books, 'zigzag circular story' books and online games

Sprekers: Berend Weij & Sanneke Prins, Mijn naam is Haas, Amsterdam

16:00 - 16:30

Next generation in education

The application of serious gaming in education creates a new level playing field for schools, teachers and students. Experiences with the application of serious games in education will be presented. Also the effectiveness of serious games to train skills and knowledge will be presented.

Spreker: Jurriaan van Rijswijk, GamesFactoryOnline, Den Haag

Lokatie: Forum Bildung, Educational Publishers Pavillon (EPP)

vanaf 17:00

Netwerkborrel Nederlands paviljoen i.s.m. Cluster Amersfoort Creatieve Stad

Lokatie: Lounge, Educational Publishers Pavillon (EPP)

Vrijdag, 8 oktober 2010

"Dutch Education Day"

9:15 - 9:30 **Begroeting door de Ambassadeur v. h. Koninkrijk der Nederlanden, Marnix Krop**

9:30 - 10:30 **"Informal Learning: Is European Future Dutch?"**

Paneldiscussie in het Bildungskongress

Presentatie: Preben Spaeth, CEO European Publishers Group

Sprekers: Dr. Pieter de Vries, Technische Universiteit Delft,
Prof. Dr. Jeroen van Mastrigt, Hogeschool voor de Kunsten Utrecht
Prof. Dr. Peter Klaus Künzel, Universität zu Köln
Armin Hopp, GF Digital Publishing
n.n.

Location: Forum Bildung, Educational Publishers Pavilion (EPP)

10:45 – 14:45 **"Dutch Innovation Sessions"**

Presentaties Nederlandse deelnemers in het Hot Spot Bildung

Lokatie: Education Hot Spot, Educational Publishers Pavillon (EPP)

Dutch Innovation Sessions in het Education Hot Spot

Lokatie: Education Hot Spot, Educational Publishers Pavillon (EPP)

10:45 - 11:15 **Looking for new Digital Opportunities, how about Interactive Rich Media?**

Presentation about new opportunities with innovating technology which combines video, sound and digital presentation content, to record knowledge and information in a sustainable and cost-efficient way.

Sprekers: Michaël Hegeman, Hendrik Klompmaker
Learning Valley, Wageningen

11:20 - 11:50 **Next generation in education**

The application of serious gaming in education creates a new level playing field for schools, teachers and students. Experiences with the application of serious games in education will be presented. Also the effectiveness of serious games to train skills and knowledge will be presented.

Spreker: J.H. van Rijswijk, MSc
Games Factory Online, Den Haag

11:55 - 12:25 **Implementing Serious Gaming in E-Learning**

Serious gaming is starting to become a known phenomenon among HR managers. IBM/Apply group research predicts that by 2012 20% of the Fortune 500 has implemented serious gaming for professional learning. Lasts years ECLF survey showed that 60% of European CLO's, among which a large portion of German companies, intend to test serious gaming in the coming three years. Serious gaming is an important innovation for corporate learning and employee assessment. However, many HR managers do not yet fully understand what the true benefits of serious gaming are and in which way serious games can be successfully implemented in their organizations

Sprekers: Herbert Frick/Albert-Jan Pomper
Ranj Games, Rotterdam

12:30 - 13:00

Serious Games for Peacebuilding

(a mobile game and a board game for peacebuilding in East Africa)

A serious game is designed not only to be entertaining but also to teach or convey a real message. With GETH²O the game, it is firstly a fun and strategic game situated in East Africa. It also experientially teaches players about the dynamics of resource management and about cooperation and mutual support. The only solution to lasting peace and prosperity:

Spreker: Kersti Ruth Wissenbach Butterflyworks, Amsterdam

13:05 - 13:35

Understanding Newtonian physics trough playing games

Jeroen van Mastrigt will illustrate his vision on designing succesfull educational games by presenting a case: CarKit. CarKit is a race game that enables teens to play with the laws of physics. Van Mastrigt will present the results of a study validating the design approach that underlies this game.

Spreker: Professor Jeroen van Mastrigt,
Hogeschool voor de Kunsten Utrecht

13:40 - 14:10

Mijn naam is Haas – interactive carousel presentation

The audience can actively participate in a discussion and Q&A about selected subjects related to the Mijn naam is Haas (My name is Haas) concept. Subjects will include serious game principles; technology; storytelling methods; and more. Every topic will be introduced by a 2-3 pitch / video / demo.

Sprekers: Berend Weij; Sanneke Prins, Mijn naam is haas, Amsterdam

14:15 - 14:45

How innovative can educational publishing be?

In this session we show how simple every day consumer innovations can have a spectacular effect on educational publishing. How can a publisher translate every day consumer innovations to cross medial educational publishing? In this session the participants play an active role in creating new ideas.

Spreker: Gerrit-Jan Oudenes, bespreek Amersfoort

Zaterdag, 9 oktober 2010

Lokatie: Congress Center, Messe Frankfurt

Het Bildungskongress biedt de gelegenheid om tijdens een paneldiscussie en vier workshops nieuw concepten van de Nederlandse wetenschap en industrie te leren kennen.

9:30 - 9:10 **Keynote van de Hessische minister van Onderwijs en Cultuur Mv. Dorothea Henzler**

10:00 – 10:45 **Paneldiscussie: Spielend lernen**

Presentatie: Christiane Lohrmann (FOCUS Schule)

Sprekers: Vicente Arioli (Cornelsen)
Dorothea Beigel (Hessisches Kultusministerium)
Silja Gülicher (Nintendo)
Prof. Dr. Jeroen van Mastrigt (Utrecht School of the Arts HKU)
Prof. Dr. Hartmut Warkus (Uni Leipzig)

Workshop module docenten

17:00 - 18:15 **Workshop: Serious games for knowledge transfer and learning**

Serious gaming is an important innovation for learning, both in the classroom and outside it. However, many education professionals do not fully see the true benefits of serious gaming yet. This presentation explains the added value of games for both students and teachers.

Sprekers: Michaël Bas CEO Ranj Serious Games, Albert-Jan Pomper COO Ranj Serious Games Rotterdam

Workshop module leraars / Lifelong Learning

12.30 - 13.45 **Workshop: Serious games for science education: the next level**

What is the (future) potential of games for science education and communication, what is their potential for (entertainment-, science- and entertainment-) publishers? Van Mastrigt will showcase successful games, and share lessons learned in the design and marketing of serious games.

Spreker: Prof. Jeroen van Mastrigt , Utrecht School of the Arts (HKU)

Workshop module Lifelong Learning

12.30 - 13.45 **Workshop: Was haben Sie heute gelernt?**

Die neuen Technologien haben die Art geändert auf die wir denken, arbeiten, kommunizieren, einkaufen und unsere Freizeit verbringen. Welche neuen Konzepte brauchen wir, um diese „Learning 2.0“ Zukunft zu bewältigen? Themen sind unser Bildungssystem, das Informelle Lernen und Lebenslangliches Lernen.

Spreker: Dr. Peter de Vries, Delft University of Technology

16.45-18.00 **Presentatie: volwasseneducatie HairLevelXL**

Hair Level XL is a unique innovative way of publishing where all actors (students, tutors and floor managers) are joint together via the same educational principles. It's possible to create a learning environment for every student out of 378 learning blocks. This all without losing the broader qualification context.

Spreker: Gerrit-Jan Oudenes, Bespeak Amersfoort