

# The Convergence of Technology in Education

## The Tata Interactive Learning Forum (TLF) 2008

### Interact. Innovate. Inspire.



Industry leaders believe that technology is transforming the delivery of education right from K-12 to Universities at a rapid pace. Its introduction and integration will provide institutions an edge, despite the uncertainties posed by the global economy. At this stage, are your educational technology initiatives:

- Aligned with trends in the marketplace?
- Delivering the right product at the right time?
- Designed to help create a revenue stream?
- Meeting your students' and customers' expectations?
- Aligned with your institution's learning goals?

The TLF 2008 is an invitation-only event at the Chicago Gleacher Center on October 17.

Speakers include:

- Nelson B. Heller, Ph.D., President, The Heller Reports, a QED Co.
- Anne Wujcik, Education Market Analyst, The Heller Reports, a QED Co.
- Steven Rowley, President / COO, The MASTER Teacher
- Gaith Abdo, President / CEO, Intecorp
- Dr. Stefan Eisen Jr., Colonel (retd.), USAF and Director, AF Negotiations Center of Excellence (NCE)
- Dr. Kunal Sen, Chief Technology Development Officer, Encyclopædia Britannica
- John Whitmer, Director, California Virtual Campus (California Community College System)
- Diane Miller, Executive Vice President and Chief Creative Officer, Peoples Education



The Tata Interactive Learning Forum (TLF) 2008 sheds light on these very issues. It provides a highly interactive platform for thought leaders across domains to **get together, interact, and inspire each other.**

The TLF aims to help institutions work together to overcome current challenges by **sharing insights, innovations, and successes.** It comprises discussions of the experiences of various organizations, and the different tools they use to make learning effective in an uncertain economy.

As a unique knowledge-sharing platform, the TLF 2008 seeks to encourage **ideas and innovations** with a special focus on the **effectiveness** of interventions. Some of the topics on this year's agenda include a **Business GPS for Navigating the K-12 Market in an Uncertain Economy** (Product Strategies, 2.0 Business Models, and Unlocking the Intelligence in your Data Silos).

This will be co-presented by Dr. Nelson B. Heller and Anne Wujcik. Participants can learn from two leading K-12 market analysts on how technology trends and smarter marketing tools will give responsive companies and schools an edge in the coming economic downturn. This session will look at why online and distance learning are moving out of niche usage to nibble at the mainstream of instructional resources, how the Web's evolving 2.0 business models and platform wars are changing value propositions, and how tapping data silos (some call them "castles") in many organizations—marshalled by new tools—are unlocking critical marketing intelligence when it's needed most.

Other topics include the **Use of Technology and Simulations in Higher Ed, The Mechanics of Delivering a Successful Product and Implementation, How Technology Will Shape Publishing's Future,** and a **session on Negotiations.**

Participants in the TLF not only stand to gain from the successful experience of their peers in the industry, but also network and exchange ideas with the leaders in learning.

To find out more about the TLF please contact:

Boston +1 413 568 0244 • Chicago +1 847 866 7474 • Dallas +1 847 571 5913 • New Jersey +1 732 906 0002  
New York +1 917 804 1766 • San Jose +1 408 569 9556 • Washington +1 703 863 9720 • Toronto +1 416 519 1001

**Venue**

University of Chicago Gleacher Center,  
Chicago (downtown)

*There will be an opening reception  
on the evening of October 16 at*

*The Signature Room at the 95th<sup>®</sup>  
([www.signatureroom.com](http://www.signatureroom.com)).*

**Date**

October 17, 2008

**Special offer for TLF participants:**

\$229 per night at the Hyatt, 151  
Wacker Drive, Chicago



# Agenda for the Tata Interactive Learning Forum 2008\* - Education Track

**October 17, 2008**

**Chicago Gleacher Center**

**Theme: The Convergence of Technology in Education**

Time	Session Topic / Activity	Speaker / Facilitator
08:00-09:00 am	<b>Registration</b>	
09:00-09:10 am	Welcome Address	<b>Sanjaya Sharma</b> , CEO, Tata Interactive Systems and <b>Joyceann Cooney-Garippa</b> , Group Publisher and Show Director, Training Magazine
09:10-09:45 am	Learning in a Post-Google World	<b>Dr. Kunal Sen</b> , Chief Technology Development Officer, Encyclopædia Britannica
09:50-10:20 am	Meeting Students Expectations Through Technology / A Case Study	<b>Steven Rowley</b> , President / COO, The MASTER Teacher
10:20-10:40 am	<b>Break</b>	
10:40-11:10 am	The College Readiness Challenge	<b>John Whitmer</b> , Director, California Virtual Campus (California Community College System) and <b>Diane Miller</b> , Executive Vice President and Chief Creative Officer, Peoples Education
11:15 am-noon	Using Simulations for the Air Force Negotiation Center of Excellence	<b>Dr. Stefan Eisen Jr.</b> , Colonel (retd.), USAF and Director, AF Negotiation Center of Excellence (NCE)
Noon-1:00 pm	<b>Lunch</b>	
01:00-02:15 pm	Video Collaboration, The Next Logical Step	<b>Gaith Abdo</b> , President / CEO, Intecorp
02:15-03:00 pm	A Business GPS for Navigating the K-12 Market in an Uncertain Economy	<b>Nelson B. Heller</b> , Ph.D., President, The Heller Reports, a QED Co. and <b>Anne Wujcik</b> , Education Market Analyst, The Heller Reports
03:00-03:15 pm	<b>Networking Break</b>	
03:15-03:20 pm	Closing Remarks	<b>Sanjaya Sharma</b> and <b>Joyceann Cooney-Garippa</b>
<b>October 16, 2008</b>		
05:30-08:30 pm (Central)	Reception at The Signature Room on the 95th®	

\*Agenda subject to change.