

# WHAT WORKS?

Successful Education Policies,  
Resources and Technologies

#whatworks14

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**Thursday, 10 April 2014**

**Earls Court Conference Centre, London, UK**

**[www.londonbookfair.co.uk/wwreg](http://www.londonbookfair.co.uk/wwreg)**

Everyone concerned with education is trying to improve the result, but what combination of policy, pedagogy, content and technology works best? There is no single best answer and every country is different, but the evidence from international surveys, wide-scale projects and practical experience is increasingly compelling. This conference brings together a special blend of policy makers, international agencies, academics, teachers, publishers and technology advocates to take an open-minded look at this evidence and to share perspectives on 'what works?'

## Programme

### Introduction to the Conference

**09:30** Welcome from IPA President, Youngsuk 'YS' Chi

Introduction to the Programme by Graham Taylor, Chair, IPA Educational Publishers Forum

### Session 1 Behind the headlines: What is the evidence telling us?

*Chair: Graham Taylor, Educational Publishers Forum*

**09:45 1st keynote: Copyright and education in the 21st Century**

*Francis Gurry, Director General, WIPO*

**10:15 2nd keynote: What can we discover about learning resources in PISA 2012?**

*Pablo Zoido, Analyst, The PISA Team, Directorate for Education, OECD*

**10:45** Q&A session

**11:00** Coffee and networking break

### Session 2 The forces for change: Recent initiatives and their impact

*Chair: José Borghino, International Publishers Association*

**11:30 What works, what doesn't: Lessons from middle- & low-income countries**

*Michael Trucano, Senior ICT and Education Policy Specialist, The World Bank*

**11:50 'Opening up Education': An initiative in Europe**

*Ana Carla Pereira, Head of Unit, Skills and Qualifications Strategies, DG Education and Culture, European Commission*

**12:10 The online market for free learning materials**

*Professor Eva Matthes, Augsburg University*

**12:30 Digital education in Denmark – from local successes to nationwide implementation**

*Jakob Harder, Deputy Director, Agency for IT and Learning (UNI•C), Ministry of Education, Denmark*

**12:50** Q&A session

**13:00** Lunch and networking break

## **Session 3      A closer look at the perfect mix**

*Chair: Jay Diskey, Association of American Publishers*

**14:00 Panel session: Experiences and programmes from around the world**

- **Lessons from research in ICT use in education in the Netherlands**  
*Alfons ten Brummelhuis, Head of Research Kennisnet, The Netherlands*
- **The story from Turkey**  
*Emrah Özpirinçci, Managing Director, OUP Turkey*
- **Progressive digital content strategies in the USA**  
*Keith Krueger, CEO, Consortium for School Networking, USA*
- **Radical Change on a Bumpy Road in Korea**  
*Sunshik Min, President of YBM, Korea*

**15:00** Q&A session

**15:15** Tea and networking break

## **Session 4      The promise of technology & the need for quality content: What lies ahead?**

*Chair: Wilmar Diepgrond, German Association of Educational Publishers*

**15:30 Lessons from the MirandaNet Fellowship**

*Christina Preston, Professor of Educational Innovation, University of Bedfordshire, UK*

**15:50 Publishing for a new era in education**

*David Langridge, Partner Development Director, Worldwide Education, Microsoft, UK*

**16:10 Gamifying books: What to embrace, what to avoid?**

*Professor Jeffrey Brand, Communication and Creative Media, Bond University, Australia*

**16:35** Q&A session

**Session 5      Final Wrap-Up**

**16:50** *Chair: Graham Taylor, Educational Publishers Forum*

**17:00** Conference ends, followed by wine reception