



Professional Learning  
Europe

European Conference on eLearning, Knowledge  
Management and Human Resources Development

**12-14 October 2010**

Congress-Centrum Ost Koelnmesse  
9.30 am - 5.30 pm

**PLE 2010 "INNOVATIONS IN LEARNING"**



AMONGST OTHERS WITH:



**Prof. Dr. Uwe Beck**  
College of Education Karlsruhe  
Chair of Program Committee



**Prof. Dr. Sabine Seufert**  
University St. Gallen  
Chair of Program Committee



**Prof. Dr. Winfried Sommer**  
Chair of Program Committee



**Beate Bruns**  
time4you GmbH



**Jörg Geulen**  
TTS GmbH



**Armin Hopp**  
digital publishing



**Dr. Werner Kohn**  
Vivis GmbH



**Klaus Kräft**  
SAP Germany AG & Co. KG



**Christiane Nicolai**  
AUDI AG



**Dr. Frank Schirmmacher**  
Editor of FAZ



**Frieder Tempel**  
Know How! AG



**Roya Isabell Wenning**  
Metro Cash & Carry  
Germany GmbH

Parallel to Exhibition



The European HRM  
expo and convention

| [www.hrm-expo.com](http://www.hrm-expo.com) |

#PLE10

| [www.professional-learning.de](http://www.professional-learning.de) |

Stand: 6 June 2010



Knowledge and Knowledge Management is the success factor number 1 for the business organizations. Aren't we managing knowledge already? No. In fact, most of the time we are managing information.

### WHY DO WE NEED TO MANAGE KNOWLEDGE?

- Marketplaces are increasingly competitive and the rate of innovation is rising
- Reductions in personnel create a need to replace informal knowledge with formal methods
- The amount of time available to experience and acquire knowledge has reduced
- Early retirements and increasing mobility of the work force lead to loss of knowledge
- There is a need to manage increasing complexity as small operating companies are trans-national sourcing operations

PLE supports organizations in keeping up with training and education, offering a showcase of practical approaches and best-practice examples and demonstrating how learning contents can be constructed and communicated in a way that guarantees an optimum learning-on the job.

### WHO SHOULD ATTEND

The three-day top level conference program addresses managers from the area of personnel development as well as eLearning users and providers from all over Europe.

- Managing Directors
- CEOs; CLOs; CFOs
- Managing Board; Supervisory Board
- HR Managers
- Authorised Officers
- Division Managers; Department Managers
- Head of Personnel

### WHY TO ATTEND

- Benefit from the best practices and case studies highlighting; successful strategies and techniques
- Keep up with latest developments, innovative solutions, technologies and trends in eLearning
- Understand what is important for production and use of eLearning materials and resources
- Learn about the latest tools, strategies and technologies needed to adopt eLearning within your organization
- Meet and hear the opinions and experiences of acknowledged leaders
- Find out how to select and use various technologies, products and services
- Discuss critical success factors and innovative practices with the experts



**TUESDAY, 12 OCTOBER 2010**
**BEST PRACTICE TRACK**
**GLOBAL LEARNING TRACK**
**WORKSHOP TRACK**

9.30am - 12.30am	<b>Best Practice I</b> <p>Planspielforum „Hard Facts &amp; Soft Skills – Kompetenzerwerb mit Planspielen“ <i>In Kooperation mit SAGSAGA und ZMS</i> <b>Moderation: Prof. Dr. F. Trautwein/S. Hitzler/B. Zürn</b> DHBW Stuttgart, Zentrum für Managementsimulation (ZMS)</p>	<b>Global Learning I</b> <p><b>Strategic Focus on Innovations in Learning</b> <b>Moderation: Prof. Dr. S. Seufert</b>, scil, University St. Gallen</p>	<b>Workshop I</b> <p><b>E-Learning für Einsteiger - Getting Started</b> <b>Moderation: C. Neuhoff</b>, time4you</p>
2.30pm - 3.30pm	<b>Keynote in the Exhibition, Hall 3.2</b>		
	<p><b>Dr. Frank Schirmmacher</b>, Editor of FAZ "Frankfurter Allgemeine Zeitung", Journalist, Literature Expert and Essayist, Writer, Author of Bestseller "Payback"</p>		
3.15pm - 5.00pm	<b>Best Practice II</b> <p><b>Wikis, Web &amp; Weiterbildung</b> <b>Web-Software in der Personalentwicklung 2.0?</b> <b>Moderation: Dr. M. Lindner</b></p>	<b>Global Learning II</b> <p><b>Innovative Learning Design</b> <b>Moderation: Prof. Dr. S. Seufert</b>, scil, University St. Gallen</p>	<b>Workshop II</b> <p><b>Planspielforum</b> <b>Moderation: Prof. Dr. F. Trautwein, S. Hitzler, B. Zürn</b>, DHBW Stuttgart, Zentrum für Managementsimulation (ZMS)</p>

**WEDNESDAY, 13 OCTOBER 2010**

9.30am - 12.30am	<b>Best Practice III</b> <p><b>Innovation und Qualität</b> Moderation: <b>Dr. W. Kohn</b>, vivis GmbH</p>	<b>Global Learning III</b> <p><b>Change focus on innovations in learning</b> Moderation: <b>Dr. Tanja Fandel</b>, scil, University St. Gallen</p>	<b>Workshop III</b> <p><b>E-Learning für Einsteiger - E-Learning Projekte erfolgreich implementieren und managen</b> Moderation: <b>C. Neuhoff</b>, time4you</p>
2.00pm - 5.00pm	<b>Best Practice IV</b> <p><b>Optimierung von Bildungsprozessen durch den Einsatz von E-Learning am Beispiel Compliance</b> <b>Moderation: R. Wenning</b>, Metro Cash &amp; Carry Germany GmbH</p>	<b>Global Learning IV</b> <p><b>International trends in Learning and Development in a digital society</b> <b>Moderation: R. Straub</b>, ELIG/IBM</p>	<b>Workshop IV</b> <p><b>Integrierte Personalentwicklung und Training für Profis (Open Space)</b> <b>Moderation: M. Attallah</b>, Global Leadership Institute</p>

**THURSDAY, 14 OCTOBER 2010**

9.30pm - 12.30pm	<b>Best Practice V</b> <p><b>Systematische Qualifizierung mit modernen Trainingsmethoden in der Personalentwicklung</b> <b>Moderation: C. Nicolai</b>, AUDI AG</p>	<b>Global Learning V</b> <p><b>Global Talent and Performance Management – from Strategy to Delivery I</b> <b>Moderation: A. Hopp</b>, digital publishing, Th. Jenewein, SAP AG</p>	<b>Workshop V</b> <p><b>E-Learning Einsteiger - E-Learner professionell begleiten</b> <b>Moderation: M. Jans, I. Geisler</b>, BV Online-Bildung</p>
2.00pm - 5.00pm	<b>Best Practice VI</b> <p><b>Lernen und Entscheiden in High Performance Teams, Anforderungen an Führungskräfte</b> <b>Moderation: V. Dziobaka-Spitzhorn</b>, vds Consulting, <b>Günther Szogs</b>, New Club of Paris</p>	<b>Global Learning VI</b> <p><b>Global Talent and Performance Management – from Strategy to Delivery II</b> <b>Moderation: A. Hopp</b>, digital publishing, Th. Jenewein, SAP AG</p>	<b>Workshop VI</b> <p><b>Mobile Learning</b> <b>Moderation: Prof. Dr. Michael H. Breitner</b>, Universität Hannover</p>



The congress "Professional Learning Europe (PLE)" focuses exclusively on eLearning and Knowledge Management in companies and organizations and will take place at the same time and venue as the HR trade fair "Zukunft Personal/HRM Expo" from October 12-14, 2010. Not only specialized experts in the field but also HR-decision makers from different areas can exchange their knowledge and information in an international environment. There are a lot of possible synergies within Europe's biggest fair for HR management.

1. With **505 exhibitors and 11,525 visitors** in 2009 the HRM Expo experienced its best result in its history.
2. The integrated eLearning Cluster represents the **key players** of the eLearning business.
3. Special guided tours through the eLearning Cluster give the unique chance to get an overview of the Top 10 eLearning providers.
4. The "Forum for eLearning and Knowledge Management" gives the exhibitors the opportunity **to present their know-how during the exhibition.**

## HRM EXPO

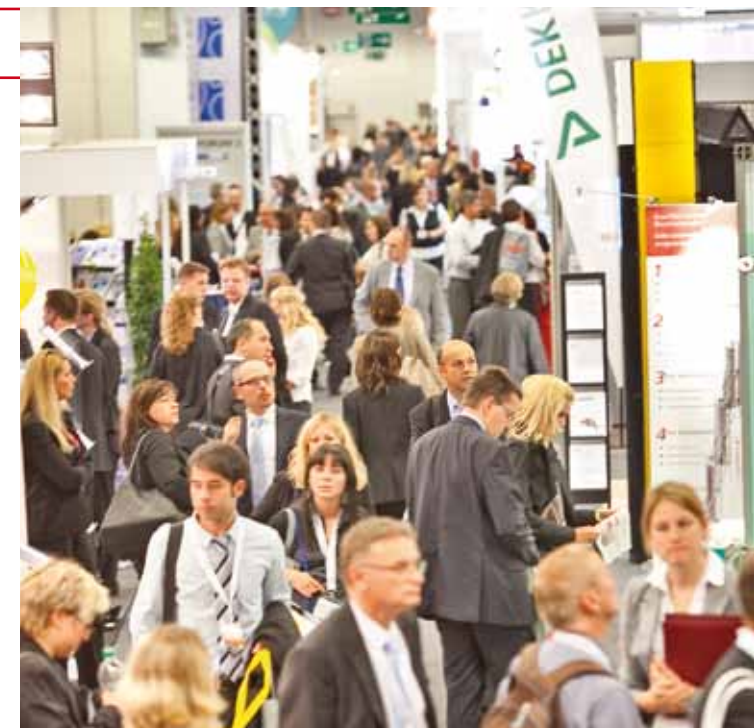
The HRM Expo is one of the most important exhibitions for human resource professionals. In the past ten years, the exhibition has established itself as Europe's leading exhibition for Human Resource Management.

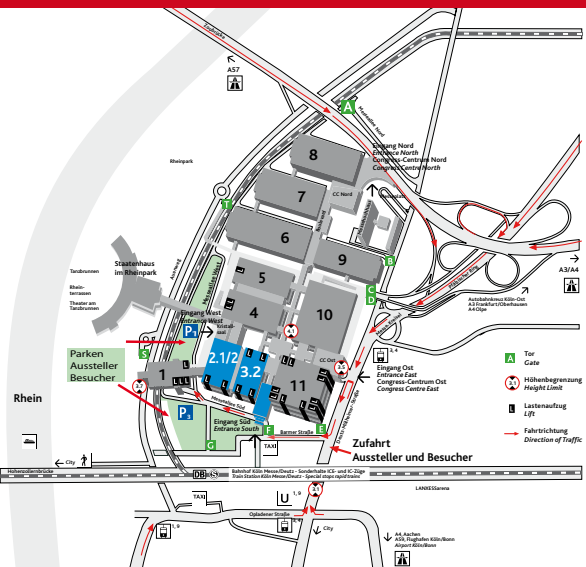
The HRM Expo offers visitors a broad spectrum of possibilities that could not be more comprehensive. No other exhibition offers the opportunity to meet so many colleagues from different branches. Because of this, the three days of the exhibition provide the best premises to network and strengthen business relationships, the ability to establish new business contacts, as well as an overall active exchange.



The halls are categorized in the following topics:

- HR soft & Hardware
- HR services & consulting
- Professional training & learning





**ADDRESS**

**Congress Center East Koelnmesse**  
 Messeplatz 1 | 50679 Cologne

**OPENING HOURS FOR VISITORS**

12-14 October 2010  
 9:00am – 5:30pm

**ORGANIZER**

**spring Messe Management GmbH & Co. KG**

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**EARLY BIRD SPECIAL**

Full Conference: EUR 399,-  
 (after 31<sup>st</sup> August EUR 499,-)

3 Days

per Day: EUR 199,-  
 (after 31<sup>st</sup> August EUR 249,-)

12.10.  13.10.  14.10.

Networking Night: EUR 69,-

12.10. Brauhaus Früh in Cologne

The congress ticket is valid for the free admission of the exhibition HRM Expo 2010.

All Prices + VAT

**PLEASE FILL OUT THE FORM AND FAX IT TO: +49 621 70019-19**

Name  Prenom

Organization  Street/P.O. Box

Zip Code/City  Phone

Fax  E-mail

Date  Signature

*With this application you have accepted the General Conditions for Participation (see under [www.professional-learning.de](http://www.professional-learning.de))*

To register online for the Professional Learning Europe Conference please fill out the registration form at **[www.professional-learning.de](http://www.professional-learning.de)**. You will then be requested to submit a registration fee. One-day tickets are available.