

ELIG Newsletter 2008/03, May 2008

Welcome new ELIG members

We are very happy to announce that ELIG continues to grow and we warmly welcome the following organizations as new ELIG members to the ELIG core group:

- [ELSEVIER](#), The Netherlands - Nick Fowler
- [FRONTER](#), Norway - Roger Larsen and Kirsti Rogne
- [Universal Knowledge Solutions UKS](#), United Arab Emirates – Fadi Abdel Khalek

New ELIG Website live !

We are happy to announce that the renewed ELIG portal has been launched a few weeks ago. The portal will provide you with up-to-date information on all ELIG initiatives and member organizations.

Please consult the portal at <http://www.elig.org> and don't hesitate to give us your feedback and/or additional information for publication. The interactive area for members will be launched by September.

Warm thanks to our partner PAU Education and to the team who has got us to this important Milestone – Annemie Boonen from ELIG, Libertad Gonzales from PAU and Ilse Straub from linkSpace. Our ELIG IT Manager Nick Pergoot has helped with technical advice in the critical final phase.

ELIG Annual General Meeting - October 16, 2008

The next **ELIG AGM** will take place on Thursday **October 16, 2008** in Sestri Levante (Italy), kindly hosted by [Giunti Labs](#). *(Please note that the original date has changed).*

Hotel bookings can be made directly with the Hotel Vis à Vis, a beautiful four stars hotel in Sestri in a superb location. Please consult the hotel website for more information

<http://en.hotelvisavis.it/>.

When making the booking, please mention Giunti Labs/ELIG AGM for special price

arrangements (125 €/ single room, 175 €/ double room).

Pre-registration is now open. Please use the form in attachment.

Projects and working groups

Working Group on Content and Publishing Industry – “Publishing meets eLearning”

The publishing and content industries have a major role in the learning value chain. We believe ELIG has a unique opportunity to bring together publishing industry and eLearning leaders to jointly address opportunities and issues resulting from synergies and potential convergence of these industries.

As announced in the ELIG Newsletter Nr. 2, Carin Martell, International Sales Manager of Giunti Labs has kindly agreed to take the lead of this group. Carin has an excellent background for this role – she lives in both worlds i.e. she has a leadership role in a global e-learning solutions provider and is part of a major publishing group.

Potential focus areas for the working group “Publishing meets eLearning” include:

- Learning Content Standards with Focus on Common Cartridge
- Digital Content Marketplaces
- Open Content/Free Content vs. editorial content
- New business models in Publishing

Dependent on the group's final priorities small subgroups dealing with specific subjects might be implemented later.

Please not that a kick-off meeting will be organised on May 23 at 11:00 am - 12:00 am CET using Webex.

Please send the confirmation of your participation in the working group to (Raffaella Vittori, r.vittori@giuntilabs.com) with cc to Carin Martell, Richard Straub and Annemie Boonen.

The ELIG/ETF Project : “The role of Learning Industries in Near East and Northern Africa.”

- The study will be published later in 2008 and presented to the audience during the ICL Interactive Computer Aided Learning Conference organised by one of the ELIG members in Villach Austria on September 24-26, 2008. Muriel Dunbar, Director ETF and Richard Straub, Secretary-General ELIG will have keynote speakers at the conference. <http://www.icl-conference.org/>
- First findings and recommendations were presented jointly by ELIG/ETF in the MEDA-ETE Annual Forum in Turin on 14 April 2008 to education and training from 10 countries from the MEDA region. <http://www.meda-ete.net/>
- An article on the project has been published in the ETF Newsletter Live and Learn.

- Among the dissemination activities a joint workshop for policy makers has been agreed with the EC Delegation in Cairo for first half of October 2008.
- For more information on the project please take a look at: <http://www.etf.europa.eu/>

Working Group on Industry Value Proposition

- Objectives and timetable of the Special Interest Group on Industry Value Proposition and Industry Image have been defined.
- The launch of a generic campaign (Golden Age of Learning) that can be adapted by our membership groups to their requirements - is being explored. A brainstorming meeting was held with participants from Line Communications, Blackboard and ELIG secretariat.
- The first documents and outcomes will be circulated to ELIG members later in spring and we will contact ELIG members to hear about their success stories.
- Campaign to be launched later this year.

Public Policy Group

We would like to inform you that Corinna Schulze, who leads this working group, will be back in June from maternity leave. A call for the 2nd half of June will be planned shortly.

Calendar: upcoming activities and events

With this section, we would like to give an overview of activities and events where ELIG will be represented. We kindly invite ELIG members to provide us with information on conferences and events in which they play a role as organizers, participants, presenters,...

- **Learning Impact 2008:** 12-15 May in Austin - Texas, IMS Global annual meeting. Intro keynote by Fabrizio Cardinali, Chair of ELIG.
More information: <http://www.imsglobal.org/learningimpact2008/agenda.html>
- We are happy to announce the **EDEN Conference on New Learning Cultures** organised by EDEN, one of our consultation group members, that will take place June 11-14, 2008 in Lisbon. Presentation by Paul Grist for ELIG and Blackboard . Registration is now open and details can be found at: <http://www.eden-online.org/eden.php>
- **OpeniWorld:** Europe 2008 Federating resources through open interoperability, Lyon - France, 24-27 June, 2008. Intro keynote by Fabrizio Cardinali, Chair of ELIG: "Achieving Interoperability in European Learning Content Marketplaces"
More information: <http://www.openiworld.org/Europe2008.html>
- ICL Interactive Computer Aided Learning Conference organized by one of the ELIG members in Villach Austria on September 24-26, 2008. Presentation of the ELIG/ETF project (see above) including press conference. More information: <http://www.icl-conference.org/>
- Online Educa Berlin, December 3-5, 2008. <http://www.online-educa.com/> ELIG plans to have a dedicated Panel at Online Educa. We are working with the organizers and will report back in the next Newsletter.

News from ELIG members

Through the ELIG Newsletter, we would like to share with you information from our member companies and organizations. We kindly invite ELIG members to provide us with information on special events, awards, book launches, etc. that are of importance to the ELIG community.

Excerpt of a press release : LINE Communications:

LONDON, 14th April 2008: LINE Communications, the leading provider of learning and communications solutions, has won a major European award for one of its bespoke communications programmes. At a ceremony held in London, LINE collected the International Video and Communication Association (IVCA) gold award for Internal Interactive Media for its 'Feel the difference' programme developed for Ford of Europe.

The programme is a media rich communications piece aimed at 25,000 Ford employees across Europe and was translated into 5 European languages. It conveys the importance of brand as a concept and explores the rationale behind Ford's 'Feel the difference' marketing campaign.

Ford engaged LINE to create a programme that enabled their audience to explore the world of brand and discover for themselves why brand matters to organisations and individuals alike. 'Feel the difference' forged a new way in which Ford of Europe communicates with its audience. The programme brings together the broad range of Ford advertising campaigns from print, television and auto shows to illustrate the thinking behind the broader marketing strategy that Ford of Europe began in 2006.

Annemie Boonen, Programme Director European Learning Industry Group -
ELIG Secretariat c/o Richard Straub, 63 rue Rambuteau, 75 004 Paris – France
Tel +32 477 59 41 61 Tel/Fax +33 1 4028 0947 annemie.boonen@europace.be