



European Learning Industry Group

Promoting innovation in learning for Europe

May, 2009

TOP E-LEARNING GROUP TO HELP INDUSTRY

A powerful group of experts has been appointed by Europe's top e-Learning advocacy group to help modern industry develop vital skills.

Senior executives from IBM, Elsevier and Cambridge University Press are to join colleagues from Blackboard, IMD, PAU Education, Giunti Labs and Intel on the Executive Committee of the European Learning Industry Group (ELIG). A full list of committee members is attached.

Welcoming new members to the committee, co-chair Fabrizio Cardinali, the CEO of Giunti Labs, said: "Use of technology enables personalised learning approaches which will provide organisations with a workforce capable of learning and re-learning in the face of the challenges presented by the current economic crisis."

ELIG's new Executive Committee will lead an organisation that has almost doubled its membership since 2007. ELIG members have recently contributed to a major research output on elearning in the Near East and North Africa and have established a vocal Public Policy Group, which is actively participating in the European Year of Creativity and Innovation.

Through a strategic partnership with ICWE GmbH, the international training and development event organiser, ELIG will secure a high level presence at major elearning events such as Online Educa and eLearning Africa. Meanwhile requests for ELIG members to address other key elearning forums, such as Learning Impact 2009 and EDEN, demonstrate the organisations' growing status as the voice of the learning industry.

Emphasizing the importance of workplace learning, ELIG co-chair, Joe Hegarty, who is the Director of Operations at Intel Innovations Centres, said: "The role of ICT in supporting the development of 21st century skills, especially those needed in modern industry, is well documented. These skills are not well supported by traditional learning approaches. Self-motivated, individualized, group and collaborative learning processes, supported by ICT will contribute significantly to the preparation of a more flexible modern workforce."

THE ELIG EXECUTIVE COMMITTEE

Eric Baber. Innovations Director, Cambridge University Press

Fabrizio Cardinali. CEO Giunti Labs. **ELIG Co-Chair**

Tim Hawkins. Vice President Strategy, Elsevier

Joe Hegarty. Director of Operations at Intel Innovations Centres. **ELIG Co-Chair**

Diem Ho. Head of University Relations EMEA, IBM

Richard Horton. Senior Director, Education Strategy, Blackboard

Paul Hunter. Director of Corporate Learning Network, IMD

Antoni Riu. Strategy Director, PAU Education

Richard Straub. ELIG Secretary General and Ex Officio Executive Member



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Notes

The European Learning Industry Group, ELIG, is an open consortium of leading ICT (information and communications technology) companies and eLearning content providers who seek to promote innovation in learning by leveraging new information and communication technologies throughout Europe, in schools, universities, the workplace and homes. The extended group also comprises key academic players, research institutions and associations.

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Contact:

E3 Communications/ICWE GmbH: Nina Wittrock, PR and Communications,
nina.wittrock@icwe.net, Tel.: +49 (0)30 310 18 18-0

Matty Smith, ELIG Programme Director. Matty.smith@elig.org
Website: www.elig.org