THINK DIGITAL

“Topics like artificial intelligence, modern workplace learning and the future of learning are issues that will affect us all in the coming years. At Europe’s largest event for digital learning in schools, universities and work, visitors can experience these trends and developments for themselves.

LEARNTEC offers a diverse programme, featuring international experts, exciting workshops and presentations, a start-up area, AR/VR area and the LEARNTEC future lab.

Alongside the trade fair, the convention addresses the latest issues like “Learning and Artificial Intelligence” and “The Future of Work”.

From e-learning solutions and digital education to knowledge management and innovative tools, LEARNTEC is the place to find the solutions and expertise to help you successfully transform education for the digital age. See you in Karlsruhe!”

René Naumann
Project Manager LEARNTEC
LEARNTEC is Europe’s largest event for digital education, don’t miss out!

Here is just a selection of what’s on offer:

- **LEARNTEC future lab** - Take a look into the future
- **Guided tours** - See, hear and experience everything you need to know
- **AR/VR area** - Dive into new digital worlds
- **Start-up area** - Meet the hidden champions of tomorrow
- **Anwender- und Trendforum** - Best-practice solutions from the experts
- **delina award ceremony** - Recognising smart ideas that shape the future of learning
- **eLearningCHECK** - Major customer satisfaction survey among businesses

“If you’ve never heard of LEARNTEC, you are missing out. For me, it is an absolute MUST for anyone who works in digital learning.”

René Prieß
Trainer, TruckTraining Germany
Product & Sales
Convention, 28 January 2020

Technology Modern Workplace Learning

11:30 – 12:15 Building a culture of continuous learning
Jane Hart, Centre for Learning & Performance Technologies (UK)

12:15 – 13:00 How Infineon are using LinkedIn Learning to transform workplace learning
Barbara Boehene, Infineon Technologies AG

Keynote 14:15 – 15:15 How digitalization is changing the way we learn
Christian Baudis, Digitalunternehmer, Top 50-Futurist

15:30 – 16:15 Future Work - How we can shape the collaboration between man and machine
Dr. Matthias Pesienner, Fraunhofer Institute for Industrial Engineering (IAO), Research Area Human-Technology Interaction

16:30 – 17:15 The office of the future
Dr. Ola Wintermann, Bertelsmann Stiftung

17:15 – 18:00 Co-working with robots in the future industrial workplace
Prof. Dr. Steffen Kinkel, Hochschule Karlsruhe

Convention, 29 January 2020

Technology Modern Workplace Learning

10:45 – 11:30 Adaptive Learning Games using Eye-Tracking and A.I.
Alexander Streicher, Fraunhofer IOSB / Sebastian Leidig

11:30 – 12:15 Hypermind. Introducing the intelligent textbook for learning
Prof. Dr. Jochen Kuhn, University Kaiserslautern

14:30 – 15:15 My Digital World - Create and share your knowledge and learn from others
Thorsten Maas, Nargissi Reschad, SCHOTT AG

Management

14:30 – 15:15 Supporting knowledge sharing at work
Dr. Jane Bozarth, The eLearning Guild (US)

14:30 – 17:00 Design Thinking: Moving from theory to application
Tim Bursmeister, SP Strategies Limited (UK), Bianca Baumann, BB Consulting Group (CA)

Workshop

14:30 – 15:15 Incorporating learning into daily work
Helan Blunden, Adapt & Embrace [AUS]

14:30 – 17:00 Developing modern online resources for the workplace
Andrew Jacobs, HM Revenue & Customs (UK)

Current convention programme: learntec.de/convention

“The LEARNTEC convention not only offers excellent opportunities for networking, discussion, tips and tools, but also lets you find out about the latest trends, issues and processes!”

Shih-Wu Lo
Distance Learning Manager, Digital Learning | Global Academy Ottobock SE & Co. KGaA
Convention, 30 January 2020

Auditorium

09:30 – 10:30
Building enterprise capabilities while enabling learning in the flow of work. Can L&D rise to the challenge?
Brian Murphy, Global Head of Learning Transformation, AstraZeneca (UK)

Technology

10:45 – 11:30
Latest developments in mobile AR
Antony Vitillo, Maximusluoani, New Technology Walkers (IT)

Social interaction in virtual worlds.
11:30 – 12:15
Behavioral and neural correlates
Dr. Marie-Luise Brandl / Dr. Leonhard Schilbach, Independent Max Planck Research Group for Social Neuroscience, MPI für Psychiatrie München

Multimodal learning analytics
14:30 – 15:15
Dr. Jan Schneider, Leibniz-Institut für Bildungsforschung und Bildungsinformation

10:05 – 11:30
Onboarding for Bosch HR: Global, digital, personal and hands on
Dr. Jördis Hollnegart and Christina Pauly, Robert Bosch GmbH

Right people, wrong skills. Reskilling your workforce
Bianca Baumann, BB Consulting Group (CA)

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Bianca Baumann, BB Consulting Group (CA)

11:30 – 12:15
Encouraging a daily self-learning habit
Jane Hart, Centre for Learning & Performance Technologies (UK)

Designing a learning campaign to promote continuous learning at work
Facilitated by: Dr. Jane Bozarth, The eLearning Guild (US) / Helen Blundell, Adapt & Embrace (AUS) / Jane Hart, Centre for Learning & Performance Technologies (UK)

15:30 – 17:00
Designing a learning campaign to promote continuous learning at work
Facilitated by: Dr. Jane Bozarth, The eLearning Guild (US) / Helen Blundell, Adapt & Embrace (AUS) / Jane Hart, Centre for Learning & Performance Technologies (UK)

The LEARNTec 2020 app – Your mobile trade fair guide

- comprehensive trade fair and convention catalogue
- the latest convention and supporting programme
- personal list of favourites
- memo function with image uploading
- interactive hall plan
- matchmaking function
- full-text search function
- NEW: Push notifications
- NEW: Voucher booklet

You can find the current list of exhibitors in our app and at: learntec.de/exhibitorlist
The LEARNTEC convention – The leading event for the e-learning and education industry

LEARNTEC is once again partnering with Jane Hart, one of the world’s leading experts on learning. At LEARNTEC 2019, she helped shape part of the convention programme and added a full English-language section.

For you, this means:

- High-quality and practical presentations and workshops
- Carefully selected international experts from business and academia
- Information on the latest trends and visions in education

Our network, your opportunity!

LEARNTEC boasts a unique network of partners, experts, multipliers and media partners that meets every year in Karlsruhe. Following the end of the first event day on Tuesday, 28 January 2020, there will be an industry meet-up at a location in the city centre. Enjoy an inspiring evening and take the opportunity to expand and deepen your network.

The event costs €49 per person, including VAT, food and drinks. A limited number of tickets will be available in advance in the online ticket shop.

Our Meet & Snack event, held at the trade fair on Wednesday 29 January 2020, will also provide an opportunity for relaxed discussion with colleagues and exhibitors.

We look forward to welcoming you to our LEARNTEC Lounge.

Jane Hart
Director of the Centre of Modern Workplace Learning
**Buy your online ticket now at the discounted early bird rate and save both time and money!**

**Prices Trade Fair**

<table>
<thead>
<tr>
<th>Price Category</th>
<th>Ticket Prices (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>19 January 2020</strong></td>
<td><strong>Prices Trade Fair incl. exhibition catalogue + lectures on fair</strong></td>
</tr>
<tr>
<td>1-day ticket online</td>
<td>45 €</td>
</tr>
<tr>
<td>3-day ticket online</td>
<td>75 €</td>
</tr>
<tr>
<td>1-day ticket reduced*</td>
<td>19 €</td>
</tr>
<tr>
<td><strong>Ticket prices from 20 January 2020</strong></td>
<td><strong>Prices Trade Fair incl. exhibition catalogue + lectures on fair</strong></td>
</tr>
<tr>
<td>1-day ticket online</td>
<td>59 €</td>
</tr>
<tr>
<td>3-day ticket online</td>
<td>99 €</td>
</tr>
<tr>
<td>1-day ticket reduced*</td>
<td>25 €</td>
</tr>
<tr>
<td><strong>Business Evening incl. drinks and snacks.</strong></td>
<td><strong>Ticket price</strong></td>
</tr>
<tr>
<td>1-day ticket</td>
<td>49 €</td>
</tr>
</tbody>
</table>

*Reduced tickets for pupils, students, apprentices, community service workers, pensioners or people with disabilities, employees of public and private universities and colleges as well as the Bundeswehr. Verification checks at the entrance.

The admission prices for the trade fair are incl. 19% VAT.

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**Prices Convention**

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<tr>
<td><strong>19 January 2020</strong></td>
<td><strong>Prices Convention incl. admission to trade fair, participation in congress sections and workshops, trade fair and congress catalog. Convention admission tickets also include drinks during breaks and lunchtime snacks.</strong></td>
</tr>
<tr>
<td>1-day ticket online</td>
<td>410 €</td>
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<tr>
<td>3-day ticket online</td>
<td>685 €</td>
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<tr>
<td>1-day ticket online reduced*</td>
<td>230 €</td>
</tr>
<tr>
<td><strong>Ticket at advanced sale price valid from 10 December 2019 to 19 January 2020</strong></td>
<td><strong>Prices Convention incl. admission to trade fair, participation in congress sections and workshops, trade fair and congress catalog. Convention admission tickets also include drinks during breaks and lunchtime snacks.</strong></td>
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<tr>
<td>1-day ticket online</td>
<td>515 €</td>
</tr>
<tr>
<td>3-day ticket online</td>
<td>835 €</td>
</tr>
<tr>
<td>1-day ticket online reduced*</td>
<td>230 €</td>
</tr>
<tr>
<td>3-day ticket online reduced*</td>
<td>360 €</td>
</tr>
<tr>
<td><strong>Ticket prices from 20 January 2020</strong></td>
<td><strong>Prices Convention incl. admission to trade fair, participation in congress sections and workshops, trade fair and congress catalog. Convention admission tickets also include drinks during breaks and lunchtime snacks.</strong></td>
</tr>
<tr>
<td>1-day ticket</td>
<td>665 €</td>
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<tr>
<td>3-day ticket</td>
<td>1,085 €</td>
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<tr>
<td>1-day ticket reduced*</td>
<td>330 €</td>
</tr>
<tr>
<td>3-day ticket reduced*</td>
<td>450 €</td>
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</tbody>
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Let’s connect!

#LEARNTEC2020

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Twitter /net/learntec
YouTube /user/LEARNTECkarlsruhe

Event date: 28 – 30 January 2020
Venue: Karlsruhe Trade Fair Centre | Halls 1 + 2
Messeallee 1 | D-76287 Rheinstetten
Visitor hotline: Tel. +49 (0) 721 3720-5000
Email: online-service@messe-karlsruhe.de
Hours of opening:
28 – 29 January 2020 ... 9.00 – 18.00
30 January 2020 ....... 9.00 – 17.00

Organiser:
Karlsruher Messe- und Kongress GmbH | Festplatz 9 | 76137 Karlsruhe, Germany
Phone: +49 721 3720-5000 | messe-karlsruhe.de