INVITATION
We invite you to participate at final conference of the project SIMPEL on
Monday, 14.04.2008
Venue: Representation of the State of North Rhine-Westphalia to the European Union,
Rue Montoyer 47, Brussels

PROGRAMME

8:30-12:00	Conference Check-in
9:00-9:30	Welcome: Coordinator Ileana Hamburg (IAT-FH-Gelsenkirchen)
	Renato Botti., EACEA-Education Audiovisual & Culture Executive Agency Unit P1-Lifelong Learning
9:30-10:30	**Plenary Session – Chair Steffi Engert, Univ. Duisburg-Essen**
	Keynote: Maggie McPherson (SLICT in Education School of Education, Univ. Leeds): *eLearning in the workplace*
	Keynote: Karsten Wolf (Univ. Bremen): *Communities of practice*
	Keynote: Rolf Granow (oncampus@FH Lübeck): *"eLearning in Higher Education and in SMEs: synergies or closed shops?"*
10:30-11:00	Coffee Break
11:00-12:30	Parallel Sessions
	WS 1 – Social networks – Chair: Herbert ten Thij (S.E.C.U.R.I.O. Eindhoven)
	Steffi Engert, Anke Petschenka (Univ. Duisburg-Essen), Ileana Hamburg (IAT-FH-Gelsenkirchen): *Communities of Practice to improve knowledge management and eLearning in SMEs*
	Eamonn McQuade (EMRC-Educ. Media Research Centre Dept ECE, Univ. Limerick): *Concept of a collective graduate training programme for SME clusters*
	Ileana Hamburg (IAT-FH-Gelsenkirchen), Oleg Cernian, (Univ. Craiova): *Cultural understanding in learning to help SMEs particularly in the new EU member states*
	Andrea Steigler (Industriade),Györ: Future e-learning opportunities for SMEs in Hungary
	WS 2 – International comparisons – Chair: Peter Volk (VEB Firenze)
	Sinead Averill (Univ. Limerick): *The eLearning toolkit for SMEs in Canada – a way to help the adoption of eLearning*
	Svetlana Akhmetova, Larisa Nevskaya (Univ. Perm), Steffi Engert (Univ. Duisburg-Essen): *eLearning and Russian SMEs*
	Csilla Rajki, Tamás Kisérdi (Univ. Györ): *Online educational eLearning system and online market place in Hungary*
	Hansjürgen Paul, (IAT-FH-Gelsenkirchen): *Analyzing and Reporting eLearning in Europe – the project ARIEL*
12:30-13:30	Lunch Break
13:30-15:00	Parallel Sessions
	WS 3 – Regional strategies – Chair: Anke Petschenka (Univ. Duisburg-Essen)
	Sascha Kleine-Boes (DATAWORKS BORKEN): *E-Learning in Web 2.0 – A win-win-strategy for private users, SMEs and training providers*
	Herbert ten Tij (S.E.C.U.R.I.O. Eindhoven): *Dutch experiences with eLearning in SMEs*
	Konrad Berger (IPK-Fraunhofer-Berlin): *Experience of the Virtual Academy Brandenburg*
	N.N. (Wirtschaftsförderung Hagen GmbH): *The Wisnet network – a regional approach for co-operation between eLearning providers and SMEs*
	WS 4 – National and branch strategies – Chair: Sinead Averill, University Limerick
	Thorsten Busse (IAT-FH-Gelsenkirchen): *Models for E-Learning providers and users*
	Anne Algers, Swedish (Univ. of Agricultural Sciences), Maren Bruns, (GIQS): *Sustainable e-learning initiative for the international community of the pork sector*
	Lutz Goertz (MMB-Institute for Media and Competence Research): *Learning in German SMEs – Results of a Trend Survey 1999/2007*
	Doris Beer (Dr. Beer Bildungs- und Sozialforschung Dinslaken): *Analysis of E-learning readiness as a business orientation*
15:30-16:30	**Plenary Session–Concluding remarks – Chair: Ileana Hamburg (IAT-FH-Gelsenkirchen)**
16:30-17:30	**Chair: Doris Beer – Improving Training Strategies of SMEs in Northrhine-Westphalia by using eLearning**
	Activities of NRW representation: NN, representative for the Ministry of Science and Education NRW
17:30	Come Together / Buffet

The participation is free of charge. Further information and registration please to:
Dr. Ileana Hamburg (hamburg@iat.eu / Tel: ++49/209-1707-265)