Professional Training Facts 2006
Embedding training into business and work processes

15th of November, 2006
9.00 a.m. – 5.00 p.m.
Stuttgart, Germany

The conference will be organised by the Fraunhofer Institute for Industrial Engineering IAO

in partnership with The PROLEARN Network Of Excellence in professional learning
In many organisations and companies, training and learning offers do not fit to personal, situational and business needs. Often trainings and courses are offered too late for changes in business processes or they are not aligned with the needs of the employees. As a result, the planning and executing of learning processes are not connected with business processes and business information systems. In consequence, such training offers have a lack of acceptance because they are not enabling the employees to fulfill their tasks in the business process. Today, learning design and business process management are often «loose connected worlds». If processes are changed, organisations take care of IT requirements but do not consider that learning and training is a key enabler for the knowledge transfer to their «human capital». Training is an investment as important as, e.g., a new IT infrastructure.

Fortunately, information and communication technologies are not only the cause for qualification and training needs but also support it. In future, people and organisations will be more competitive by reducing the time to fill competency gaps and to build skills according to business needs and the daily work processes. The time gap between identification of a learning need and the appropriate training should become smaller.

The international Professional Training Facts 2006 conference will demonstrate how information and communication technologies are already used for professional training and give foresights and forecasts for upcoming IT solutions in this area.

The conference will focus on the issue of requirements, challenges, solutions, and experiences in the area of professional training. Speakers from companies as well as from research institutes and universities will show ideas shaping this field today and in future. Special themes of the conference will be:

- company requirements and challenges in professional training;
- upcoming ICT solutions for education;
- process-oriented learning and information exchange with the focus on embedding training into business and work processes; and more.

As an international conference in cooperation with the PROLEARN network of excellence in professional training the main conference language is English, but to attract national participants as well there also will be two tracks in German.

Prof. Dr.-Ing. Dieter Spath
Information

Target groups
companies, intermediary organizations, providers of solutions in professional learning, (applied) research institutes

The conference languages are English and German (in different tracks)

General conference chair
Prof. Dr.-Ing. Dieter Spath
Fraunhofer Institute for Industrial Engineering (Fraunhofer IAO)
Stuttgart, Germany

Conference registration
www.professional-training-facts.com

Registration fee
295 € (including lunch, drinks and conference proceedings)

Cancellation of registration
The registration can be cancelled until October 31st, 2006. All later cancellations will effect a full price invoice.

Further information
PROLEARN IAO
Conference Administrator
Fraunhofer Institute for Industrial Engineering (IAO)
Institutzentrum Stuttgart (IZS)
Nobelstraße 12
70569 Stuttgart, Germany
Telefon: +49(0)7 11/97 0 - 20 92, -2019
Email: prolearn@iao.fraunhofer.de

For further information, online registration and latest updates visit our conference website:
www.professional-training-facts.com

How to find us
By S-Bahn line S1, S2 or S3 from the main station or line S2 or S3 from the airport to »Universität«. From the exit »Wohngeland Schirn-Kranz-Endelbang« Nobelstraße: it is a 10-minute walk to the Institutzentrum.

By car via the A8 or A81 motorway; when you reach the Stuttgart interchange (Autobahnkreuz Stuttgart, Stuttgart-Zentrum/S-Vaihingen exit), follow the A831/B14 as far as the Universität exit. There’s a car park free of charge in the Institutzentrum.

An electronic access sketch you can find here:
www.iao.fraunhofer.de/e/profil/adresse.hbs

Pre-Workshops

In the afternoon at 14th of November 2006, three pre-conference workshops are offered for specific issues in the context of embedding training into working and business processes (in German language only).

1.00 – 5.30 p.m.
Pre-Workshop 1
Social Software für betriebliche Weiterbildung und das Wissensmanagement
Ralf Klamma
RWTH Aachen, Germany

1.00 – 5.30 p.m.
Pre-Workshop 2
Arbeitsorientiertes Lernen – Ein praxisorientierter Workshop
Jürgen Wilke
Fraunhofer IAO, Germany

1.00 – 5.30 p.m.
Pre-Workshop 3
Inno-Tanks: Expertenwissen im Unternehmen produktiv nutzen
David Kremer
Fraunhofer IAO, Germany

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<td>11.00 a.m. – 1.00 p.m.</td>
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<td>Final remarks &amp; farewell coffee</td>
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**Program description**

9.00 – 10.30 a.m.
**Keynotes – professional training facts**

- **Dieter Spath**
  Fraunhofer IAO
  Embedding training into business and work processes

- **Marco Marcella**
  European Commission – Information Society and Media Directorate General Learning and Cultural Heritage, Luxembourg
  EU RTD activities in Technology-enhanced Learning

- **Rainer Zinow**
  SAP AG, Germany
  Community-driven Knowledge Transfer in the Workplace Environment
11.00 a.m. – 1.00 p.m.
Track 1
Future trends in e-learning

The track «Future Trends in E-Learning» should bring together practitioners from big companies, consultants and people from academia to present new developments in professional training, to discuss current and future trends in e-learning and to formulate provoking new research questions in the field of technology enhanced learning.

Chaired by
Ralf Klamma
RWTH Aachen, Germany

Ralf Klamma
RWTH Aachen University, Germany
Katherine Maillet
Institut National des Télécommunications INT, France
Social Software for Professional Training Proven Partners, The Netherlands
Ton Zijlstra
Proven Partners, The Netherlands
Pioneering Social Software applications in a small consulting firm (benefits, challenges, experiences)

Karsten Ehms
Siemens AG, Germany
Corporate Technology – Information & Communication – Knowledge Management & Business Transformation

Ambjörn Naeve
Royal Institute of Technology KTH, Sweden
Research and development perspectives

Ingo Wolf
T-Systems Enterprise Services GmbH, Germany
Present state and future trends in extended vocational training – a report from industry

11.00 a.m. – 1.00 p.m.
Track 2
Company performance improvement and the role of leading-edge training tools

Company performance improvement is the key issue for organisations. To increase performance training and learning activities should be evaluated against this issue. In this track challenges and solutions to overcome this issue by leading-edge training tools will be illustrated.

Chaired by
Peter Scott
Open University, United Kingdom

Oliver Korn
Korion, Germany
Simulations for industry and service: New solutions for learning enterprises

Lucia Pannese
Imaginary, Italy
Games and learning come together to maximize effectiveness: the challenge of bridging the gap

Peter Scott
Open University, UK
Examining virtual events for effectiveness, knowledge work and learning

Karin Hamann
Fraunhofer IAO, Germany
Increase communication efficiency in distributed teams by implementing virtual meetings: a good practice case of a production company
Older workers are not a prominent target group of HRM strategies. However, against the background of ageing workforces the relationship between ageing, working and learning has to be rethought. This track deals with successful conditions, methods and examples of age management as well as learning of younger and older workers.

Chaired by
Bernd Dworschak
Fraunhofer IAO, Germany
Hartmut Buck Bernd Dworschak
Fraunhofer IAO, Germany

Working and learning of ageing workforces – Major challenges
Holger Möhwald
Möhwald Unternehmensberatung, Germany

Learning partnerships for younger and older employees at Sartorius AG, Göttingen
Heidrun Kleefeld
SAP AG, Germany

»More Value for Money« through standardized Management processes?
Peter Littig
DEKRA Akademie GmbH, Deutschland

»Sunk Costs« of standardized training services reduced by quality assurance?
Bernd Simon
Knowledge Markets Consulting GesmbH, Österreich

Chaired by
Bernd Simon, Wirtschaftsuniversität, Wien, Österreich
Jürgen Wilke
Fraunhofer IAO, Deutschland

Strategic Alliances for the development and marketing of standardized premium training services
Christian Mars
Microsoft, Deutschland

Microsoft Sharepoint Portal Technology
Peter Littig
DEKRA Akademie GmbH, Deutschland

Embedding Standards – Pilotierung eines neuen europäischen Bildungsstandards (Europäischer Qualifikationsrahmen) durch transnationales IT- und Multimedia-Training
Bernd Simon
Knowledge Markets Consulting GesmbH, Österreich

Mit standardisierten Bildungskontrollierungen den Wissenstransfer von Bildungsdienstleistungen erhöhen

Chaired by
Bernd Dworschak
Fraunhofer IAO, Germany

Steigerung der Effizienz und des Ertrags von Bildungsdienstleistungen durch Standardisierung?


Chaired by
Bernd Simon, Wirtschaftsuniversität, Wien, Österreich
Jürgen Wilke
Fraunhofer IAO, Deutschland

Strategic Alliances for the development and marketing of standardized premium training services
Christian Mars
Microsoft, Deutschland

Microsoft Sharepoint Portal Technology
Peter Littig
DEKRA Akademie GmbH, Deutschland

Embedding Standards – Pilotierung eines neuen europäischen Bildungsstandards (Europäischer Qualifikationsrahmen) durch transnationales IT- und Multimedia-Training
Bernd Simon
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Mit standardisierten Bildungskontrollierungen den Wissenstransfer von Bildungsdienstleistungen erhöhen
2.30 – 4.30 p.m.
Track 5
Learning technologies for better business performance
The alignment of learning technology with business processes is a new but important issue within the area of professional learning. Approaches to integrate learning technologies into business process platforms and portals of companies on the basis of service-oriented architectures will be discussed.

Chaired by
Volker Zimmermann
imc AG, Germany
Katrina Lyking
Deutsches Forschungszentrum für künstliche Intelligenz DFKI, Germany
Learning Management – a business-process-driven perspective
Wolfgang Volz
Ernst Klett Verlag GmbH, Germany
Business process optimisation in educational publishing at Klett
Lutz Goertz
MMB Institut für Medien- und Kompetenzforschung, Germany
No more content – we need tools now!
Findings in the BMWi-programme »LERNET«
Nils Faltin
imc AG, Germany
Integration of informal learning activities into learning processes through individualization

Fraunhofer IAO, Stuttgart
Program description
Professional Training Facts 2006
Accommodation

Hotel Wartburg
Lange Straße 49
70174 Stuttgart
Telefon: +49 (0) 7 11/2 04 50
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www.hotel-wartburg-stuttgart.de

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www.hotel-unger.de

Rega Hotel Stuttgart
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70176 Stuttgart
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Fax: +49 (0) 7 11/61 93 47
www.rega-hotel.de

Mercure Hotel Fontana Stuttgart
Vollmoellerstrasse 5
70563 Stuttgart
Telefon: +49 (0) 7 11/73 00
Fax: +49 (0) 7 11/73 02 25
www.accorhotels.com/accorhotels/fichehotel/de/mer/5425/fiche_hotel.shtml

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Fax: +49 (0) 7 11/68 67-99
www.relexa-hotel.de/content/deutsch/viewer/stuttgart_start_9.html

Special rate
70 €, code: SRH 2006

Hotel Sautter
Johannesstraße 28
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www.hotel-sautter.de

Maritim Hotel Stuttgart
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Registration
Professional Training Facts 2006 & pre-workshops

I register for
☐ Professional Training Facts 2006
at 15th of November 2006 (295 €)

Pre-Workshops
at 14th of November 2006
German language only

☐ Pre-Workshop 1
Social Software für betriebliche Weiterbildung und das Wissensmanagement
Kosten: 100 €, für Teilnehmer der PTF 2006 nur 50 €

☐ Pre-Workshop 2
Arbeitsorientiertes Lernen – Ein praxisorientierter Workshop
Kosten: 195 €, für Teilnehmer der PTF 2006 nur 95 €

I accept the conditions of registration and cancellation which are announced in this programme.

Advice
In accordance with the German Data Protection Act we do inform you about the electronic storage and processing of your address.

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www.professional-training-facts.com

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