

EXPERTS GATHER IN LONDON FOR GLOBAL EDUCATION CONFERENCE
What Works? Successful Education Policies, Resources and Technologies

**World Bank, Samsung, Ukie, Marshall Cavendish Education,
Hodder Education and Collins Learning in conference line-up**

Thursday 16 April 2015

Olympia Conference Centre, London, W14

News for release, 27 March 2015: The International Publishers Association (IPA) and The London Book Fair (LBF) are delighted to announce the line-up for the third edition of *What Works? Successful Education Policies, Resources and Technologies* that takes place on Thursday 16 April 2015, in association with The Publishers Association.

There will be two keynote speeches. Andrew Fong, Marshall Cavendish Education, will speak about Singapore as a best-practice example of educational resource development, and Luis Benveniste, World Bank, will give a keynote speech on the provision of funding for learning resources around the world. These keynotes will begin a day where top-level policy makers and publishers will debate and share their knowledge with speakers from major universities and international organisations about how technology, policy and content may be most effectively applied to raise educational standards. This year there will be speakers from eleven countries - Australia, Brazil, China, Germany, Hungary, Italy, Mexico, Netherlands, Singapore, UK and USA - with topics on the conference agenda including:

- The value of edutainment and gamification - does it work and how?
- Government vs Private - who is best placed to commission and deliver education content: education publishers or governments?
- Print vs Digital – what works best and how can education systems successfully adapt to the digital world? When is print still the better resource?

Speakers this year are:

- Luis Benveniste, Practice Manager, Education, World Bank (USA)
- Yu Chunchi, ED, China Education Publishing & Media (PRC)
- Andrew Fong, Head - International Markets, Marshall Cavendish Education (Singapore)
- José Ignacio Echeverría, President, CANIEM (Mexico)
- Colin Hughes, Managing Director, Collins Learning (UK)
- Ian Livingstone CBE, President of Eidos (UK)
- Sarah Maughan, Associate Director of Research, AlphaPlus Consultancy (UK)
- Miklós Nagy, Director, Európa Publisher (Hungary)
- Wouter Oosterheert, Stichting leerKracht (Netherlands)
- Professor Gino Roncaglia, Senior Research Fellow, University of Viterbo 'La Tuscia' (Italy)
- Professor Lucia Santaella, São Paulo Catholic University (PUCSP), Director of CIMID, Center of Research in Digital Media (Brazil)
- Deborah Smith, Bond University (Australia)
- Lis Tribe, Managing Director, Hodder Education (UK)

- Jo Twist, CEO Ukie (UK Interactive Entertainment) (UK)
- Wouter van Tol, Director Corporate Citizenship, Europe, Samsung (UK)
- Professor Werner Wiater, Augsburg University (Germany)

Richard Charikin, IPA President (UK); Wilmar Diepgrond, Chairman, Association of Educational Publishers (Germany); Jay Diskey, Chair, IPA Educational Publishers Forum (USA); Richard Mollet, Chief Executive, The Publishers Association (UK); Graham Taylor, The Long Game (UK) and Kate Worlock, Outsell (UK) will introduce and chair individual sessions across the day.

Jose Borghino, Policy Director at the International Publishers Association, said: “Education is a strategic issue for everyone, and every country does it differently. Politicians, international agencies and technology companies are all making their own interventions, usually involving the use of consumer technologies and the Internet in schools. The challenge is to work through the diversity of possible solutions and find the best fit. This is the perfect time for publishers, policy makers and analysts to come together in the universal quest to find out ‘What Works?’”

Orna O’Brien, Conference Manager, The London Book Fair, added: “‘What Works?’ is now an established part of our conference line up, and we are delighted to be hosting the third edition at LBF this year, and provide an opportunity for delegates to hear the views and research findings from experts who are shaping education policy around the world.”

The programme is fully managed and operated by The London Book Fair and programmed by the Educational Publishers Forum of the IPA.

BOOKING INFORMATION:

Date: Thursday 16 April 2015, 09:30 to 17:15
Venue: Olympia London, Hammersmith Road, Kensington, London, W14 8UX, UK
To book, please go to: www.londonbookfair.co.uk/whatworks
Prices: **£399.00 + VAT** Standard
£99.00 + VAT delegate rate is offered for persons from not-for-profit and public sector organisations

Conference passes provide all delegates with free entrance to all three days of the Fair, providing an opportunity for them to visit the Academic, Education and Technology areas of LBF, meet with education and children’s publishers and find out more about the latest products available.

- Ends -

For further information, and press registration, please contact Tracey Jennings, Midas PR
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www.londonbookfair.co.uk

2015 SHOW DATES
THE LONDON BOOK FAIR, OLYMPIA, LONDON
Tuesday 14 -Thursday 16 April 2015

Notes to editors:

THE LONDON BOOK FAIR (LBF)

The London Book Fair (LBF) is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Taking place every Spring in the world's premier publishing and cultural capital, it is a unique opportunity to explore, understand and capitalise on the innovations shaping the publishing world of the future. LBF brings you direct access to customers, content and emerging markets. LBF 2015, the 44th Fair, will take place from Tuesday 14-Thursday 16 April 2015, Olympia London. LBF's London Book and Screen Week will run for the second year, with the book fair as the pivotal three day event within a five day programme. London Book and Screen Week will open with LBF's Publishing for Digital Minds Conference on Monday 13 April, the day before LBF opens. Mexico is Market Focus country in 2015, following Korea in 2014. In 2015 LBF's charity of the year is Booktrust.

For further information, please visit: www.londonbookfair.co.uk.

THE INTERNATIONAL PUBLISHERS ASSOCIATION (IPA)

The International Publishers Association (IPA) is a federation of national, regional and specialist publishers' associations. Its membership comprises more than 60 organizations from more than 50 countries in Africa, Asia, Oceania, Europe and the Americas. The Educational Publishers Forum which has programmed and organized 'What Works?' conferences since their inception in 2013, is a unique body that brings together educational (K-12) publishers from around the world. The purpose of the Forum is to share experiences regarding the evolution of learning resources, especially the application of technology and the impact on classroom pedagogy. The Forum tracks developments in both educational publishing and digital learning, and has established links with international agencies including the European Commission, OECD, UNESCO, WIPO and the World Bank.

THE PUBLISHERS ASSOCIATION (The PA)

The Publishers Association is the leading trade organisation serving book, journal, audio and electronic publishers in the UK. Membership is comprised of 117 companies from across the trade, academic and education sectors. Its core service is representation and lobbying, around copyright, rights and other matters relevant to members, who represent roughly 80% of the industry by turnover. www.publishers.org.uk.