

Excellent prospects for the 20th LEARNTEC

- Important educational summit at the beginning of the year
- 2011 reorientation of the event proves its worth
- Top keynote speakers at the convention
- eureleA and D-ELINA to be awarded at **LEARNTEC**

Karlsruhe, 20 December 2011 – Many major companies have decided to exhibit at **LEARNTEC** 2012, the leading international trade fair and convention for vocational education, learning and information technology. Britta Wirtz, Managing Director of Karlsruher Messe- und Kongress Gesellschaft (KMK): “The 20th **LEARNTEC** is headed for record exhibitor figures. The many new changes that were introduced at **LEARNTEC** in 2011 were very well received by the market, particularly the decision to integrate the trade fair and convention more closely, both in the physical and thematic sense. The new ideas in the field of ‘further training and games’ also met with a very positive reception.” This pioneering role is also confirmed by the latest MMB ranking from July, with experts determining that **LEARNTEC** had the greatest potential as an educational trade fair and convention.

Next year’s trade fair will focus on mobile learning, trainers and coaches, age-specific learning, sustainable learning and serious games. And, for the first time, **LEARNTEC** will be introducing its own gaming formats under the **GAMES@LEARNTEC** label. This includes a gaming area where participants can try out games themselves, a user forum with best cases presented by experts and seasoned professionals, and the LevelUp! congress, where game

LEARNTEC 2012

31 January - 2 February 2012

Karlsruhe Trade Fair Center

PRESS

Contact: Dr. Oliver Langewitz

Tel.: +49 721-3720-2305

Fax: +49 721-3720-2319

oliver.langewitz@kmsg.de

KONGRESSZENTRUM KARLSRUHE

Karlsruher Messe-
und Kongress-GmbH
Festplatz 9
76137 Karlsruhe
T +49 721 3720-0
F +49 721 3720-2116
E info@kmsg.de

MESSE KARLSRUHE

Messeallee 1
76287 Rheinstetten
T +49 721 3720-5000
F +49 721 3720-5494

GESCHÄFTSFÜHRER MANAGING DIRECTOR

Britta Wirtz (Sprecherin/Speaker)
Klaus Hoffmann

VORSITZENDE DES AUFSICHTSRATS CHAIRWOMAN OF THE SUPERVISORY BOARD

Erste Bürgermeisterin/
First Mayoress
Margret Mergen

Reg.-Ger. Mannheim
HRB 100147

MITGLIED MEMBER

AUMA | FKM | GCB | IDFA | EVVC

www.messe-karlsruhe.de
www.learntec.de

developers and designers discuss trends and risks in the computer game scene.

As Britta Wirtz stresses: "In the political arena, there is still a fundamental consensus as regards sustainable development and educational themes. In this connection, Karlsruhe is an important educational summit at the beginning of a new year. The high presence of political representatives such as Cornelia Pieper (Minister of State at the Foreign Office), Gabriele Warminski-Leitheußer (Minister for Education, Youth and Sports in the federal state of Baden-Württemberg) and Bilkay Öney (Minister for Integration in the federal state of Baden-Württemberg) will underline the importance of **LEARNTEC** in this sector."

Top keynote speakers at the convention

Convention participants have a number of highlights to look forward to. As **LEARNTEC** Convention Committee member Sünne Eichler explains: "We are very lucky to have Professor Norbert Bolz – a prominent media expert from Berlin Technical University – with us on the very first day of the convention, giving a presentation on "Learning means exploring – from 'collective wisdom' to amalgamating tools and toys". Other keynote speakers include Stefanie Waehlert of German social network VZ Netzwerke Berlin, who will be talking about "Social networks and young target groups", and Dr. Jørgen Bang from Aarhus University in Denmark, who is to lecture on "How to organize life-long learning".

On joining the Convention Committee in 2011, Sünne Eichler and Prof. Peter A. Henning launched a call for papers and put together the convention programme based on all submissions received, structured in five parallel areas. When selecting topics for the 2012 event, the main focus was on practical relevance. As Prof. Henning explains: "Particularly in the area of Social Media and Mobile Learning, there has

KONGRESSZENTRUM KARLSRUHE

Karlsruher Messe-
und Kongress-GmbH
Festplatz 9
76137 Karlsruhe
T +49 721 3720-0
F +49 721 3720-2116
E info@kmsg.de

MESSE KARLSRUHE

Messeallee 1
76287 Rheinstetten
T +49 721 3720-5000
F +49 721 3720-5494

GESCHÄFTSFÜHRER MANAGING DIRECTOR

Britta Wirtz (Sprecherin/Speaker)
Klaus Hoffmann

VORSITZENDE DES AUFSICHTSRATS CHAIRWOMAN OF THE SUPERVISORY BOARD

Erste Bürgermeisterin/
First Mayoress
Margret Mergen

Reg.-Ger. Mannheim
HRB 100147

MITGLIED MEMBER

AUMA | FKM | GCB | IDFA | EVVC

www.messe-karlsruhe.de
www.learntec.de

been a year-on-year increase in the number of practical examples submitted". The event will feature classic themes such as Mobile Learning and Game-Based Learning but also innovative areas like Augmented Reality and Media Convergence. Of particular importance to the managers in attendance will be Enterprise 2.0, Diversity and Performance Management.

Awards at LEARNTEC

Two awards will be presented at **LEARNTEC** 2012: Firstly, the European Award for Technology-Supported Learning, eureleA, particularly promotes projects relating to technology-supported knowledge and talent management, serious games, virtual training worlds and social media. Secondly, the German "D-ELINA" award for innovations in the field of e-learning will be presented to innovative new concepts from universities and technical colleges that have integrated technologies and tools to great effect.

LEARNTEC 2012

Leading International Trade Fair and Convention for Vocational Education, Learning and IT#

The 20th **LEARNTEC** is to take place at Karlsruhe Trade Fair Center from 31 January to 2 February 2012.

Further Informations:

www.learntec.de

LEARNTEC 

Internationale Leitmesse und Kongress
für professionelle Bildung, Lernen und IT

Leading International Trade Fair and
Convention for Vocational Education,
Learning and IT

KONGRESSZENTRUM KARLSRUHE

Karlsruher Messe-
und Kongress-GmbH
Festplatz 9
76137 Karlsruhe

T +49 721 3720-0
F +49 721 3720-2116
E info@kmsg.de

MESSE KARLSRUHE

Messeallee 1
76287 Rheinstetten

T +49 721 3720-5000
F +49 721 3720-5494

GESCHÄFTSFÜHRER
MANAGING DIRECTOR

Britta Wirtz (Sprecherin/Speaker)
Klaus Hoffmann

VORSITZENDE DES AUFSICHTSRATS
CHAIRWOMAN OF THE SUPERVISORY
BOARD

Erste Bürgermeisterin/
First Mayoress
Margret Mergen

Reg.-Ger. Mannheim
HRB 100147

MITGLIED
MEMBER

AUMA | FKM | GCB | IDFA | EVVC

www.messe-karlsruhe.de
www.learntec.de