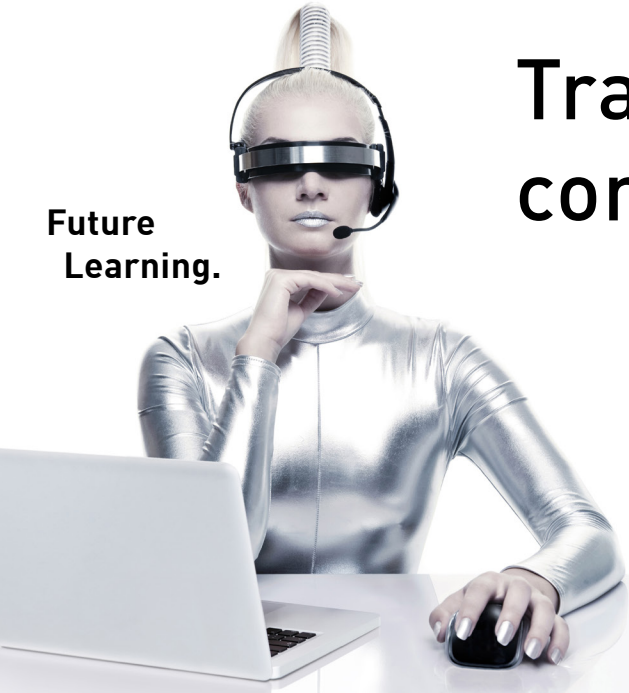


Future  
Learning.



# Trade fair and convention information

www.learntec.de

26 – 28 January 2016  
Karlsruhe Trade Fair Centre

**LEARNTEC** 

Under the patronage of



Sigmar Gabriel,  
Federal Minister for  
Economic Affairs and Energy



Prof. Dr. Johanna Wanka,  
Federal Minister of  
Education and Research

Conceptual partner:



86%\* of the  
7,000 or so visitors  
were satisfied or very  
satisfied with  
LEARNTEC 2015



**Britta Wirtz**  
Managing Director  
Karlsruher Messe- und  
Kongress-GmbH

Dear Ladies and Gentleman,

In the knowledge-based society of today, learning has become a lifelong challenge. This is being increasingly mastered by means of digital media, changing the way we live and learn. In schools, at university, at work, and in leisure time, the use of digital media has become a firm component of integrated education concepts.

LEARNTEC accompanies this development, which makes it more up to date than ever before. With “The future of learning: a digital learning culture” as its slogan, the convention shows how learning works at the modern workplace, how fun and emotions enrich learning, and how mobile, adaptive, and cloud learning function in practice.

In addition to established subject areas such as **GAMES@LEARNTEC**, **career & qualification**, and **school@LEARNTEC**, LEARNTEC is also dedicated to e-Learning at universities in the form of **university@LEARNTEC**. Other key topics at this year’s event are Mobile Learning, Learning Analytics, Industrie 4.0, and Security.

Find out from the industry’s key players what you need to know about the latest trends and developments in IT-assisted learning. Benefit from the broad range of products and services that offer potential solutions for all queries relating to professional learning.

**We look forward to your visit!**



\*Source: LEARNTEC 2015 visitor survey

82.8%\*  
recommend  
LEARNTEC to their  
colleagues / business  
partners.

### Why should you visit LEARNTEC?

Because **LEARNTEC** is the most important international platform for digital and lifelong learning!

Two thirds\* of the visitors don't attend any other trade fair but gather all the information they require from **LEARNTEC** alone in order to exchange information and ideas with experts in IT-based learning.

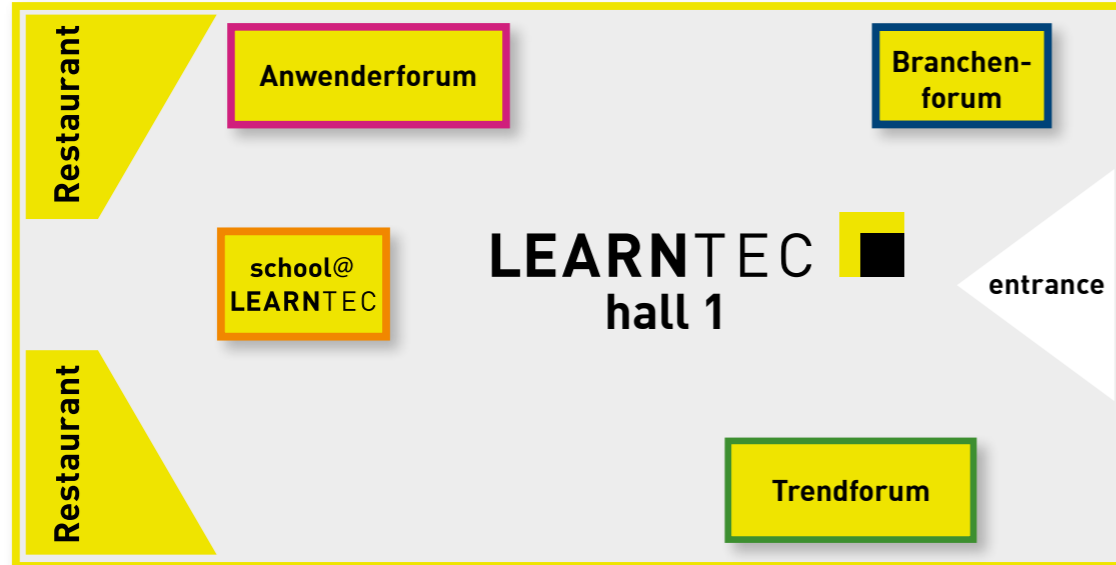
This is the only place where you can meet all the relevant suppliers for e-learning solutions, digital education, and knowledge management under one roof.

Come along to **LEARNTEC**, benefit from our exhibitors' expertise and find customised solutions for implementing IT-based learning in your company, your school, or your university.

\*Source: LEARNTEC 2015 visitor survey

### What topics are covered at LEARNTEC 2016?

- **Education Management**, e-learning / blended learning, change management, social media concept / expert advice
- **Content / content production**, web-based training (WBT), computer-based training (CBT), game-based learning, mobile content
- **Hardware / equipment**, presentation technology, mobile devices, smart media
- **Tools and technologies**, learning management systems (LMS), content management systems (CMS), authoring tools, virtual classroom
- **Training and coaching**, face-to-face training, e-coaching / e-tutoring, intercultural training, management training, management coaching
- **Knowledge management**, knowledge services, knowledge databases, semantic systems
- **school@LEARNTEC**, cloud education, differentiation using digital media, media education, media usage, learning paths, STEM education
- **university@LEARNTEC**, solutions for using digital media in university teaching



## Trade Fair

### Trendforum

The Trendforum will provide you with all you need to know about the trends in digital learning.

### Anwenderforum

This is where you'll be presented with successfully implemented concepts and projects from actual practice.

### Branchenforum

Here you'll find a new and fascinating subject from the world of e-learning every day of the trade fair.

- Tuesday, 26 January 2016: **university@LEARNTEC**
- Wednesday, 27 January 2016: **GAMES@LEARNTEC**
- Thursday, 28 January 2016: **career & qualification**

### school@LEARNTEC

This subject area is dedicated to digital learning arrangements in school education.

## An extensive network – your opportunity!

LEARNTEC has built up a unique network of partners, experts, multipliers, and media partners who meet up in Karlsruhe every year. On **Tuesday, 26 January 2016**, there'll be another **Business Evening** at the end of the trade fair. Spend an evening in a pleasant atmosphere at the Events Hall – a great opportunity to strengthen and extend your network!

€39 per person including food and refreshments. A limited number of tickets are available in advance from the online ticket shop.

Drop in, too, to our **Meet & Snack** at the trade fair on **27 January 2016** for a relaxed exchange of views and ideas with colleagues and exhibitors!

List of exhibitors\*:

- Adobe Systems GmbH
- alfatraining Bildungszentrum
- amn-systems B.V
- ars navigandi GmbH
- Articulate
- Avendoo@ Lernwelt (Magh und Boppert GmbH)
- Badegruber & Partner GmbH CLICK & LEARN
- Balog & Co. GmbH
- benntec Systemtechnik GmbH
- Berlitz Deutschland GmbH
- blink.it (howpod GbR)
- Bonner Akademie GmbH
- Bundestechnologiezentrum für Elektro- und Informationstechnik e.V.
- b+r verlag B+R Bildung und Reisen GmbH
- Canudo GmbH
- CBTL GmbH Computer Based Training
- commalve c/o commacross GmbH
- Conen Produkte GmbH & Co. KG
- ConPlus Guntern + Partner
- Copendia GmbH & Co KG
- CornerStone OnDemand
- CO-RO GbR
- CREALOGIX AG Geschäftsstelle Zürich
- create-mediadesign GmbH
- CREOS Lernideen und Beratung GmbH
- Deutscher Bauernverlag GmbH
- Dialogbild ( Ecke Hamburg GmbH)
- easySoft. GmbH
- eCademy GmbH
- e-doceo Deutschland c/o Krankikom GmbH
- edu.cube GmbH
- EDYOU GmbH
- efiport AG
- elearning AG
- Electric Paper Evaluationssysteme GmbH
- eLeDia – e-Learning im Dialog GmbH
- engram GmbH
- Explain GmbH
- explain it GmbH
- Fischer, Knoblauch & Co. Medienproduktionsgesellschaft mbH
- Frankfurt School of Finance & Management gemeinnützige GmbH
- Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e.V.
- Freiwerk B Agentur für E-Learning und Medienproduktion
- frentix GmbH
- GAMELEARN
- Ghostthinker GmbH
- goFluent GmbH
- Haufe Akademie GmbH & Co. KG
- HERDT-Verlag für Bildungsmedien GmbH
- H+H Software GmbH
- hydra newmedia GmbH
- IGEL Technology GmbH
- imc information multimedia communication AG
- iMOVE beim Bundesinstitut für Berufsbildung (BIBB)
- IMIS Intelligent Media Systems AG
- infotainweb AG
- The Infowarehouse
- inside Unternehmensgruppe
- INTEA GmbH
- Integrata AG
- Electric GmbH Engineering Services
- iversity GmbH
- JILBEE sàrl
- [ka:media] interactive GmbH
- Know How! AG
- LearnChamp Consulting GmbH
- Learning Slides – w.e.b. Wirth EDV Beratung OHG
- Learning Snacks
- Learnship Networks GmbH
- Lecturio GmbH
- LinguaTV GmbH
- Link + Link Software GmbH & Co. KG
- Link Innovation GmbH
- LIVINGSOLIDS GmbH
- LMS4Business.com
- Lumens Digital Optics Inc.
- Maniffect GmbH
- MARGA Business Simulations GmbH
- MassMatics UG
- MasterSolution AG
- MFG Medien- und Filmgesellschaft Baden-Württemberg mbH
- Ministerium für Finanzen und Wirtschaft Baden-Württemberg
- M.I.T e-Solutions GmbH
- Mobile Learning Labs GmbH
- NEOCOSMO GmbH
- NetDimensions Germany GmbH
- netucate systems GmbH
- neuekoordinaten GmbH & Co. KG
- ovos media gmbh
- PACT TRAINING GmbH
- papagei.com GmbH
- p-didakt GmbH
- Pink University GmbH
- PlusQuote AG
- presentations2go
- PRO Lernen Beratungsgesellschaft mbH
- Profile Dynamics Deutschland GmbH
- Proবাদis Partner für Bildung und Beratung GmbH
- QuizzBox Solutions
- Ranj Serious Games GmbH
- ReadSpeaker GmbH
- reflect AG
- repeat mobile GmbH
- Repetico GmbH
- RISC-Inc.
- Rosetta Stone
- Saba Software GmbH
- SAP Deutschland SE & Co. KG
- schenck.de AG
- Serious Games Solutions GmbH
- Sicher-im-Inter.net eG
- simpleshow GmbH
- Skillaware – A sedApta Group Company
- Skill Hero UG (haftungsbeschränkt)
- Skillsoft NETg GmbH
- Skool GmbH
- SoftDeCC Software GmbH
- Speexx /digital publishing AG
- Steinbeis Hochschule – Institute for Innovative Learning Design
- Strass Productions
- Swissteach AG
- Synergy Learning
- szenaris GmbH
- TATA Interactive Systems GmbH
- TechSmith Corporation
- time4you GmbH communication & learning
- TransPerfect
- TriCAT GmbH
- Triple A GmbH
- TTS GmbH
- TUTORIZE GmbH
- UbiCast SA
- Universität Augsburg Zentrum für Weiterbildung und Wissenstransfer (ZWW)
- up2date solutions GmbH
- VCOMM Solutions
- Verband Bildung und Erziehung e.V. (VBE)
- vitero GmbH
- VIWIS GmbH
- WolfVision GmbH
- ZEITWERK GmbH
- 4system GmbH

\*Latest update: October 2015

Concentrated knowledge!

The **LEARNTEC** convention is the only one in Germany to offer an insight into the future of e-learning and the education industry. The convention's slogan in 2016 is **“The future of learning: a digital learning culture”**.

Leading experts from business, science, and universities show their successful education projects and link them in to what exhibitors have to offer. The **LEARNTEC** convention is the main port-of-call for finding out about the trends in digital education and testing applications. Make the most of the opportunity, get talking with opinion leaders and simultaneously expand your network.

- **89.8%\*** of the participants are satisfied to very satisfied with the convention
- **89.7%\*** of the participants want to recommend the convention to their colleagues/business partners
- **88.2%\*** will attend the convention again

\*Source: **LEARNTEC 2015** convention survey

The **full convention programme** can be found on **www.learntec.de**.

**Here's a small extract in advance from the list of top speakers and their subjects:**

- **E-Learning with MOOCs and FUN – France Université Numérique**  
Prof. Catherine Mongenet, Policy Officer, Ministry of Higher Education and Research, Paris (F)
- **Mobile Learning Culture**  
Prof. John Traxler, Professor of Digital Learning, University of Wolverhampton, Wolverhampton (GB)
- **Artificial Intelligence applied to interactive movies for real behavioural online training**  
Andrea Laus, Lifelike SA, Chiasso (CH)
- **Emotions in Learning and Teaching**  
Prof. Davide Antognazza, University of Applied Sciences and Arts of Southern Switzerland, Locarno (CH)

**Conceptual partner**

**bitkom**

**Sponsors**

**Skillssoft** **Sicher-im-Inter.net**  
Software für e-Learning und Learning Analytics

**Partners**

Baden-Württemberg **BDVT** **BIBB** **bvob** **Clouding SMES** **create.at** **DGA** **the gameWeb** **dvct** **FORUM DISTANCE LEARNING**

**HOCHSCHULE DER MEDIEN** **DHI** **Karlsruhe** **MEDIA** **LMZ** **Innovationsagentur Medien- und Kreativwirtschaft** **mmb** **OPERA** **ph** **REDAKTIONSBURO EDUCATION** **REDNET**

**SEMINAR BERUFLICHE SCHULEN KARLSRUHE** **Sünne Eichler** **UNI** **Steinbeis-Transferzentrum** **Technologiefolgen Karlsruhe** **VBE** **velbn** **Verband eLearning Business Norddeutschland** **lov** **learned network** **ZIB**

**Media partners**

**Sourcing** **AUTOCAD** **BILDUNG** **business-wissen.de** **CHECKpoint eLearning** **digitalbusiness** **DIGITAL ENGINEERING** **duz** **e-commerce** **eGovernment**

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**kiehl** **Kommune21** **managerSeminare** **marketing BORSE** **MEDIA PLANET** **MOBILE BUSINESS** **Open Education Europa** **PERSONAL FOKUS** **PERSONALintern** **personalmagazin** **personalmanagement.info**

**persorama** **Profil** **TRAINING** **Trainingaktuell** **professionell begleiten** **UNIVERSITY JOURNAL** **wirtschaft weiterbildung** **wissens management**

**Admission prices for LEARNTEC**

**Trade fair admission prices** – including trade fair catalogue and free participation in trade fair forums

Three-day admission ticket	€ 54
One-day admission ticket	€ 32
One-day admission ticket (reduced-price*)	€ 17

Admission prices for the trade fair include 19% VAT

**Admission prices for the convention** – including access to the trade fair, participation in all congress sessions and workshops, trade fair and convention catalogue

**Three-day convention admission ticket**

Early-bird rate (available until 11 December 2015)	€ 550
Regular	€ 665
Reduced-price*	€ 95
University**	€ 245

Convention admission tickets also include drinks during breaks, lunchtime snacks and business evening (does not apply to reduced-price tickets). Admission prices for the convention do not include 19% VAT.

**One-day convention admission ticket**

Early-bird rate (available until 11 December 2015)	€ 330
Regular	€ 410
Reduced-price*	€ 60
University**	€ 160

Convention admission tickets also include drinks during breaks and lunchtime snacks (does not apply to reduced-price tickets). Admission prices for the convention do not include 19% VAT

**Trade fair and convention tickets are available online at [www.learntec.de](http://www.learntec.de) and can also be bought on location at the event!**

\* Reduced rates for students, schoolchildren, disabled persons and unemployed persons are only available upon presentation of suitable ID  
\*\* The university rate also applies to public institutions and the armed forces.

<b>Event date:</b>	26 to 28 January 2016
<b>Venue:</b>	Karlsruhe Trade Fair Centre Messeallee 1, 76287 Rheinstetten Germany
<b>Visitor hotline:</b>	Tel. +49 721 3720-5000
<b>Email:</b>	besucherservice@messe-karlsruhe.de
<b>Opening times</b>	
<b>Trade Fair:</b>	26 – 27 January 2016: 9.00 a.m. – 6.00 p.m. 28 January 2016: 9.00 a.m. – 5.00 p.m.



\*Source: LEARNTEC 2015 visitor survey

**Come and see us online as well!**

[www.learntec.de](http://www.learntec.de)

[www.twitter.com/LEARNTEC\\_NEWS](https://www.twitter.com/LEARNTEC_NEWS)

[www.xing.com/net/Learntec](http://www.xing.com/net/Learntec)

[www.facebook.com/Learntec](https://www.facebook.com/Learntec)

[www.youtube.com/user/LEARNTECkarlsruhe](https://www.youtube.com/user/LEARNTECkarlsruhe)



**CONNECTING IDEAS.**  
Karlsruhe –  
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Karlsruher Messe- und Kongress-GmbH | Festplatz 9  
76137 Karlsruhe | Tel.: +49 721 3720-5000

Subject to change. Last update: October 2015 | Photos: fotolia.com, KMK