



Future learning.

LEARNTEC 2013 – 21st Leading International Trade Fair
and Convention for Vocational Education, Learning and IT

Trade fair and convention information

Under the patronage of:



Dr. Philipp Rössler,
Federal Minister of Economics
and Technology



Prof. Dr. Annette Schavan,
Federal Minister of Education
and Research

Conceptual partner:



www.learntec.de

29 – 31 January 2013
Karlsruhe Trade Fair Center

LEARNTEC



86.8%* of the 6,117 visitors to LEARNTEC 2012 were satisfied or very satisfied with the event.



*Source: LEARNTEC 2012 visitor survey

Future learning.

Ladies and Gentlemen,

with "Future Learning" as this year's theme, **LEARNTEC** invites you to get acquainted with the latest developments in life-long, IT-supported learning. It has always been the declared aim of the Leading International Trade Fair and Convention for Vocational Education, Learning and IT to be a benchmark and a pioneering force in the sector. 2012 trend study MMB Learning Delphi attributed far more potential to **LEARNTEC** than to any other education fair.

Many exhibitors at last year's **LEARNTEC** returned in 2013, including the most important key players in the sector but also many interesting new additions. 2013 will see us present our **e-PUB@LEARNTEC** programme for the first time. Mobile learning is another area that is sure to be the centre of much attention. And, needless to say, the **GAMES@LEARNTEC** platform – which was singled out as one of the winners in the national "Land of Ideas" competition in 2012 – will also continue in 2013.

Visitors to Karlsruhe will find a wide range of solutions for all areas of professional learning.

We look forward to seeing you there.



Britta Wirtz
Managing Director
Karlsruher Messe- und Kongress-GmbH

In 2012, a total of **6,117 visitors** took advantage of the opportunity to get acquainted with the latest trends in the sector.

Why should you visit LEARNTEC?

- Because **LEARNTEC** is the most important platform for IT-supported learning. This is also confirmed by 80% of exhibitors.
- To keep up to speed on the latest findings in the sector
- To come into contact with the relevant providers of e-learning solutions, vocational training and knowledge management (over 200 exhibitors)
- To find best practice solutions that you can implement in your company

What are the main topics covered at LEARNTEC 2013?

- 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

List of exhibitors*

- Akademie des Deutschen Buchhandels
- AKoS GmbH
- alfatraining Bildungszentrum
- amn-systems
- ANCILE Solutions GmbH
- Apple Premium Reseller mStore
- Apunto SC GmbH
- arvato systems GmbH
- Auralog GmbH
- B + R Bildung und Reisen GmbH
- Badegruber & Partner GmbH CLICK & LEARN
- Balog & Co. GmbH
- benntec Systemtechnik GmbH
- Berlitz Deutschland GmbH
- bfz gGmbH PM eLearning & Neue Medien
- Birgin Unternehmensberatung GmbH
- bit media e-Learning solution Deutschland GmbH
- BITKOM Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e.V.
- Brunner Beratung & Training
- chemmedia AG
- cleverlize
- Comjell GmbH
- Conen Produkte GmbH & Co. KG
- CONNECT Personal-Service GmbH Zeitarbeit
- Copenia GmbH & Co KG
- Core-Competence GmbH
- CREALOGIX E-Business AG Geschäftsstelle Zürich
- create-mediadesign GmbH
- CREOS Lernideen und Beratung GmbH
- CUBES Software
- Deutscher Bauernverlag GmbH
- Dialogbild (Ecke Hamburg GmbH)
- Die Wertschätzer
- digital spirit GmbH
- easySoft. GmbH
- e-doceo Deutschland
- elearning AG
- Electric Paper GmbH
- EMPLY APS
- ENI Editions
- e-Sales Academy Verlag für die Deutsche Wirtschaft AG
- EXPLAIN
- Festo Didactic GmbH & Co. KG
- Fischer, Knoblauch & Co. Medienproduktionsgesellschaft mbH
- Freierwerk B Agentur für multimediale Kommunikation
- frentix GmbH
- Friedrich-Schiller-Universität Jena Servicezentrum Forschung und Transfer
- GOPAS
- Haufe-Lexware GmbH & Co. KG
- Helmut-Schmidt-Universität Universität der Bundeswehr Hamburg
- HERDT-Verlag für Bildungsmedien GmbH
- Hochschule Anhalt (FH) Hochschule f. angew. Wissenschaften Forschung für die Zukunft
- Hochschule für Technik, Wirtschaft und Kultur Leipzig (FH)
- HPM GmbH
- imc information multimedia communication AG
- IML interactive GmbH
- iMOVE beim Bundesinstitut für Berufsbildung (BIBB)
- infolearn
- inside Unternehmensgruppe
- Intelligent Media Systems AG
- Kenexa
- Know How! Aktiengesellschaft für Weiterbildung
- KTM Advance
- LearnChamp Consulting GmbH
- LEARN TUBE! GbR
- LernFilme.com
- Link + Link Software GmbH & Co. KG
- LIVEPLACE GmbH
- Lumesse GmbH
- Magh und Boppert GmbH
- MasterSolution AG
- MFG Medien- und Filmgesellschaft Baden-Württemberg mbH Geschäftsbereich Medienentwicklung
- Ministerium für Finanzen und und Wirtschaft Baden-Württemberg
- M.I.T e-Solutions GmbH
- NetDimensions Limited
- OWB - Oberschwäbische Werkstätten gem. GmbH
- Panolife GmbH
- papagei.tv GmbH
- Pink University GmbH
- Proবাদis GmbH Partner für Bildung und Beratung
- Qualitus GmbH
- reflect AG
- Robert Bosch Engineering and Business Solutions Limited
- Rogator AG
- Saba Software GmbH
- schenck.de AG
- Serious Games Solutions GmbH
- SkillSoft NETg GmbH
- Slide Presenter GmbH
- SMART Technologies (Germany) GmbH
- SmartKomm GmbH
- SoftDeCC Software GmbH
- Speexx /digital publishing AG
- STEAG & Partner AG
- SumTotal Systems LTD
- Swiss VBS AG
- szenaris GmbH
- TATA Interactive Systems GmbH
- Technische Universität Dresden Dezerat 5
- Technische Universität Dresden TechnologieRegion Karlsruhe GbR
- Tiba Managementberatung GmbH
- time4you GmbH communication & learning
- TriCAT GmbH
- Triple A GmbH
- Triple F GmbH & CO. KG
- TTS GmbH
- TÜV Rheinland Akademie GmbH
- TWI AG Technisch wissenschaftl. Informatik
- Uhlberg Advisory GmbH
- Universität Leipzig
- Vietech Media GmbH
- vitero GmbH
- VIWIS GmbH
- vsonix GmbH Webcast Services& Media Solutions
- W. Bertelsmann Verlag GmbH & Co. KG
- Westsächsische Hochschule Zwickau (FH)
- Zettwerk Software Engineering GmbH
- Zone 2 Connect GmbH
- ZPID - Zentrum für Psychologische Information und Dokumentation Universität Trier
- 4system GmbH

*Latest update: The most recent list of exhibitors can be found at www.learn-tec.de

GAMES@LEARNTEC
 Here, you can find products, trends and ideas for taking a fun, yet highly effective approach to learning. Why not see for yourself?

LevelUp
 Congress as part of **GAMES@ LEARNTEC**



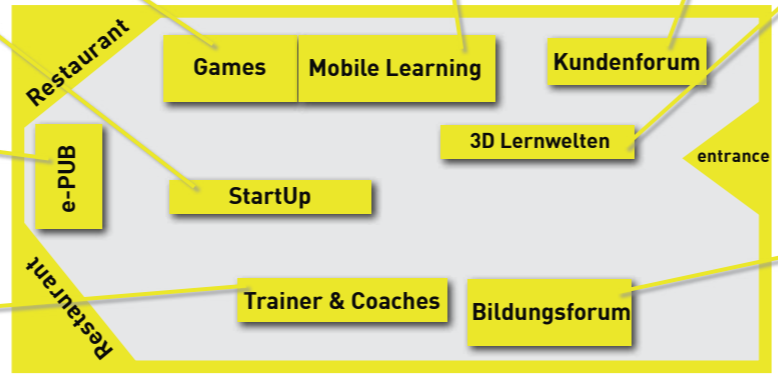
Mobile Learning
 Products, services and applications from the field of mobile learning are presented in the Mobile Learning Arena.

Kundenforum (Customer Forum)
 In the Customer Forum, **LEARNTEC** exhibitors give 20-minute presentations showcasing their successful concepts and projects – all hands-on and designed for real-life learning situations.

StartUp
 Sector newcomers present their solutions.

Showcase – 3D Learning Worlds
 Experience a whole new dimension of learning with digital 3-D learning environments and solutions.

Karlsruhe Trade Fair Center Hall 1 | 12,500 m²



e-PUB@LEARNTEC
 Did you know that digital learning media are expected to grow by 12.1% worldwide over the next five years? Here is the place to find out all about e-publishing.

Bildungsforum (Education Forum)
LEARNTEC’s Education Forum is the place to find out about new leading methods and media, about leading products and applications, and about new trends and developments within the sector.

We have the pleasure of welcoming our international guest:

Tuesday, 29 January 2013, 10:00 to 10:45 a.m.
 ●●● **“Creating quality jobs by leveraging education, skills and migration.”**
 Prof. Dr. Barbara Ischinger, Director for Education, OECD Paris (F)

Wednesday, 30 January 2013, 1:45 to 2:45 p.m.
 ●●● **“Games and Learning”**
 Prof. Colleen Macklin, Design Director of PETLab, Parsons New School of Design, New York (US)

Trainer & Coaches
 You can find providers of face-to-face seminars, management coaching, team development measures, change management, or conflict and crisis management.



The LEARNTEC Convention ...

The **LEARNTEC** Convention is Europe's leading congress on IT-supported learning and modern vocational training.

Leading experts from the realms of business, science and academia present their successful training projects and tie these in with the products and services offered by exhibitors at the trade fair. The **LEARNTEC** Convention is a central platform for keeping track of new trends, testing applications, sharing experience and networking.

- 83.4% of participants are satisfied or completely satisfied with the convention
- 81.8% will visit the convention again and recommend it to other people
- 85.9% rate the quality of the convention as being good or very good

This year, our expert panel of judges once again put together the convention programme, including some of the many high-quality presentation topics submitted. The focus is on practical relevance, scientific excellence, innovation and sharing experience.

In connection with the trade fair, the **LEARNTEC** Convention is a central platform for keeping track of new trends, testing applications, sharing experiences and networking.

This year, there will once again be a complete series of international lectures in English.

Wednesday, 30 January 2013, 10:00 a.m. to 6:00 p.m.

... **“Learning and development benefits from some tender loving care (TLC)”**

Peter Honey, psychologist and founder of Peter Honey Publications Ltd, Oxford (GB)

... **“Serious Games base training to deal with difficult dialogues and stressful situations”**

Lucia Pannese, imaginary srl, Milano (I)

... **“E-Learning in Poland – how to strengthen the perception of added value”**

Wojciech Zielinski, Polish Association of Academic eLearning SEA, Łódz (PL)

... **“Game-based Learning supporting Technical Knowledge and Skill Transfer”**

Dr. Heide Lukosch, TU Delft (NL)

... **t.b.d.**

Gerard Cunningham, United Nations Environmental Programme, Nairobi (KEN)

... **“Bridgekids – Serious Games and the choice of job for young people in Luxembourg”**

Jana Gorge, Service National de la Jeunesse, Luxembourg (LU) / Dr. Kathrin Bergenthal, imc, Saarbrücken (GER)

... **“International Political Education Online”**

Peter Baumgärtner, Desk Officer Academy, Friedrich Naumann Foundation, Potsdam (GER)

Further up-to-date information can always be found online at: www.learntec.de.

At a glance

Event date: 29 to 31 January 2013

Venue: Karlsruhe Trade Fair Center / Hall 1
Messeallee 1
76287 Rheinstetten Germany

mailto: besucherservice@kmsg.de

Visitor hotline: +49 721 3720-5000

Trade Fair: 29 – 30 January 2013: 9:00 a.m. – 6:00 p.m.
31 January 2013: 9.00 a.m. – 5.00 p.m.

Sponsor:



Conceptual partner:



Partner:

Media partners:

Admission prices for LEARNTEC

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

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 (limited quota) €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).

One-day convention admission ticket

Early-bird rate (limited quota) €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 are plus 19% VAT.

* 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

Trade fair tickets and convention tickets are available online at www.learntec.de until 12:00 noon on 28 January 2013 and can also be bought on location at the event.



business evening

The ideal atmosphere to make the right connections. Use our business evening to reinforce ties with customers and invite your business partners and colleagues. In a cordial, laid-back atmosphere, you will have the opportunity to strengthen and expand your network. Price **€29 per person*** including food, drinks and shuttle bus.

29 January, 6:30 p.m. Karlsruhe Convention Center (Kongresszentrum | Stadthalle)

* Tickets are freely available for purchase.



www.learntec.de



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www.xing.com/net/learntec



IDEEN VERBINDEN.

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