Reimagining 21st century learning with technology
At 17.3%, Asia has the highest growth rate for eLearning.

Our story

We live in an age where technology drives innovation in all aspects of our lives, none more so than in the education of our future generations. In these exciting times the digital education market in Asia alone equates to almost USD12 billion of opportunity for e-learning service providers.

Education leaders need to understand:

• How to accelerate the adoption of technology in schools and universities
• How to use technology to create immersive and interactive learning environments
• Impact of new technology and devices such as: 3D printing & virtual reality, smart watch/ Wearable tech becoming an entrenched part of BYOD environment
• How technology can be used as a catalyst for promoting a culture of innovation
• How mobile technologies are transforming teaching and learning principles
• Increasing collaborative working, both within the class and between schools
• How to harness on-line competency-based learning in order to improve ways to assess skills and measure individual progress

The Digital Education Show Asia gathers the world’s leading minds in education and technology in order to help Asian MoE’s and private educators harness the power of technology to improve learning outcomes. If you offer e-learning tools, techniques or technologies, then you need to exhibit.
Keynote Speakers

CONNECTING 21ST CENTURY SKILLS TO EDUCATION

The way we work live and play is changing. As educators, it is our most important task to equip Asia’s young leaders of tomorrow with the necessary skills to survive and thrive in the 21st century. Eric Sheninger, a Senior Fellow and Thought Leader on Digital Leadership with the International Center for Leadership in Education (ICLE) and Scholastic Achievement Partners (SAP), will open our 2016 show by discussing how we can best connect 21st century skills to education in Asia.

An award winning educator recognised by Google, Adobe, Bammy, NASSP and PDK among others, Eric has led schools through successful implementations of e-learning initiatives and helped create a global model for innovative practices.

Eric Sheninger
Senior Fellow, International Center for Leadership in Education

PUTTING THE PUPILS FIRST

One of the biggest challenges we face in digital education is how to ensure that the new pedagogies and technology work for teachers and pupils in the classroom. There are few better placed than Jennie Mageria to deliver a keynote on this topic. An inspirational and highly distinguished educator, Jennie is recognised as a pioneer in redefining education through digital learning by the White House, Google, Apple and TED.

An important thinker on how we generate student agency in digital classrooms, Jennie will follow her keynote address by taking on the exciting, challenging and undoubtedly rewarding task of interviewing a panel of our brightest K12 students.

Jennie Magiera
Chief Technology Officer, Des Plaines School District 62
Class of 2016

ABD KARIM ALIAS  
Director, Centre for Development of Academic Excellence (CDAE)  
Universiti Sains Malaysia (Advisor)

ABELARDO PARDO  
Senior Lecturer, School of Electrical and Information Engineering  
The University of Sydney (Advisor)

ALISON HAMPSHIRE  
Principal  
Nexus International School (Malaysia) (Advisor)

ANDREW MONAT  
Director of ICT  
Australian International School, Singapore

ASHLEY TAN  
Independent Consultant and Former Head of Centre for e-Learning, (Formerly) National Institute of Education (NIE), Singapore

BEN MORGAN  
Director of IT  
United World College of South East Asia (Advisor)

BRENTON HALL  
Principal  
Australian International School-Indonesia (Advisor)

CELIA YEO  
Education Services Director at Victoria Government Business Office  
State Government of Victoria, Malaysia, Malaysia

CHEE LEONG LIM  
Head, e-Learning Academy (eLA)  
Taylor’s University

CHENG POH YEIN  
CEO  
CMI Asia Learning

CHONHAPONG THAIUPATKUMP  
Ph.D. Banglad University  
THAILAND

DAVID ASIRIVATNAM  
Director of IT Centre  
University of Malaysia – MALAYSIA (Advisor)

DAVID NEUDORF  
Director of Technology  
ISKL.

DAVID SANTANDREU CALONGE  
Director  
Da Tong Project (Interdisciplinary Projects and Research)  
Hong Kong Baptist University

DINA YORytUKINA, PhD  
Head of Instructional Technology  
Azarbaye University (Advisor)

ED GILBREATH  
Technology Director  
United Napier International School Hanoi

EMORY CRAIG  
Director of Learning and Instructional Technologies  
The College of New Rochelle (Advisor)

ERIC LAM  
CEO  
Arend Consulting Pte., Singapore (Advisor)

ERIC TSUI  
Professor  
The Hong Kong Polytechnic University (Advisor)

FELIX E.B LEE  
Principal & CEO  
MARTA GLOBAL SCHOOLS

GLEN Stockwell, Ph.D., University of Queensland  
Professor  
Akureyri University, Tokyo, Japan (Advisor)

GREG DZIDGECZ  
Tech Director  
News

GREG DZIDGECZ  
Tech Director  
News

HAROLD JOHN D. CULALA  
Director, Education Technology  
Far Eastern University (Advisor)

HASIMAN ABANG ZEN  
Principal  
Kolej Tun Dato Tun Haji Bujang

IVY OHA  
Teaching and Learning Centre  
SIM University, Singapore

JACK PATEL  
Emmy Middle Aeronautical University

JASON CONE  
Executive Director of Information Technology  
Singapore American School (Advisor)

JIM LATRACHE  
Founder and CEO, Equal Learning

JOE SERGI  
High School Design  
Canadian International School in Singapore

JOHN RIDLEY  
Director of Learning  
Tanglin Trust School

JUSTIN BOKOR  
Creator of Merit & Director Innovation, Monash University (Advisor)

LAWRENCE BURKE  
EICT, Director of Academics, Beaconhouse Group Corporate Office

LAWRENCE BURKE  
EICT, Director of Academics, Beaconhouse Group Corporate Office

MAH BOON YH  
Senior Lecturer, Academy of Language Studies  
Universiti Teknologi MARA (Advisor)

MALINI ELIAMTHY  
Vice President Teaching Learning Innovation, NTI Education Group & Deputy Vice Chancellor (Academic Innovation)  
ITN International University

MARK PEGRUM  
Associate Professor, Faculty of Education  
The University of Western Australia (Advisor)

MARK ROZARIO  
Chief Executive Officer  
Agensi Inovasi Malaysia

MARK ROZARIO  
Chief Executive Officer  
Agensi Inovasi Malaysia

MAYA GEORGIeva  
Associate Professor of the Center for Innovation in Teaching and Learning  
Stam School of Business, New York University (Advisor)

MICHAEL CLIFFORD  
Coordinator, ICT  
Hans International School

MIKE MICHALEC  
Co-founder  
EdTech Asia Limited

NORMA J. HUDSON  
Head of School  
The International School of Kuala Lumpur, Malaysia (Advisor)

NGUYEN DUC TOAN  
Maths Teacher & MIEexpert15  
tgi.edu.vn (Experimental School)

PRADEEP KHANNA  
Managing Director  
Global Mindset

PETER DERBY-CROOK  
Chief Executive Officer  
Tanglin Trust School (Advisor)

PIERRE TAIPIE  
Founder  
PARTER Paris Singapore (Honorary Chairman, Conference des Grandes Ecoles)

RAMI MADANI  
Director of Curriculum & Professional Development  
The International School of Kuala Lumpur

RICHARD POTH  
EdTech Specialist  
Korean International School

SHANE TAYLOR  
Director of Digital Technology and Learning  
The British International School of Kuala Lumpur Malaysia (Advisor)

STEPHEN COLLIS  
Director of Innovation, Sydney Centre for Innovation in Learning (Advisor)

SUMITRA NAIR  
Director, Youth, Multimedia Development Corporation (Advisor)

TAE-EGG LEE  
Professor, Center for Excellence in Teaching & Learning  
KAST (Advisor)

TONY PARKHAM  
China - High School Vice Principal  
Shanghai American School

THAIUPATHUMP CHOONHAPONG  
CEO  
CM Asia Learning

WASEDA UNIVERSITY, Tokyo, Japan, Japan  
Professor

YOUNG THANH HUONG  
Director  
Centre for Information and Library, UNIES

YIYU CAI  
Director, Integrated Teaching and Learning Centre  
The University of Hong Kong

YUVAI CAI  
Associate Professor, Center for Excellence in Teaching and Learning  
The University of Hong Kong

SEAN THOMPSON  
Technology Coach  
Sacred Heart, Japan
<table>
<thead>
<tr>
<th>Time</th>
<th>K12 Education/Library Leaders</th>
<th>K12 IT Leaders/Business Managers</th>
<th>Tertiary Education/IT leaders</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Plenary keynotes: CONNECTING 21st CENTURY SKILLS TO EDUCATION</td>
<td>Plenary keynotes: BACK TO BUSINESS SCHOOL</td>
<td>Plenary keynotes: EDUCATING THE 21st CENTURY WORKFORCE</td>
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<td>11:10</td>
<td>ENABLING 21ST CENTURY SKILLS</td>
<td>BACK TO BUSINESS SCHOOL</td>
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<td>12:40</td>
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<td>13:50</td>
<td>BACK TO THE CLASSROOM</td>
<td>INTEGRATION, IMPLEMENTATION AND SUPPORT</td>
<td>COMPETITION &amp; COLLABORATION IN CONNECTED UNIVERSITIES</td>
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<td>ALIGNING DIGITAL CHANGE WITH LEARNING OUTCOMES</td>
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<td>LEARNING THE ASIAN WAY</td>
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**Day Two – Tuesday 19th April**

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<td>09:00</td>
<td>Plenary keynotes: NURTURING DIGITAL LEADERS OF TOMORROW</td>
<td>Plenary keynotes: ADAPTIVE ICT INFRASTRUCTURE</td>
<td>Plenary keynotes: BACK TO THE LECTURE THEATRE</td>
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<td>ADAPTIVE ICT INFRASTRUCTURE</td>
<td>BACK TO THE LECTURE THEATRE</td>
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<td>14:10</td>
<td>COLLABORATIVE, PERSONAL &amp; CONTEXTUAL LEARNING</td>
<td>UPSKILLING THE IT &amp; BUSINESS MANAGER FUNCTIONS</td>
<td>BIG DATA AND SMART ANALYTICS</td>
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<td>GLOBALISATION AND COLLABORATION</td>
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Education / Library Leaders Conference

The biggest challenge we face as Education Leaders today is how to connect 21st century skills to education.

Who attends:

- CEO/Chairman
- Principals
- Head of e-Learning
- Head Teachers/Head of Dept
- Digital Curriculum Coordinator
- Head of Library Service
- Teacher librarian
Monday 18th April

08:00 Registration
09:00 OPENING CEREMONY
09:30 Chairman’s opening remarks

FOSTERING WORLD LEADING TALENT

09:40 KEYNOTE: Connecting 21st century skills to education - how we’ll work, learn and live in the globally connected future
- Taking on board the urgency and responsibility of educating the social entrepreneurs of the future
- Using technology to motivate students to want to learn rather than forcing them to memorise
- Utilising open learning to inspire effective problem solvers who will break new boundaries and be masters of information and technology

Senior Fellow, Eric Sheninger, Senior Fellow, International Centre for Leadership in Education

10:00 MoE and Ed Leaders Panel: How can ASEAN members lead the way as the world’s premier education hub?
- How can ASEAN members further collaborate in education to create a connected technology driven educational hub?
- How well aligned are the current assessment criteria and pedagogy for raising creative and innovative 21st century thinkers?
- What are the next steps for ASEAN nations to create globalised online learning platforms that will compete with the US and Europe?
- How can ASEAN members work together to further support a community of lifelong learners that work and learn in the ASEAN region?

Moderator: Sumitra Nair, Director, Youth Division, MDeC
Panelists:
- Assoc. Prof.Dr. Vuong Thanh Huang, Director, Centre for Information and Library, VNIES
- Tinsiri Siribodhi, Deputy Director, Southeast Asian Ministries of Education Organization (SEAMEO)
- Pradeep Khanna, Managing Director, Global Mindset

Speaker TBD, Ministry of Education Malaysia

10:40 Morning networking break

ENABLING 21ST CENTURY SKILLS

11:20 Mapping the pathway from m-learning to digital literacies for ASEAN educators
- What are the digital literacies we wish to promote and why is m-learning the right vehicle?
- The importance of balancing affordability vs. learning benefits of the available technology
- Understanding the importance of m-learning design in mobile learning projects
- Lessons learned from case studies of successful implementations

Mark Pegrum, Associate Professor, Graduate School of Education, The University of Western Australia

11:40 Learning beyond boundaries - how coding shapes systematic problem solvers
- Why coding is the most important skill our students will need when graduating
- Why coding pedagogy suits the development of systematic learners?
- What K12 level robotic and coding courses are currently available online and how can they be assessed?
- How should schools create an effective MOOC based curriculum for coding and robotics?
- What role does the teacher play in supporting the learning outcomes during this process?

Félix E.B. Lee, CEO, Matrix Global Schools

12:00 Building the 21st century ASEAN learner - blending STEAM content with computational thinking
- Why are assumption and creative skills so important in the 21st century workplace?
- How does computational thinking help students apply logic and creative thinking to real-world problems?
- What new frameworks need to be developed for Art-Science-Design pedagogy?
- How can ASEAN teachers support these competencies in their students today?

NG Puay San, Programs Director, CM Asia

12:20 Releasing educators from the burden of technology - how to implement frictionless edtech solutions
- How can schools implement device agnostic learning in order to remove the burden of device management for teachers?
- What role can the right LMS system play in releasing your teacher’s from essential planning and reporting tasks?
- Which mix of digital learning tools most effectively enable personalised learning outcomes whilst putting usability at the forefront of design?

Eric Lam, CEO, Amdon Consulting P/L

12:40 Networking Lunch

BACK TO THE CLASSROOM

13:50 WORKSHOP SESSIONS
3X40 min workshops run by the leaders of the eLearning industry, designed to give you unique hands on access in a transformative 21st century learning environment

15:50 Afternoon networking break

ALIGNING DIGITAL CHANGE WITH LEARNING OUTCOMES

16:40 KEYNOTE: Creating a digital learning culture - managing meaningful change and avoiding transformation headaches
- How to audit transformation - is it better just because it’s different?
- Trust teachers and remember what we are here for – the students
- Compliance does not equal engagement – how to create authentic learning with technology

Jennie Magiera, Chief Technology Officer, Des Plaines School, District 62

17:00 Power to the pupil panel: Aligning pedagogy with pupils - are we using technology effectively in classrooms?
- How can our pedagogy be aligned with pupils?
- What do learners expect from learning with technology?

Moderator: Jennie Magiera, Chief Technology Officer, Des Plaines School, District 62

A panel of Asia’s leading K12 pupils will be interviewed by our keynote on how new e-learning technologies and pedagogies translate into the real-life of the classroom. The panel’s aim is to give a voice to pupils, ensuring that they are at the heart of the change management and implementation process.

17:50 Chairman’s closing remarks

18:00 Conference close and cocktails
Tuesday 19th April

DAY 2

08:00 Registration

09:00 Chairman’s opening remarks

9:10 Conference des Grandes Ecoles

Panel: How do education leaders need to adapt according to a new technology-driven education system?

11:10 Panel: How do education leaders need to adapt according to a new technology-driven education system?

NURTURING DIGITAL LEADERS OF TOMORROW

9:10 Interview with Mudah.my: What the digital leaders of today look for in the digital leaders of tomorrow

9:40 Graduate’s panel: Exploring the missing-link between graduation and employment in Asia

10:20 Morning networking break

LEADERS CONFIRMED SO FAR:

- Hasimah Abang Zen, Chief Executive Officer, Agensi Inovasi Malaysia
- Harold John Culala, Speaker TBD, Malaysian Ministry of Education
- Mark Rozario, Chief Executive Officer, Agenisi Inovasi Malaysia
- Celia Yeo, Education Services Director at Victorian Government Business Office, State Government of Victoria Malaysia, Malaysia
- Seán McHugh, ICT Integrator/Digital Literacy Coach K-12 (Dover Campus), United World College of South East Asia

11:10 Alison Hampshire, Principal, Nexus International School Putrajaya

11:20 Lawrance Burke, Ed.D, Director of Academics, Beaconhouse Group Corporate Office

11:30 Hasimah Abang Zen, Principal, Kolej Tun Datu Tuanku Haji Bujang

11:40 Sean McHugh, ICT Integrator/Digital Literacy Coach K-12 (Dover Campus), United World College of South East Asia

11:50 BEST PRACTICE ROUND TABLES

- Managing the eLearning revolution – lessons learned from whole school eLearning transformations
- How to create a connected classroom that does not distract from 21st century learning outcomes
- Deepening learning through creating and interacting with intelligent machines
- How to avoid the edutainment trap with Augmented Reality
- Understanding how mobile and ubiquitous access technology can help enable blended learning in your schools.
- How is mobile paving the way for live participation, location-aware notification delivery?
- How can adaptive and personalized mobile learning systems deliver collaborative learning outcomes?
- How can schools implement a secure wireless network which supports multiple personal devices?
- Accessing the digital curriculum; the role of MOOCs in bringing coding and robotics into the school

LEADERS CONFIRMED SO FAR:

- Dr. Malini Eliatamby, Vice President (Teaching Learning Innovation), INTI Education Group & Deputy Vice Chancellor (Academic Innovation), INTI International University
- Greg Dziadezke, Tech Director, Nexus International School Putrajaya
- Tonya Parham, China - High School Vice Principal, Shanghai American School

12:50 Networking Lunch

14:00 Brining models to Life – Exploring the use of 3D TV in the classroom

14:20 Engaging pupils by connecting pedagogy to real world learning outcomes with the “Maker Movement”

14:40 Playing with learners – how to inspire, engage and reward through gamification in the classroom

15:00 Afternoon networking break
How can technology empower learning for all abilities of student at all level of incomes

• The story of Jim – finding a new way for all abilities to learn
• Understanding how technology can be used to enable educational equality for all levels of ability
• Giving access to every level of income and empowering social change through education
• From War Zone to rural- how and where can Equal Learning be implanted

Jim Latrache, Founder and CEO, Equal Learning

Audience debates: Creating the road map for connecting learning outcomes to a globalised job market

The audience will break up into groups of 10. Each group will discuss the below questions and then nominate a member to summarise the discussions. These summaries will then be made available to all online.

• What have been the key takeaways for education leaders from DESA 2016?
• What are the next steps for Asia’s education leaders to move further down the road towards greater collaboration?
• How can Asia’s educational leaders further connect digital curriculums and pedagogies to 21st century skills?
• What can K12 and tertiary institutions do to better prepare students to become lifelong learners?
The biggest challenge we face as IT Leaders and Business Managers today is how we manage relationships in order to integrate, implement and support technology which enables 21st century skills.

Who attends:

- CIO/CTO/CDO
- IT Directors
- Head of IT/ICT
- Network Managers
- Bursars and Finance Directors
- Marketing & Communications Director
- Head of Social Media
### DAY 1

**Monday 18th April**

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<thead>
<tr>
<th>Time</th>
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<tr>
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| 09:40 | KEYNOTE: Connecting 21st century skills to education - how we’ll work, learn and live in the globally connected future | Eric Sheninger, Senior Fellow, International Centre for Leadership in Education  
Taking on board the urgency and responsibility of educating the social entrepreneurs of the future  
Using technology to motivate students to want to learn rather than forcing them to memorise  
Utilising open learning to inspire effective problem solvers who will break new boundaries and be masters of information and technology  
**Senior Fellow, Eric Sheninger, International Centre for Leadership in Education**  
• Utilising open learning to inspire effective problem solvers who will break new boundaries and be masters of information and technology  
• Using technology to motivate students to want to learn rather than forcing them to memorise  
• Taking on board the urgency and responsibility of educating the social entrepreneurs of the future globally connected future  
United World College of  
ICT Integrator/Digital Literacy Coach, K-12 (Dover Campus),  
• How should IT Directors prioritise ICT alongside other education priorities?  
• How to reduce the cost of implementation and simplify the operations of technology?  
• Plan, do, review – how does making mistakes and creating “wow” moments for teachers benefit the learning experience?  
• Compliance does not equal engagement – how to create authentic learning with technology  
• Trust teachers and remember what we are here for – the students  
• How to audit transformation - is it better just because it’s different?  
• Overcoming the infrastructure challenges of implementing BYOC and multiple devices  
• How the standardization of cloud platforms can help teachers manage content across multiple devices  
• How can schools shift from maximising one device to enabling learning tools across multiple devices?  
• Overcoming the transformation trap  
**Chief Technology Officer, Des Plaines School, District 62**  
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# Chairman’s opening remarks

08:00 Registration

09:00 Chairman’s opening remarks

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## Interview with Mudah.my: What the digital leaders of today look for in the digital leaders of tomorrow

- Are we really equipping our students with the skills and knowledge necessary for the 21st century workplace?
- What are the key technical abilities you look for now, and how do you see them evolving in the future?
- What are the key cognitive and emotional abilities you look for now and in the future?
- How closely aligned is education research with the real world workplace?
- What are the key success factors for ensuring we are truly nurturing the digital leaders of tomorrow?

**Interviewer:** Dr Pierre Tapie, Founder, PAXTER (Paris-Singapore)

**Interviewee:** Mr Gaurav Bhasin, Chief Executive Officer, Mudah.My Sdn Bhd

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## Graduate’s panel: Exploring the missing link between graduation and employment in Asia

- Filling in the gaps in the ecosystem – what work needs to be done to foster a greater link between graduation and employment?
- Why is enabling greater collaboration and connection through technology essential in this process?
- How can governments and business leaders work to help further enhance this mission?
- What do you think are the most important skills you learned through your K12 and tertiary education?
- Which skills do you wish you had learned throughout your academic career?

**Moderator:** Dr Pierre Tapie, Founder, PAXTER Paris-Singapore, and Honorary Chairman, Conference des Grandes Ecoles

**Panellists:**
- Speaker TBD, Malaysian Ministry of Education
- Harold John Culala, Director, Education Technology, Far Eastern University
- Mark Rozario, Chief Executive Officer, Agensi Inovasi Malaysia
- Celia Yeo, Education Services Director at Victorian Government Business Office, State Government of Victoria Malaysia, Malaysia

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## Morning networking break

10:20 Morning networking break

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## Managing and Prioritising Technologies in Schools

**Why IT directors need to work with teachers to simplify and prioritise learning outcomes?**

- How can IT directors simplify complex applications that raise the likelihood of design and coding errors?
- Where should IT directors draw the line for appropriate infrastructure openness vs pupil security?
- How can schools ensure online security and safety for students utilising BYOD technology?
- What systems are available that effectively balance the use of social media with protecting pupil privacy?

**Moderator:** David Neudorf, Director of Technology, ISKL

**Panellists:**
- Joe Sergi, High School Design, Canadian International School in Singapore
- Sean Thompson, Technology Coach++, Sacred Heart, Japan

---

## Driving openness and agility – re-designing your school’s ICT architecture for flipped learning

- How can IT directors create an adaptive ICT infrastructure which allows teachers the space to trial and fail with new e-learning devices?
- How can the traditional ICT architecture still be supported whilst implementing new e-learning systems?
- What new demands are cloud computing, BYOD, analytics and information security placing on schools IT models?
- How can schools implement more cost effective systems and architectures to support adaptive learning?

**Moderator:** Michael Clifford, Coordinator, ICT, Hanoi International School

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## Networking Lunch

12:30 Networking Lunch
13:30  Panel: understanding the changing role of IT and business managers in a digital school
- How are the BM and IT Leader functions becoming more connected with one another?
- What role should Business Managers have in IT decisions?
- How can schools address the lack of development and stagnant salaries of IT leaders?
- What are the 5 key success factors for advancing your career as a BM and/or IT Leader in a tech savvy school?

Jared Wilson, Head of ICT and ICT Integrator / Tech coach, Nexus International School
Rami Madani, Director of Curriculum & Professional Development, The International School of Kuala Lumpur
Ed Gilbreath, Technology Director, United Nations International School Hanoi

16:00  How can technology empower learning for all abilities of student at all level of incomes
- The story of Jim – finding a new way for all abilities to learn
- Understanding how technology can be used to enable educational equality for all levels of ability
- Giving access to every level of income and empowering social change through education
- From War Zone to rural- how and where can Equal Learning be implanted

Jim Latrache, Founder and CEO, Equal Learning

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Jim Latrache, Founder and CEO, Equal Learning

16:40  Chairman’s closing remarks
16:50  Conference close
The biggest challenge we face as Tertiary Education Leaders today is how we educate, collaborate and compete in a globally connected 21st century student market place.

Who attends:

- Deans
- Bursars and Finance Directors
- Chancellors/Vice Chancellors
- Head of Centre of Excellence/ Heads of Faculties
- Head of Library Services
- IT Directors/ Head of ICT
- CIO/CTO/CDO
Monday 18th April

DAY 1

08:00 Registration
09:00 OPENING CEREMONY
10:00 MoE and Ed Leaders Panel: How can ASEAN members lead the way as the world’s premier education hub?
10:40 Morning networking break
11:20 Educating generation alpha: what are the demands of the 21st century workforce?
11:40 Creating an industry-led TVET pathway that fosters greater digital entrepreneurship

Monday 18th April

DAY 1

12:00 1. Cloudy weather ahead – how cloud based technologies ensure BYOD enhance rather than distract from learning outcomes
2. Harnessing the transformative classroom: how to put students at the centre of the mobile learning revolution
3. How can IT services best meet student needs?
4. Integrating smart data analytics: how tertiary educators can move from reports to predictions
5. How can tertiary institutions effectively assess the rapid development of big data, cloud technologies and app solutions available?

13:00 Networking Lunch

14:10 Assessing the attractiveness of ASEAN edtech models in a global student market place

14:30 Repositioning MOOCs as a marketing strategy - how to compete in a globally connected education market place
### Creating a world leading education eco-system – how to increase collaboration between ASEAN institutions

- How can collaboration improve work-based competencies in students?
- How to create mutually beneficial partnerships that work toward common technology or research goals?
- What should these common goals be and how can technology help enable them?
- How can the current ASEAN tertiary eco-system be improved to rival global consortia and alliances from the West?

**Dina Vyortkina, PhD, Head of Instructional Technology, Nazarbayev University**

### Flipping the classroom the Asian way - why we learn differently and how it benefits STEM outcomes

- How can flipping the classroom help change the way we approach STEM pedagogy?
- How can we ensure true engagement of our students outside of the classroom?
- Which technologies are best geared to help advance the Asian student through STEM outcomes in a flipped classroom?
- What can we learn from Asian case studies like University of Hong Kong, NUS and Singapore MIT?

**Dina Vyortkina, PhD, Head of Instructional Technology, Nazarbayev University**

### WeCWI: Redefine WBI as an LMS’s Alternative for Higher Education

- What are the benefits of WBI compared to LMS systems
- How have UTM implemented this technology and what have been the results so far?
- How can we re-evaluate incentives for rewarding teaching ability in equal measure as research?

**Dr Mah Boon Yih, Senior Lecturer, Academy of Language Studies, Universiti Teknologi MARA**

### Day 1: Monday 18th April

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[3/3]
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Afternoon networking break

GLOBALISATION AND COLLABORATION

How can technology empower learning for all abilities of student at all level of incomes

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Audience debates: Creating the road map for connecting learning outcomes to a globalised job market

The audience will break up into groups of 10. Each group will discuss the below questions and then nominate a member to summarise the discussions. These summaries will then be made available to all online.

- What have been the key takeaways for education leaders from DESA 2016?
- What are the next steps for Asia’s education leaders to move further down the road towards greater collaboration?
- How can Asia’s educational leaders further connect digital curriculums and pedagogies to 21st century skills?
- What can K12 and tertiary institutions do to better prepare students to become lifelong learners?

Chairman’s closing remarks

Conference close
Who attends

The Digital Education Show Asia is Asia’s largest digital education showcase, bringing together 2000+ educators over 2 days. It is the only event to be officially supported by the Malaysian Ministry of Education and attended by MoEs from across Asia.

By Job Title

- 53% Vice President/ Director/ Head
- 21% Deputy Director General
- 7% Education Technology (Head of IT, IT Manager)
- 9% Deputy Minister/ Chairman/ CEO
- 9% Principal/ Dean
- 5% General Manager
- 9% Other

2,000 educators

By Region

- 73% Malaysia
- 19% Rest of Asia
- 4% Australia
- 2% Middle East
- 2% Rest of World

40 countries

By Profile

- 37% Tertiary Institutions
- 29% K-12 Schools
- 17% Government
- 13% Education solutions providers
- 9% Other

900+ organisations

100+ high level speakers

By Job Title

- 23% Professor/ Teacher/ Lecturer
- 9% General Manager
- 9% Education Technology (Head of IT, IT Manager)
- 9% Deputy Minister/ Chairman/ CEO
- 9% Principal/ Dean
- 9% Other

2,000 educators

Testimonials

"I truly enjoyed interacting with the very intelligent audience. The event brought together a very diverse and enthusiastic audience, very well educated about and highly interested in exploring ways to improve education."

Dr. Yong Zhao, Presidential Chair, Director of the Institute for Global and Online Education, College of Education, University of Oregon

"I can say it is really the most important digital education event in Asia because of the world renowned speakers and the integrity of the organisers. I am in awe with how the delegates and speakers interact, and how they managed to connect with each other. The Digital Education Show Asia is something that we can look forward to! Congratulations!"

Assoc. Prof. Harold John Culala, Director, Office of Education Technology, Far Eastern University, Philippines

"It’s an amazing platform, not only for my colleagues in the Ministry of Education and myself, but for Malaysia as a whole. Other Malaysians were here to see where we are heading. I can see this exhibition becoming bigger because technology is going to change the world."

YB P. Kamalanathan S/O P. Panchanathan, Deputy Minister of Education II, Ministry of Education

"Coming from an international school environment, it’s very important to be exposed to other educational arenas. The many conversations I had with educators at The Digital Education Show Asia was invaluable to me as it gave me other angles and viewpoints I had not considered before in my educational philosophy."

Colin Gallagher, Technology Integrator, ISS International School

"I enjoyed listening to the presentations, facilitating the interactive roundtable (my group was the last to leave because we had a great sharing session). Also, I was able to meet old friends and make new friends at DSSA."

Prof. Dr. Baharuddin Aris, Dean, Faculty of Education, Universiti Teknologi Malaysia

"The event was a great opportunity to meet people from around the world interested in using emerging digital technologies for education. Wonderful to see such strong government support for the event. Opens up a whole new world of international collaboration."

Jay Jay Jegathesan, Manager, School of Physics, University of Western Australia

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Reasons to sponsor

Tap into a USD$12 billion opportunity

This is the size of the Asian digital education market in 2016.

Let us bring it right to your doorstep

2000+ educational leaders, MoE’s and buyers from booming Asian markets such as Malaysia, Thailand, Vietnam, Indonesia, Korea and many more brought straight to your stand through our hosted tours.

The next generation of Asian educational markets mobilising to invest in education technology as the market gets set to grow exponentially over the next 10 years.

All in one place, all at the Digital Education Show Asia

As our partner, you will have the opportunity to:

- Profile your brand
- Share ideas onstage
- Exhibit your solutions, promote your brand
- Have an exclusive meeting space onsite
- Showcase the superiority of your brand and solutions through year-long marketing pre-event, onsite and post-event
- Demonstrate and grow your presence in Asia’s education industry, which will help you to increase your network, maintain relationships and kick-start new partnerships in the long-run
- Meet over 2,000 decision makers from across Asia

10 ways to engage clients

EXHIBIT
Showcase yourself to 3000+ of Asia’s leading education technology buyers by taking a stand on the exhibition floor.

THOUGHT LEADERSHIP PRESENTATIONS
Deliver your message as a thought leader on a chosen topic to a room of up to 200+ senior education leaders.

VIP HOSTED BUYERS
Meet our carefully selected VIP buyers that we sponsor to attend the event.

LEAD GENERATION
This is a digital inbound marketing program that uses social marketing and CRM to create awareness for your product or services. It allows you to generate leads that you can add to your sales pipeline.

BRANDING
This event is already being marketed by us. The sooner you join the more exposure you will get, via our website and other digital channels, print media and online community.

ON FLOOR SEMINARS
Demonstrate your technology as part of our on-floor seminar, and allow visitors to understand the full scope of benefits your product can offer them.

WORKSHOPS
Host an exclusive workshop on a topic chosen by you for up to 40 prequalified education leaders.

CASE STUDY PRESENTATIONS
Showcase your best customer case study to establish awareness and viability to a room full of prospects.

PANEL DISCUSSIONS
Sit alongside the leading educational leaders in Asia to discuss key challenges of the market on one of our expert panel discussions.

ROUNDTABLES
Host a roundtable of up to 15 industry professionals around a key topic. The format is a really powerful forum to meet qualified, self-selected attendees to debate a problem they have, that you can solve.
### Who should sponsor

A massive opportunity for companies providing:

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<tr>
<th>Teaching, Training and Learning Solutions</th>
<th>eLearning</th>
<th>Innovative new technology</th>
<th>ICT infrastructure &amp; equipment (including integration &amp; consulting); Enterprise Solutions</th>
<th>Library Management Solutions</th>
<th>Other</th>
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<td>Whiteboards and Displays</td>
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### Sponsorship packages

#### Platinum
- Platinum Sponsor positioning across entire event
- Chairmanship role of the premium conference
- 1x20 min end-user driven case study presentation on the premium conference
- 1x keynote panel participation in the premium conference
- 1x host of 50 min roundtable session + 2x30 min presentation at the on-floor seminars
- 1x host of 2hr workshop session for your wish list of prospective clients
- 36m² exhibition space; raw (6m x 6m)
- 30 all access passes + unlimited VIP invites to the conference
- Pre and post event marketing services to delegation

#### Gold
- Gold Sponsor positioning across entire event
- 1x20 min end-user driven case study presentation on the premium conference
- 1x host of 50 min roundtable session + 1x30 min presentation at the on-floor seminars
- Individual 20 minutes presentation on Day 1 afternooon or Day 2 of the premium conference
- 18m² exhibition space; raw (6m x 3m)
- 16 all access passes + unlimited VIP invites to the conference
- Pre and post event marketing services to delegation

#### Silver
- Silver Sponsor positioning across entire event
- 1x host of 50 min roundtable session + 1x30 min presentation at the on-floor seminars
- 18m² exhibition space; raw (6m x 3m)
- 10 all access passes + unlimited VIP invites to the conference
- Pre and post event marketing services to delegation

#### Workshop Host
- Workshop or Associate Sponsor positioning across entire event
- 1x host of 2hr workshop session for your wish list of prospective clients
- 1x30 min presentation at the on-floor seminars
- 18m² exhibition space; shell-scheme (6m x 3m)
- 10 all access passes + unlimited VIP invites to the conference
- Pre and post event marketing services to delegation

#### Roundtable Host
- Roundtable or Associate Sponsor positioning across entire event
- 1x host of 50 min roundtable session + 1x30 min presentation at the on-floor seminars
- 9m² exhibition space; shell-scheme (3m x 3m)
- 6 all access passes + unlimited VIP invites to the conference
- Pre and post event marketing services to delegation
**Sponsorship packages**

**Lanyard Sponsorship**
- Lanyard sponsor positioning across the entire event
- Lanyards with corporate branding to be distributed to all 3000+ event attendees
- 9m² exhibition space; shell-scheme (3m x 3m)
- 6 all access passes + unlimited VIP invites to the conference
- Pre and post event marketing services to delegation

**Welcome Bag Sponsorship**
- Welcome bag sponsor positioning across the entire event
- Document bags with corporate branding to be distributed to all conference attendees
- 9m² exhibition space; shell-scheme (3m x 3m)
- 6 all access passes + unlimited VIP invites to the conference
- Pre and post event marketing services to delegation

**Reception Host Sponsorship**
- Reception host positioning across the entire event
- Exclusive host of sponsor’s selected reception (F&B cost not included)
- 5 min welcome address at chosen function by your representative
- 9m² exhibition space; shell-scheme (3m x 3m)
- 6 all access passes + unlimited VIP invites to the conference

**Other options**
- Meeting rooms package
- Coffee and tea station sponsor
- Speakers lounge sponsor
- Registration booth sponsor
- Mobile charging station sponsor
- Site visit and social activities host
- Directional signage sponsor
- Welcome gifts sponsor
- Notebook sponsor
- Stationaries sponsor
- USB stick sponsor
- Photo booth sponsor
- Bottled water sponsor
- Candies sponsor
- Carpark coupons sponsor
- Mobile app sponsor
- Lucky draw sponsor
- WiFi sponsor
- And many more…

To customize a package that suits your needs, contact:
Jonathan Whelan
+65 6322 2718 or jonathan.whelan@terrapinn.com

**Exhibitor packages**

If you are interested to position your solutions and products in front of key decision makers from the education industry, contact: Jonathan Whelan at +65 6322 2718 or jonathan.whelan@terrapinn.com to book your stand.

All exhibitor packages come with:
- 4 exhibitor passes for access to exhibition area
- Unlimited VIP invites to the conference, offering 25% registration discount for sponsor’s clients and partners (telesales support if required)
- Personalised emailing of conference brochures to sponsor’s wish-list of contacts
- Full access to Online Networking System and participation in Networking Cocktail session
- Exhibitor positioning across the entire event
- Corporate logo on the conference brochure, relevant event documentation and advertisements, and onsite signage
- Corporate logo and company profile on the event website, with hyperlink to your company website

Special rates available for Malaysian companies
## Sponsorship grid

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Roundtable</th>
<th>Workshop</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairman role</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Stand alone speaking slot</td>
<td>20 mins</td>
<td>20 mins</td>
<td></td>
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</tr>
<tr>
<td>(Day 1 morning)</td>
<td></td>
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<tr>
<td>(Day 1 afternoon / Day 2)</td>
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<td>Panel</td>
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<tr>
<td>Roundtable</td>
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<td>Workshop (2 hours)</td>
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<tr>
<td>Facilitated meeting introductions</td>
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<td>5</td>
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<tr>
<td>Conference pass for staff</td>
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<td>8</td>
<td>5</td>
<td>3</td>
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<tr>
<td>(educational institutions only)</td>
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<tr>
<td>Conference pass for clients</td>
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<td>5</td>
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<td>Whitepaper e-distribution</td>
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<td>Free standing banner in conference room</td>
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<tr>
<td>Priority in other branding options</td>
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</tr>
<tr>
<td>Logo and profile on event website, brochure, selected advertisements</td>
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<td>1</td>
<td>1</td>
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<tr>
<td>Exhibition booth</td>
<td>36 sqm</td>
<td>18 sqm</td>
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<tr>
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<td>6</td>
<td>4</td>
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</tbody>
</table>

## Priority booking form

**Please reserve me:**

- [ ] Sponsorship package
- [ ] Metres exhibition space
- [ ] Stand number

First name: ________________________________  Last name: ________________________________

Job title: ________________________________

Company: ________________________________________________________________

Postal address: __________________________________________________________

Country: __________________  Post code: __________________

Tel: __________________  Fax: __________________

E-mail: __________________  Mobile: __________________

- [ ] YES! I am interested in sponsoring/exhibiting. Please contact me to discuss this further.
- [ ] YES! I am interested in the conference. Please send me a draft programme when it is available.

Please contact Jonathan Whelan on +65 6322 2718 or email jonathan.whelan@terrapinn.com
Reserve your place today

It’s really easy to book your place online. And our online calculator will ensure you take advantage of the best deal.

Go to www.terrapinn.com/digitaleduasia and book now

Hurry, book earlier to leverage on our early bird rates

<table>
<thead>
<tr>
<th>DELEGATE BOOKING</th>
<th>Before 29th January</th>
<th>Final Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket for Educational Institutions*</td>
<td>USD $670</td>
<td>USD $700</td>
</tr>
<tr>
<td>Standard Ticket*</td>
<td>USD $1,350</td>
<td>USD $1,1650</td>
</tr>
</tbody>
</table>

There’s so much great savings, you can’t possibly cover it all alone. Bring your team and enjoy additional savings.

Generous group discounts are available

- 3 to 5 delegates - save 10%
- 6 to 8 delegates - save 20%
- 9 delegates and above - save 25%

* Entitlements include: 2-Day Premium Conference + Lunch & Refreshments + On-floor Seminars + Exhibition Pass + Total Education Mobile App

View 2016 sponsors at www.terrapinn.com/digitaleduasia
To get involved for 2016, contact Jonathan Whelan on +65 6322 2718 or email Jonathan.whelan@terrapinn.com

Scan this QR pattern with the camera on your smartphone and register for the early bird rates.
Don’t have a QR reader app? You can download one for free from App Store.
Don’t have a smartphone? You can also register and get the offer on our website www.terrapinn.com/digitaleduasia

BOOK NOW
Go to www.terrapinn.com/digitaleduasia
Or call +65 6322 2701

Past sponsors & exhibitors