

PARALLEL SESSIONS:

13:45 ALASTAIR CREELMAN:



Learners “drop out” of MOOCs for a variety of reasons, generally not connected with course quality. One major reason is that many are completely unused to online learning

and lack important study skills and digital literacy. Another reason is that they feel disadvantaged in terms of their ability in English. The massive open forum is extremely daunting for such learners and they can easily feel inadequate. One solution is for 3rd parties to provide “safe bubbles” – closed groups either online or on-site where learners can get hands-on support and a chance to discuss in their own language in a safe environment. If we can provide such bubbles maybe more learners could succeed with online learning.

**Alastair Creelman, e-learning speci,  
Linnaeus University in Kalmar, Sweden.**

13:45 ONLINE LEARNING IN DIGITAL ENTREPRENEURSHIP - AN INNOVATIVE BUSINESS MODEL: LORRAINE DALLMEIER



The global eLearning industry is estimated to be worth over \$100bn. Together with the huge boom in digital businesses, entrepreneurs all over the world have embraced eLearning as a tool for business growth. Small

innovative eLearning businesses are popping up every day to teach online courses in a variety of different subjects, ranging from dog training to playing guitar to meditation. Many of these businesses are started from kitchen tables. This session will look at a number of case studies that show the use of social media and digital marketing techniques in starting and growing a successful eLearning business with happy students. In particular, Lorraine will show how she used these techniques to increase the turnover of her award-winning school by 4000% in the space of three years.

**Lorraine Dallmeier, eLearning entrepreneur, biologist and environmental scientist. Director of Formula Botanica.**

14:30 COFFEE BREAK

15:00 DISTANCE EDUCATION IN A RESTLESS AND IMPATIENT WORLD: LEAH MATTHEWS



The past year in the United States has been a tumultuous one, with its contentious presidential election and major changes proposed for higher education and accreditation. Education systems have been preparing for new challenges and transformations in anticipation of these changes. This session will provide an overview of the latest education policy developments that include trends in distance education/higher education in the United States and comments on the impact of the political and policy environment.

**Leah Matthews, Executive Director and Chief Executive Officer of the Distance Education Accrediting Committee (DEAC), Washington, DC**

16:00 CLOSING CEREMONY