# oeb Insights

The official news platform of the global, cross-sector conference on the technology supported learning and training

### **Website Advertising Rates and Packages**

OEB Insights is a hub for sharing ideas and best practices in the field of Information and Communication Technology (ICT) for education all over the world. The OEB Insights platform is designed to enhance knowledge, expertise and skills while also serving as a catalyst for the vibrant, multinational community of practice in this field.

The portal is structured around the annual OEB conference, (formerly ONLINE EDUCA BERLIN), the global cross-sector conference on technology supported learning and training.

## Our Audience: Who will you reach with your advertisement on OEB Insights?

- Deans, directors, researchers, professors and teachers
- Chief Learning Officers (CLO), CEOs
- E-Learning content developers and instructional designers
- HR directors/managers and IT professionals
- Leaders of professional associations and continuing education centres
- Learning & technology, knowledge management, information system and distance learning officers
- Representatives of International Government Organisations

**63,691** newsletter subscribers

22,556 unique users per year

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# Advertising Options: Where can you see your advertisement?

With its unique cross-sector focus, the annual OEB conference (Dec 6-8, 2017) fosters exchange between high-level decision makers, experts, practitioners and newcomers from all over the world.

Find out more at www.oeb.global



The Company of Thought

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#### Listen to the learner

C Occober 19, 2016 Ct Programme previe



It inhomes in the way obscational systems work currently that the big desistoner about effects don't get made by the people they affect. Governments make plane, ovel servants allocate resources, and obscationests of a first stackness on the latest theories and devices. Arrests all this, it is affected to hear the volce of the people at the corrier, the students them. The latest and the control of the people at the corrier than the tenter to the The Vector of the Lamons' and the Timesowerish devolves Lamons'.

The ability of technology to empower students to take charge of their owlearning has long been recognised, but student-centred learning is provinrather more elusive. With the new freedoms that technology provides, come

hey're all heard? And if you geve students choice, how many of them will choose weely? It these sessions we'll hear from serviral practitioners who are tackling the problem of creating systems of student Hiven rearming and hear success stories from the very cutting edge of the technological revolution in the clas

All members of the class have their own blogs, where they display work and are able to comment on other people's they also connect with their seacher and each other via Eachbook and "hittles flut in goes further." We focus on horsized scanned and their connection of their discussin proprate index with peers in other parts of the world's Michaelian. Studerfar can receive comment to on that blogs, not just from their own school but from account globe. Comment have come from als at what sa South Allica Australia. Adala, and drocus and the students and globe. Comment have come from als a what sale as South Allica, Australia. Adala, and drocus and the students and south of their sales.

For Michaelsen IX: all about encouraging students to learn using technology, preparing them for finare jobs, an making education "more relevant and interesting". Creating an interconnected classroom has allowed students to explore learning in new ways, and the results are clear, many of her globally connected educational pionees as

Meanwhile, in the Netherlands, Brushe Wire more has been unoting on a novel scheme to give students connecting of their education at the Faculty of Medical Science of Contriging Otherwity. The fourth-year medical student is on the committee behind "Societies (Societies (Societies Amount of Contrigies) of the Contrigies of the Contribution of the Contrigies of the Contrigies of the Contribution of the Contri

The aim is to get all activities student led', Wiersens says. The shift towards student-organised activities is already noticeable, indicating the wish for it. We expect it to shift even further through more publicity and positive experi-ences from students."

Indeed, users have given the site a big thumbs-up, rating it 8-9 out of 10. While the project is still in a nascs phase, the signs are already positive thorough evaluation has shown a beneficial effect on the attitudes of the teachers and students, as well as on dea sharing among all participants. At the session, we can expect to help

For both Michaelmer and Wiennerin, student-centred learning is about creating a new environment, whether it is the connected classroom or the ordering platform. These new environments allow students to engine learning in new ways, to adopt, challenge, and transform their exhaustion in the way that sort student. Out it's not about abundancing meaning the contract of the contract o

This session is part of a broader theme at #OEBIG entitled "Learning and Ownership" — a series of sessions ask ing who owns learning and how it can be regulated and assessed as focus shifts towers the learner. Find our more by having a look at our progressions.

Right side advert

Two months: € 690,-

Berlin, December 6 - 8

Right side advert

Two months: € 990,-

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To further promote your brand and its story, all advertisers' websites will be shared with the OEB social media audience.

# Phone us or send us an email to discuss your package options:

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For more opportunities to raise your company's profile and build brand awareness amongst the OEB audience, ask our sales team about exhibiting at the conference and the benefits included in our sponsorship packages. OEB takes place on Dec 6-8, 2017.

Please note that all prices quoted exclude VAT, and availability of advertising spots may change depending upon time of year and demand.