



eLearnExpo Moscow

6-я Московская международная
выставка и конференция



Conference program

Conference date: June 9-10th 2009

Conference venue: Congress Center, WTC (World Trade Center), Krasnopresnenskaya nab., bld. 12, entrance 4

Held under the support of the Ministry of Education and Science of the Russian Federation

DAY 1 - JUNE 9th 2009

9:00-09:30 Registration

Press hall

09:30-11:10 Plenary Session

Invited: Welcome address by government representatives

Moderated by Mark Aranovich. General Director, Alliance Media

- ✓ “Global Electronic Education System in new economic reality” - **Vladimir Tikhomirov**, president, **International Consortium “E-University”**
- ✓ “e-Learning and the impact of social change” - **Mike Morris**, manager, sales and business development for education for European markets, **CISCO**
- ✓ “Unlocking the global education imperative: core challenges and critical responses” - **Harry H Tubben**, **Blackboard, Inc**

11:10-11:30 Coffee break

**Press Hall
Section C-1**

11:30-13:30 e - learning in new economic reality

Moderated by Alexander Pechenkin, Gazprom Corporate University (presentations – Russian/English)

- ✓ “Approach to staff and contactors training” – **Vladimir Karagiou**s, business development director, **ADOBE Russia**
- ✓ “World trends in e-learning in new economic reality” – **Natalya Soboleva**, general director, **Competentum**
- ✓ “What do employees wish? How to keep a learning efficiency in new technological environment” – **Victoria Mikhailova**, general director, **Talantium**
- ✓ “Building up a most efficient course library within a limited budget” - **Olga Balabanova**, corporate projects director, **Novyi Disk**
- ✓ “Efficiency of e-learning outsourcing model” - **Valery Leontyev**, head of laboratory, **Multimedia Laboratory**

13:30-14:20 Lunch and Expo Visit

Section C-2

14:20-16:00 Organizational aspects of e-learning

Moderated by Valentin Garkusha, general director, Virtual technologies in Education (presentations Russian/English)

- ✓ “Conflict of interests of e-learning project participants” – **Alexander Petchenkin**, vice rector for science, **Gazprom Corporate University**
- ✓ “How to achieve success in implementing e-learning with supervisor?” - **Vladimir Overchenko**, head of training department, **Tatyana Bondareva, Hewlett Packard**
- ✓ “Corporate University – optimization with e-learning” - **Evgeny Bushuev**, strategic sales director, **Competentum**

- ✓ “Virtual learning centers or learning management systems outsourcing as the way to the mass spread of e-learning in Russia – **Nikolay Tsallagov**, general director, **Mirapolis Information Technologies**
- ✓ “Experience of deploying educational telecommunication technologies in big corporation” - **Nikolay Nikitin**, general director, **UNIAR**
- ✓ “Universal technology for corporate information management (case study)” – **Stanislav Lakhtin**, **WBT**

16:00- 16:20 Coffee break

Section C-3

16:20-18:00 e-learning: Efficiency & Quality
Moderated by Alexander Pechenkin, Gazprom Corporate University (presentations Russian)

- ✓ “Instruments for improving quality & efficiency of e-learning in higher education - **Anatoly Gritsenko**, rector, **Eurasian Open University**
- ✓ “Distributed content development as a main factor for quality education in new economic reality” – **Artur Zakharyan**, director, Knowledge management institute, **MESI**
- ✓ “Something has to be changed! or How to increase efficiency of employee development?” – **Alexey Miroshnichenko**, president, **Brief and to the point**
- ✓ “Evaluation of e-learning quality based on the master programs implementation experience in the National Academy of Public Administration, office of the president of Ukraine” - **Andriy V. Zhuravlov**, head of the distance learning center, **National Academy of Public Administration, Office of the President of Ukraine**
- ✓ “Quality evaluation and certification of e-learning courses” - **Eduard Letsky**, head of training center, **MIIT –Expert**
- ✓ “Open content and e-learning course methodological efficiency” - **Pavel Kallinikov**, head of the center of information and methodology, **Moscow Institute of Economics, Management and Law**

Conference room B Section B-1

11:30-13:30 Rapid content development. How to make content using company’s own resources
Moderated by Igor Nozhkin, Lukoil-Inform (presentations Russian)

- ✓ “Overview of the instruments for rapid content development” – **Alexey Korolkov**, general director, **WebSoft**
- ✓ “Rapid content development using ready patterns: advantages and limitations” – **Denis Mamontov**, head of the department, **Competentum**
- ✓ “Creating interactive boxes in distance courses using internal company resources” – **Mikhail Protasov**, learning specialist, **AlfaStrakhovanie**
- ✓ “Setting up of sequences of learning in an electronic textbook ” – **Alexander Ryabinin**, head of the department, **Multimedia Laboratory**
- ✓ “Involving the inner subject matter experts (SME) in designing corporate e-learning courses. The experience of MTS, Business Unit MTS Russia” - **Artem Berezin**, head of the department, **OJSC Mobile**
- ✓ Rapid development of emulators based on logical interactive schemes – **Andrey Dushmaneev**, **Vasil Sankovic**, Project manager, **MediuM**

13:30-14:20 Lunch and Expo Visit

Section B-2

14:20-16:00 Game based learning, business simulations and simulation modeling (presentations Russian)
Moderated by Valery Leontiev, Multimedia Laboratory

- ✓ “Learning models based on games’ simulators” – **Lubov Kabanova**, dean, **MUBiNT**
- ✓ “Simulator as a base for practical skills training” – **Maksim Melnikov**, head of distance learning, **Academy for Information Systems**
- ✓ “Emotional intellect development as a base for training of the new generation of managers. Self-study e-course” - **Svetlana Alipova-Svetozarova**, senior researcher, **The academy of national economy under the government of the Russian Federation**

- ✓ “Using simulation technologies in training management staff. Serious games development – technology and practice overview” – **Petr Tutaev**, senior specialist, **Academy of National Economy under the government of the RF**
- ✓ “Interactive functional models as a tool for efficient learning” – **Igor Sheglov, Kronshtadt**

16:00- 16:20 Coffee break

Section B-3

16:20-18:00 Knowledge and Competence management
Moderated by Denis Volkov, Success Insights CIS (presentations Russian/English)

- ✓ “Company knowledge management. Methods and tools for keeping and maintaining corporate knowledge” - **Denis Volkov**, president, **Success Insights CIS**
- ✓ “Learning portal, HR-portal, information portal, knowledge portal – what’s the difference” - **Alexey Korolkov**, general director, **WebSoft**
- ✓ “Construction of self-developing and self-regulating knowledge management system” – **Nikolay Tsallagov**, general director, **Mirapolis Information Technologies**
- ✓ “Experience of deploying of a corporate knowledge portal” - **Irina Kulikova**, head of the department, **INTER RAO UES**
- ✓ “Methodology and Instruments of the personnel evaluation and development” – **Alexey Verbetsky**, head of corporate universities’ development department, **IBS**
- ✓ “Key aspects of knowledge management organizational impact” – **Natalya Altukhova, The State University of Management**

Conference room A

Section A-1

11:30-13:30 Round table discussions for University rectors
Moderated By Sergey Shennikov, Rector, MIM LINK

13:30-14:20 Lunch and Expo Visit

Section A-2

14:20-16:00 Advanced e-learning technologies (Presentations Russian)
Moderated by Timur Ermakov, Vimpelcom

- ✓ “Practical usage of internet –services WEB-2.0 in e-learning» - **Oleg Bogomolov**, IT director, **Virtual technologies in education**
- ✓ “Technologies for improving the quality of education and reducing the costs of IT-infrastructure” - **Anton Mamichev**, consultant on education, **Microsoft Russia**
- ✓ “How to organize a practical distance course on information technologies” – **Victor Varfolomeev, MIIT Expert**
- ✓ “Modern trends of distance education systems functional development – **Dmitry Martinkevich**, software development director, **Bel IT Soft**
- ✓ “Requirements for electronic educational resources (EER) for e-Learning” - **Dzhavad Avetisyan**, general director, **MultiMedia Technologies, e-Publishing**
- ✓ “IT- solutions of new generation. Revolutionary approach in implementing e-learning in education” – **Anton Ilyinskyi**, general director, **ATBE**

16:00- 16:20 Coffee/tea break

Section A-3

16:20-18:00 WEB conferences, virtual class-rooms (presentations Russian)
Moderated by Vladimir Overchenko, head of training center, Hewlett Packard

- ✓ “Virtual classrooms as the means for active involvement of trainees into learning process -**Nikolay Tsallagov**, general director, **Mirapolis Information Technologies**
- ✓ “Using virtual classes for business learning” – **Vladimir Naumov, WebSoft**
- ✓ “Installation and usage of virtual classes (webinars) – case study” – **Nadezhda Voskresenskaya, Home Credit & Finance Bank**

- ✓ “Experience of using e-learning in educational projects” – **Mikhail Lamzin, SoftLine**
- ✓ “Virtual classes: organization and learning approach” – **Yuri Shilov, consultant, VP Group**

DAY 2 · JUNE 10th 2009

9:00-10:00 Registration

**Press Hall
Section C-4**

10:00-12:00 e-learning in companies – case studies
Moderated by **Nikita Smurov, VP GROUP (presentations Russian/English)**

- ✓ “Best practices and stories of distant education systems implementation in the world” - **Mikhail Vasiliev**, project manager, **VP GROUP**
- ✓ “e-learning technologies in training industry specialists” – **Igor Skalsky**, project manager, **UC RUSAL**
- ✓ “e-learning technologies in Vimpelkom in new economic reality” – **Timur Ermakov**, e-learning manager, **VIMPELCOM**
- ✓ “Implementation of e-learning system in head office and power stations creating knowledge base using distance learning” – **Andrey Uskov, JSC “OGK-1”**
- ✓ “Complex approach to the preparation, organization and accomplishment of the e-Learning (Russian Ministry of Home Affairs)” – **Pavel Bezyaev**, head of e-learning department, **Stel – Computer Systems**
- ✓ “Customer-oriented e-learning. MTS experience” - **Oleg Podolskiy**, eLearning project manager, **MTS**

12:00-12:20 Coffee/tea break

Section C-4 (continued)

12:20-14:00 e-learning in companies – case studies
Moderated by **Alexey Korolkov, WebSoft (presentations Russian/English)**

- ✓ “Blended learning in insurance company” - **Maksin Kuzmin**, head of e-learning department - **Alexey Bondarenko, ROSGOSSTRAKH**
- ✓ “Document control in e-learning” – **Andrey Stulov** - Head of training and development department, **Vozrozhdenie Bank**
- ✓ “Why and how to improve e-learning solutions in Bank&Insurance - Banque Fédérale des Banques Populaires: a success story - 2 years of innovation” – **Sergey Sayfulin**, head of development, **QOVEO, France**
- ✓ “Corporate portal as an efficient management tool” – **Olga Popova, MERLION**
- ✓ “The pilot project of distance learning in OMK” – **Nina Razumovskaya**, chief of distance learning department, **OMK**
- ✓ “Distance learning in FMCG – case study” - **Anna Gudkova, Danone Russia**

14:00-15:00 Lunch & Expo visit

Section C-5

15:00-16:40 Serious Games for Learning master class
Moderated by **David Wortley, Director, The Serious Games Institute**

Comprehensive demonstration of technology trends and practical examples of how and where to use the latest immersive learning environments arising out of electronic games, virtual worlds and social networking technologies

16:40-16:50 Break

Section C-6

16:50-18:00 CEO panel: conference summary report and round table discussions with leading e-learning experts (Russian/English)

Conference room B

Section B-4

10:00-12:00 e-learning in education – case studies (presentations Russian/English)
Moderated by Marina Nezhurina, head of master course, IBS

- ✓ “Mega university case study: 300 000 students and more in one educational process” - **Evgeny Markin**, project manager, **VP GROUP**
- ✓ “Deploying e-learning in education – difficulties and barriers” – **Mikhail Ananyev**, key account manager, **HyperMethod IBS**
- ✓ “Virtual educational environment as the modern space for exchanging teachers’ experience in using ICT in education” – **Marina Vaindorf-Sysoeva**, deputy rector, **MGOU**
- ✓ “Distance learning process in south Ural State University Departments” - **Alexander Demin**, deputy dean; **Victor Borodkin**, head of open distance leaning institute, **South Ural State University (Russia, Chelyabinsk)**
- ✓ “e-learning technology as a tool for students creativeness” – **Natalya Zagonova**, deputy dean on information technology, head of Distance Learning Group , **MSTU n.a. N.E. Bauman, faculty Engineering business and management**

12:00-12:20 Coffee break

Section B-4 continued

12:20-14:00 e-learning in education – case studies (presentations Russian/English)
Moderated by Eduard Letskiy, MIIT Expert

- ✓ “7 reasons for deploying e-learning in institutions” - **Dmitry Krechman**, marketing director, **HyperMethod IBS**
- ✓ “The establishment of feedback during the process of competence assimilation using the extraction attainments system from electronic content” - **Nina Krapukhina**, director of the Institute of Economics and Information Technologies; **Natalya Trigub**, deputy chief, **Moscow Institute of Steel and Alloys”, State Technological University (MISIS)**
- ✓ “Simple strategy of LMS implementation in University” - **Elena Inyutochkina**, head of the e-learning department; **Sergey Shamets** , **Omsk State Technical University**
- ✓ “Ready ICT retraining programs and courses by Microsoft” - **Dmitry Beresnev**, **Microsoft Russia**
- ✓ “Support of e-learning educational process participants in the distributed educational environment” – **Alexander Zharikov**, specialist, **MESI**

14:00-15:00 Lunch & Expo Visit

Section B-5

15:00-16:40 e-learning in business education (Presentations Russian)
Moderated by Anton Ilyinski, ATBE

- ✓ “How to manage the quality of education in the University from business-customer” - **Marina Nezhurina**, head of scientific-methodical department, **IBS Academy**
- ✓ “Using business distance learning systems for corporate education” – **Mark Aranovich**, general director, **Aliance Media**
- ✓ “Implementation of e-learning in post graduate education of physicians” – **Azat Bilyalov**, **Bashkir State Medical University**
- ✓ “Training and certification of realtors in voluntary services certification system” - **Zoya Smetanina**, **pro-rector on study, The Real Estate Higher school”**
- ✓ “Implementing the System of open education of staff management in the republic of Belarus using WebCT” – **Marina Shibut**, director, **Centre for Education Technologies, Academy of Public Administration under the aegis of the President of the Republic of Belarus**

16:40-16:50 Break

Section B-6

16:50-18:00 e-learning in secondary and professional education (Presentations Russian)
Moderated by Marina Vaindorf-Sysoeva, MGOU

- ✓ “Russian education informatization project results” – **Tigran Shmis**, research analyst, **World Bank**
- ✓ “The school of a new generation: systematical implementation of ICT into the educational process” – **Elena Orlova**, director, **Moscow School № 26**
- ✓ “Educational portal colledge.ru – wide opportunities for teaching” – **Vladimir Bragin**, deputy CEO of **Physicon (Competentum Group)**

**Conference room A
Section A-4**

**10:00-12:00 e-learning in language learning (presentations English/Russian)
Moderated by Andrey Bogomolov, Lomonosov Moscow State University**

- ✓ “English language training with limited budget” - **Micael Timonen**, key account manager, **EF Corporate Language Training**
- ✓ “Creating virtual environment for e-Learning foreign languages: concept, structure and study experience” – **Andrey Bogomolov**, director of the center of distance learning, center for international education, **Lomonosov Moscow State University**
- ✓ “Business English communication skills - a strategic challenge for global companies”- **Ronan Blayau** , international sales director, **7Speaking**
- ✓ “Improving pronunciation skills with Burlington English Distance Learning Program” - **Slava Potapchouck**, president, **ONARA / Burlington English**

12:00-12:20 Coffee break

Section A-5

**12:20-14:00 Legal & Information Security (presentations Russian)
Moderated by Anton Ilyinsky, ATBE**

- ✓ “ Information Security: innovative approach, modern technologies and practices in the conditions of economic instability - **Sergey Barbashev**, deputy director, **MESI**
- ✓ “Practical experience for deploying of learning management system with protection of copyrighted educational content”– **Alexander Helvas**, business development director, **COS&HT**
- ✓ “Up-to-date software licensing models for e-learning” - **Mikhail Vasiliev**, project manager, **VP GROUP**
- ✓ “Personal data protection in distance learning systems” – **Dmitry Leviev**, project director, **Echelon, NPO, JSC**
- ✓ “Deploying distance learning courses on information security” – **Maksim Melnikov**, **Academy of Information Systems**

14:00-15:00 Lunch & Expo Visit

Section – A-6

**15:00-16:40 Students’ Motivation in e-learning - Round table discussions
Moderated by Igor Nozhkin, LUKOIL**

Participants

- ✓ **Anton Isaev**, head of training & development, **Geely** (ROLF group of companies transfer part of trainings in the e-learning system, a sight from sales department”
- ✓ **Andrey Stulov**, head of training and development department, **Vozrozhdenie Bank**
- ✓ **Anton Isaev**, head of T&D, Red Dragon, **ROLF group of companies**
- ✓ **Andrey Uskov**, JSC “OGK-1”
- ✓ **Nadezhda Yastrebova**, **VEROPHARM**