

Capital Markets Update: 2013 Mergers, Acquisitions, and Equity Financing

Table 1: Chad Johnson, Managing Director, Cherry Tree Companies, LLC

M&A activity has continued to moderate in the education sector in the past year and is reflected in valuations. Meanwhile, Venture Capital activity has maintained its brisk pace. Attend this session to learn which segments are most attractive today and what to expect in terms of interest, valuations, and market trends.

The Education Marketer 2014: Balancing Brand, Leads, and Change

Table 2: Ben Delaney-Winn, Director, Advertising, Editorial Projects in Education

To understand the challenges education company marketing leaders are facing, Education Week Marketing surveyed EdCo marketing staff across the country. Key findings resulted in our presentation of The Education Marketer 2014: Balancing Brand, Leads, and Change. Some of those key findings include:

- Lead gen is marketers' #1 "up-at-night" issue
- Marketers may be neglecting brand stewardship to fuel lead generation imperatives
- More than half of companies overrate their brand strength
- Top "trending" tactics for 2014 include content creation and thought leadership

To learn more about the challenges and opportunities education marketers are facing, join us at our roundtable for an open discussion on key findings.

Stop Doing Things by the Book: A New Chapter in Educational Publishing

Table 3: Gavin Cooney, CEO, Learnosity

All too often a digital textbook is little more than a PDF version of its printed counterpart, typically with some basic extra functionality, such as search, annotate, highlight, etc. While cost-cutting (for both students and publishers) and increased ease of access are obvious and accepted advantages of digital books, the real advantage lies in the ability to transform both the teaching and learning experience as we know it. Embedded, interactive activities—which can be used either for assessment purposes or purely as a tool to illustrate complex concepts—engage the learner while also providing teachers with real-time, actionable data. In this session, we'll share insights from Learnosity's experiences in helping some of the world's largest education publishers fulfill the digital potential. We'll also take a look at some of the new innovations coming down the line and discuss why HTML5 is the future of digital publishing.

Technology Is Changing Classrooms...And the Lives of Educators. *Together We'll Explore the Implications for Education Marketers*

Table 4: Charlene Blohm, President, C. Blohm & Associates, Inc.
Linda Winter, President, Winter Group

Join us as we reveal findings from the third in the Winter Group and CB&A series of research studies with K-12 tech leaders. Hear what educators had to say about new technology in their classrooms (for themselves and their students); how 1:1, blended, and flipped learning are being integrated into their curriculum; and their preferred method for vendor communications. Our time together will include more than a synopsis of the data. We'll look at what it means for education marketers in the quest to break through the "clutter," to gain awareness, and to build demand and revenue.

Each roundtable participant will receive an executive summary from the ISTE 2013 educator sessions, along with a three-year trend retrospective about what's changed and what we can expect to see in the future. As always, we'll leave time for an open discussion to explore how education marketers can refresh their outreach for the best results and increased visibility in the marketplace.

This is a joint session, so we only have room for 24 participants. Sign up early!

Efficacy Research: What to Do When Customers Demand Proof That Your Product Works

Table 5: Scott Elliot, President, SEG Measurement

Imagine going into a hospital emergency room with a heart attack and being told by the doctor, "I am going to try something new that seems like a good idea, but I have no evidence or proof that it actually works!" This is essentially what goes on in schools throughout the country every day. Larry Jacobs from Education Talk Radio and Scott Elliot from SEG Measurement will facilitate a discussion of the value of efficacy research from both an educational and business perspective. Drawing on their experience with a variety of educational products and technologies, they will share recommendations on how to move forward with effectiveness research to increase marketing efforts, increase and retain customers, and gain credibility in the education community.

Join this session with Scott Elliot, President of SEG Measurement and Larry Jacobs, President, Education Talk Radio

How to Create a Sustainable Large-Scale Mobile Learning Infrastructure for Mobile Deployments in School Districts

Table 6: Terry Smithson, SVP – Business Development, Global Grid for Learning

This session will be jointly facilitated by Intel and the Global Grid for Learning and will focus on several critical elements for success in support of large-scale mobile deployments in school districts. Elements discussed will include Bring-Your-Own-Device (BYOD), Bring-Your-Own-License (BYOL), how to capture consumer spending to support the project, and the roles that Single Sign-On (SSO) and auto provisioning play as important tools in this process. Real examples will be provided in the discussion, in addition to ways to partner to gain exposure and capture additional sales.

Robotics in Education: Creating a New Mindset

Table 7: Eli Stawicki, Executive Vice President, and Chris Nelson, Director of Strategic Alliances, Teq

Explore how a robotics platform can be used to inspire a change in classroom expectations. Using robots, we have an opportunity to revise attitudes toward risk taking and error—a vital element of effective problem solving. Today's classrooms and tomorrow's jobs require fluid intelligence, i.e., the ability to operate within exigent conditions, with diverse teams of people, creating multiple paths toward solutions and the necessary existence of error. Using robotics in the classroom becomes the catalyst for our teachers to promote risk taking, errors, uncertainty, and indirect paths toward solutions and, therefore, define a new culture of learning and build powerful new mindsets for our students.

Publishing Partnerships Redefined. New Models. New Options. New Synergies.

Table 8: Judi Coffey, CEO, Rainbow Educational Concepts, Inc.

This roundtable session will explore a product development case study and present options for strategic partnerships that produce results, revenue, and strong relationships. How can a partner help your projects and ideas spring to life? Do you need content? Do you have a fabulous new platform for apps or e-readers? Do you have a vision for an educational product but need a starting point? What can you bring to the enterprise? At Rainbow, we might say, "We'll bring the content. You bring the platform." Or, we could say, "We'll bring the creativity. You bring the product concept." How would you fill in both parts of these sentences to craft a model partnership for your vision? Join us to share ideas, approaches, and creative conversation.

What You Need to Know About IMS Global Interoperability Technology Standards

Table 9: Andrew Schlessinger, Co-Founder & CEO, SAFARI Montage

Join me for a roundtable discussion on the basics of IMS Global Common Cartridge, Learning Tools Interoperability (LTI), and Question & Test Interoperability (QTI) standards and their potential impact on all ed tech companies. Participants will learn how these interoperability standards have established a means for ed tech applications and tools to easily share data, including lessons, learning objects, assessment data, and student information—as well as a single sign-on standard, which enables users to easily navigate across their web-based resources and learning tools.

Show Me the Money

Table 10: Jenny House, President, RedRock Reports

This roundtable discussion will focus on the new sources of funding and changes in existing funding. We'll also touch on the potential impact of sequestration.

Instrumented Learning Objects and Big Data – Better Insight for Better Outcomes

Table 11: Douglas Stein, Chief Technology Officer and Director of Business Development, and Owen Lawlor, Director of Strategic Technology, Victory Productions

Let's talk about the questions to which you most want answers—whether you are a publisher, policymaker, teacher, student, or parent. A major question of ours is how can technology peel back a student's test answers to get a good peek at the cognitive processes that produced them?

Multiple-choice assessments reveal whether or not students can produce correct answers but are opaque into how they reached them. Written constructed-response assessments rely on students' verbal or symbol-manipulation skills to show how they approach problems but require labor-intensive scoring to quantify student thinking and plan an instructional response.

Victory is building a toolkit and platform that will create new learning objects and collect and analyze the enormous surge of data that is generated by students as they interact with content. Our approach, of instrumenting learning objects, reveals how students attack challenges and whether their thinking is responding to classroom learning.

Teachers can expect strong, targeted inferences that drive diagnostic assessment and adaptive learning for each student. This offers the ultimate in individualized instruction.

Let's talk about your questions and how we plan to help you get those answers.

What is a thought leader really? Are you a thought leader? If you are, leverage the heck out of it!

Table 12: Sue Hanson, Managing Principal, PR with Panache!

Thought leadership is a coveted moniker that many desire, but few truly achieve. Those that do, don't have to tell their story....they let others be their storytellers.

A thought leader is relevant and has a reputation in the market as a professional with unique, innovative and impactful ideas. A thought leader in education works to further a significant agenda, the forces shaping it, the challenges confronting it, and anticipates the future awaiting it.

In this "Birds-of-a-Feather" round table discussion, we will take a look at how your thought leadership can be elevated when others tell your story. Why beat your own chest when others can do it louder? Together, let's take a closer look at how thought leaders get others to be their storytellers.

Trends in the Global Education Industry

Table 13: Larry Nelson, Worldwide Managing Director, Education Partners, Microsoft

In this roundtable we'll discuss trends in the Global Education Industry. How do they impact your ability to maximize revenue while helping to drive positive learning outcomes?

Executive Recruiting and Social Media: Is LinkedIn the Answer to Finding Great Talent?

Table 14: Deb Postlewait, Vice President, Jack Farrell & Associates

Explore some of the latest trends in recruiting to find great talent in the Education Market. When budgets are tight and you can't find the right person that you need right NOW, where do you turn? Facebook, Twitter, LinkedIn? Come share your experiences, when it comes to finding the "perfect fit" for that hard to fill position. Whether you are the hiring manager or looking for that next adventure, join Deb as she guides the group through a lively discussion that explores the most effective route to finding that "needle in a haystack".

Five Strategies to Jumpstart Getting Sales, From First-Hand Experience!

Table 15: Farimah Schuerman and Mitch Weisburgh, Managing Partners, Academic Business Advisors
Robin Warner, Managing Director, DeSilva & Phillips Investment Bank

More than 40 years of experience in the education industry, and we know first-hand what tactics and strategies will save you time and money while building value in your company.

As you grow your company, know what the valuations/multiples education companies are getting in the marketplace today.

You Can Put On a Good Face, But Your Backend Is Equally Important! A look At Infrastructure Necessary for a Successful K-12 Business

Table 16: Diana Gowen, ISV Alliance Manager, Intel Corporation

Districts and schools are working to find cost-effective solutions for education IT that support quality teaching and learning, as well as streamlined administration and management. Leaders must consider infrastructure issues ranging from the choice of mobile computing devices to wireless networking and security implementations. Let's discuss!

If You Shout Your Message in a Forest, Will It Be Heard?

Table 17: Kati Elliott, President, KEH Communications

No, silly. Trees don't have ears. But, this is exactly how it can feel trying to get your products, and message, noticed in today's information dense world. Now you can climb the tallest tree in that forest and shout your message to the world! The Learning Resource Metadata Initiative (LRMI) enables educational publishers' products to be discoverable through a set of common educational properties. This helps potential customers find your instructional resources in the vast forest of information that is the internet and improve how they are used to support learning. Join KEH, AEP, and Educational Systemics as we discuss how you can get involved today.

21st Century Learners and Online Research: Myths and Realities

Table 18: John Goodwin, Senior VP, Sales & Marketing, Jones eGlobal Library