



Fraunhofer Institut
Arbeitswirtschaft und
Organisation



Professional Training Facts 2006

Embedding training into business and
work processes

15th of November, 2006

9.00 a.m. – 5.00 p.m.

Stuttgart, Germany

The conference will be organised by
the Fraunhofer Institute for Industrial
Engineering IAO

in partnership with The PROLEARN
Network Of Excellence in professional
learning

FpF

Veranstalter: Verein zur Förderung
produktionstechnischer Forschung e.V., Stuttgart



Preface Professor Dr.-Ing. Spath



In many organisations and companies training and learning offers do not fit to personal, situational and business needs. Often trainings and courses are offered too late for changes in business processes or they are not aligned with the needs of the employees. As a result the planning and executing of learning processes are not connected with business processes and business information systems. In consequence such training offers have a lack of acceptance because they are not enabling the employees to fulfil their tasks in the business process. Today learning design and business process management are often »loose connected worlds«. If processes are changed, organisations take care of IT requirements but they do not consider that learning and training is a key enabler for the knowledge transfer to their »human capital«. Training is an investment as important as, e.g., a new IT infrastructure.

Fortunately, information and communication technologies are not only the cause for qualification and training needs but also support it. In future people and organisations will be more competitive by reducing the time to fill competency gaps and to build skills according to business needs and the daily work processes. The time gap between identification of a learning need and the appropriate training should become smaller.

The international Professional Training Facts 2006 conference will demonstrate how information and communication technologies are already used for professional training and give foresights and forecasts for upcoming IT solutions in this area.

The conference will focus on the issue of requirements, challenges, solutions, and experiences in the area of professional training. Speakers from companies as well as from research institutes and universities will show ideas shaping this field today and in future. Special themes of the conference will be: company requirements and challenges in professional training; upcoming ICT solutions for education; process-oriented learning and information exchange with the focus on embedding

training into business and work processes; and more.

As an international conference in cooperation with the PROLEARN network of excellence in professional training the main conference language is English, but to attract national participants as well there also will be two tracks in German.

A handwritten signature in black ink, appearing to read 'D. Spath', written in a cursive style.

Prof. Dr.-Ing. Dieter Spath

Information

Target groups

Companies, intermediary organizations, providers of solutions in professional learning, (applied) research institutes

The conference languages are English and German (in different tracks)

General conference chair

Prof. Dr.-Ing. Dieter Spath
Fraunhofer Institute for Industrial Engineering (Fraunhofer IAO)
Stuttgart, Germany

Conference registration

www.professional-training-facts.com

Registration fee

295 € (including lunch, drinks and conference proceedings)

Cancellation of registration

The registration can be cancelled until October 31st, 2006. All later cancellations will effect a full price invoice.

Further information

PROLEARN IAO

Conference Administrator

Fraunhofer Institute for Industrial Engineering (IAO)
Institutszentrum Stuttgart (IZS)
Nobelstraße 12
70569 Stuttgart, Germany
Phone: +49(0)7 11/9 70-2092, -2019
E-mail: prolearn@iao.fraunhofer.de

For further information, online registration and latest updates visit our conference website:
www.professional-training-facts.com

How to find us

By S-Bahn line S1, S2 or S3 from the main station or line S2 or S3 from the airport to »Universität«. From the exit »Wohngebiet Schranne-Endelbang/ Nobelstraße« it is a 10-minute walk to the Institutszentrum.

By car via the A8 or A81 motorway; when you reach the Stuttgart interchange (Autobahnkreuz Stuttgart, Stuttgart-Zentrum/S-Vaihingen exit), follow the A831/B14 as far as the Universität exit. There's a car park free of charge in the Institutszentrum.

An electronic access sketch you can find here: www.iao.fraunhofer.de/e/profil/adresse.hbs

Pre-Workshops

In the afternoon of 14th of November 2006, three pre-conference workshops are offered for specific issues in the context of embedding training into working and business processes (in German language only).

1.00 – 5.30 p.m.

Pre-Workshop 1 **Social Software für betriebliche Weiterbildung und das Wissensmanagement**

Ralf Klamma
RWTH Aachen, Germany

1.00 – 5.30 p.m.

Pre-Workshop 2 **Arbeitsorientiertes Lernen – Ein praxisorientierter Workshop**

Jürgen Wilke
Fraunhofer IAO, Germany

1.00 – 5.30 p.m.

Pre-Workshop 3 **Inno-Tanks: Expertenwissen im Unternehmen produktiv nutzen**

David Kremer
Fraunhofer IAO, Germany

Am 14. November 2006 werden mittags drei Pre-Workshops angeboten, welche ergänzend zur Professional Training Facts folgende Themenstellungen praxisorientiert vertiefen (in deutscher Sprache).

Schedule

Professional Training Facts 2006

8.00 a.m.	8.00 – 9.00 a.m. Registration
9.00 a.m.	9.00 – 10.30 a.m. Welcome and keynotes [0]
10.00 a.m.	10.30 – 11.00 a.m. Coffee break & Exhibition
11.00 a.m.	11.00 a.m. – 1.00 p.m. Track sessions (each 120 minutes) [1, 2, 3]
12.00 a.m.	
1.00 p.m.	1.00 – 2.30 p.m. Lunch & Exhibition
2.00 p.m.	2.30 – 4.30 p.m. Track sessions (each 120 minutes) [4, 5, 6]
3.00 p.m.	
4.00 p.m.	4.30 – 5.00 p.m. Final remarks & farewell coffee
5.00 p.m.	5.00 p.m. End of conference

Program description

Professional Training Facts 2006

[0]

9.00 – 10.30 a.m.

Keynotes – professional training facts

Dieter Spath

Fraunhofer IAO

Embedding training into business and work processes

Marco Marsella

European Commission –

Information Society and Media

Directorate General Learning and

Cultural Heritage, Luxemburg

EU RTD activities in Technology-

enhanced Learning

Rainer Zinow

SAP AG, Germany

Community-driven Knowledge Transfer

in the Workplace Environment

[1]

11.00 a.m. – 1.00 p.m.

Track 1

Future trends in e-learning

The track »Future Trends in e-learning« should bring together practioners from big companies, consultants and people from academia to present new developments in professional training, to discuss current und future trends in e-learning and to formulate provoking new research questions in the field of technology enhanced learning.

Chaired by

Ralf Klamma
RWTH Aachen, Germany

Ralf Klamma
RWTH Aachen University, Germany
Katherine Maillet
Institut National des
Télécommunications INT, France
Social Software for Professional
Training

Ton Zijlstra
Proven Partners, The Netherlands
Pioneering Social Software applications
in a small consulting firm (benefits,
challenges, experiences)

Karsten Ehms
Siemens AG, Germany
Corporate Technology –
Information & Communication –
Knowledge Management & Business
Transformation

Ambjörn Naeve
Royal Institute of Technology KTH,
Sweden
Research and development perspectives

Ingo Wolf
T-Systems Enterprise Services GmbH,
Germany
Present state and future trends in
extended vocational training – a report
from industry

[2]

11.00 a.m. – 1.00 p.m.

Track 2

Company performance improvement and the role of leading-edge training tools

Company performance improvement is the key issue for organisations. To increase performance training and learning activities should be evaluated against this issue. In this track challenges and solutions to overcome this issues by leading-edge training tools will be illustrated.

Chaired by

Peter Scott
Open University, United Kingdom

Oliver Korn
Korion, Germany
Simulations for industry and service:
New solutions for learning enterprises

Lucia Pannese
Imaginary, Italy
Alexander Karapidis
Fraunhofer IAO, Germany
Games and learning come together to
maximize effectiveness: the challenge
of bridging the gap

Peter Scott
Open University, UK
Examining virtual events for effective-
ness, knowledge work and learning

Karin Hamann
Fraunhofer IAO, Germany
Increase communication efficiency in
distributed teams by implementing
virtual meetings: a good practice case
of a production company

[3]

11.00 a.m. – 1.00 p.m.

Track 3

Track in German language

Steigerung der Effizienz und des Ertrags von Bildungsdienstleistungen durch Standardisierung?

Die Standardisierung von Bildungsprozessen und Bildungsdienstleistungen hat einen massiven Einfluss auf die Kosten-Nutzen-Parameter von Aus- und Weiterbildung in Unternehmen. Der Track widmet sich dem Thema sowohl aus der Sicht der Dienstleistungsanbieter als auch aus der Sicht der Nachfrager.

Dabei wird auf die folgenden Problemstellungen näher eingegangen: Können standardisierte Bildungsdienstleistungen die Absatzchancen meines Unternehmens erhöhen? Senken standardisierte Bildungsdienstleistungen die Kosten? »More Value for Money« durch standardisierte Managementprozesse? Reduziert Qualitätssicherung die »Sunk Costs« von Bildungsdienstleistungen?

Chaired by

Bernd Simon, Wirtschaftsuniversität, Wien, Österreich

Jürgen Wilke

Fraunhofer IAO, Deutschland
Strategische Allianzen für die Entwicklung und das Marketing von standardisierten Premium-Bildungsdienstleistungen

Christian Mars

Microsoft, Deutschland
Microsoft Sharepoint Portal Technologie

Peter Littig

DEKRA Akademie GmbH, Deutschland

Embedding Standards – Pilotierung eines neuen europäischen Bildungsstandards (Europäischer Qualifikationsrahmen) durch transnationales IT- und Multimedia-Training

Bernd Simon

Knowledge Markets Consulting GesmbH, Österreich

Mit standardisiertem Bildungscontrolling den Wissenstransfer von Bildungsdienstleistungen erhöhen

[4]

2.30 – 4.30 p.m.

Track 4

Ageing, working, learning

Older workers are not a prominent target group of HRM strategies. However, against the background of ageing workforces the relationship between ageing, working and learning has to be rethought. This track deals with successful conditions, methods and examples of age management as well as learning of younger and older workers.

Chaired by

Bernd Dworschak
Fraunhofer IAO, Germany

Hartmut Buck Bernd Dworschak

Fraunhofer IAO, Germany
Working and learning of ageing workforces – Major challenges

Holger Möhwald

Möhwald Unternehmensberatung, Germany

Learning partnerships for younger and older employees at Sartorius AG, Göttingen

Heidrun Kleefeld

SAP AG, Germany

Active@work – Diversity in the company of the future

Michael Kres promoteTM, Suisse

Repositioning and Reintegration of older employees – Lessons from the practice

[5]

2.30 – 4.30 p.m.

Track 5

Learning technologies for better business performance

The alignment of learning technology with business processes is a new but important issue within the area of professional learning. Approaches to integrate learning technologies into business process platforms and portals of companies on the basis of service-oriented architectures will be discussed.

Chaired by

Volker Zimmermann
imc AG, Germany

Katrina Leyking
Deutsches Forschungszentrum für künstliche Intelligenz DFKI, Germany
Learning Management – a business-process-driven perspective

Wolfgang Volz
Ernst Klett Verlag GmbH, Germany
Business process optimisation in educational publishing at Klett

Lutz Goertz
MMB Institut für Medien- und Kompetenzforschung, Germany
No more content – we need tools now! Findings in the BMWi-programme »LERNET«

Nils Faltin
Imc AG, Germany
Integration of informal learning activities into learning processes through individualization

[6]

2.30 – 4.30 p.m.

Track 6

Track in German language **Wissen und Lernen managen – Trends, Ansätze und praktische Tipps für Unternehmen**

Die Frage nach dem richtigen Umgang mit Wissen und Lernen stellt für viele Unternehmen nach wie vor eine große Herausforderung dar. Dennoch liegen inzwischen auch vielfältige Erfahrungen darüber vor, wie durch Wissensmanagement, verbunden mit arbeitsnahem Lernen, die Unternehmensperformance gesteigert werden kann. Ein effektives und effizientes Management der Ressource Wissen leistet in Arbeits- und Geschäftsprozessen einen spürbaren Beitrag zum Erreichen der betrieblichen Ziele. Das belegen die Vorträge in diesem Track.

Chaired by

Klaus Zühlke-Robinet
PT-DLR, Germany

Carsten Ritterskamp
Ruhr Universität Bochum, Deutschland
Innovationsflüsse erfolgreich gestalten: das Management von Wissen an der Schnittstelle zwischen Dienstleister und Kunde

Tobias Ley
Know-Center, Graz, Österreich
APOSLE learn@work: Wie man Lernen und Arbeiten verbindet

Kathrin Schnalzer
Fraunhofer IAO, Deutschland
Wissensmanagement in Unternehmen heute. Ergebnisse der Fraunhofer Studie »Wissen und Information«

Ralph Traphöner
Empolis GmbH, Deutschland
Die Präzisionsgummilippe – Anmerkungen zum praktischen Nutzen von Wissensmanagement in Unternehmensprozessen

Accommodation

Hotel Wartburg

Lange Straße 49
70174 Stuttgart
Telefon: +49(0)7 11/2 04 50
Fax: +49(0)7 11/2 04 54 50
www.hotel-wartburg-stuttgart.de

Hotel Unger

Kronenstraße 17
70173 Stuttgart
Telefon: +49(0)7 11/2 09 90
Fax: +49(0)7 11/2 09 91 00
www.hotel-unger.de

Rega Hotel Stuttgart

Ludwigstraße 18-20
70176 Stuttgart
Telefon: +49(0)7 11/6 19 34 0
Fax: +49(0)7 11/6 19 34 77
www.rega-hotel.de

Mercure Hotel Fontana Stuttgart

Vollmoellerstrasse 5
70563 Stuttgart
Telefon : +49(0)7 11/73 00
Fax : +49(0)7 11/7 30 25 25
www.accorhotels.com/accorhotels/fichehotel/de/mer/5425/fiche_hotel.shtml

Hansa Hotel Stuttgart

Silberburgstraße 114-116
70176 Stuttgart
Telefon: +49(0)7 11/6 56 78 00
Fax: +49(0)7 11/6 17 34 9
www.hansa-stuttgart.de

Relexa Waldhotel Schatten

Magstadter Straße 2-4
70569 Stuttgart
Telefon: +49(0)7 11/68 67-0
Fax: +49(0)7 11/68 67-999
www.relexa-hotel.de/content/deutsch/viewer/stuttgart_start_9.html

Special rate

70 €, code: FRH 2006

Hotel Sautter

Johannesstraße 28
70176 Stuttgart
Telefon: +49(0)7 11/6 14 30
Fax: +49(0)7 11/6 16 39
www.hotel-sautter.de

Maritim Hotel Stuttgart

Seidenstraße 34
70174 Stuttgart
Telefon: +49(0)7 11/94 20
Fax: +49(0)7 11/94 2 10 00
www.maritim.de

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Registration

Professional Training Facts 2006 & pre-workshops

I register for

- Professional Training Facts 2006**
at 15th of November 2006 (295 €)

Pre-Workshops

at 14th of November 2006
German language only

- Pre-Workshop 1**
Social Software für betriebliche
Weiterbildung und das Wissens-
management
Kosten: 100 €; für Teilnehmer der
PTF 2006 nur 50 €
- Pre-Workshop 2**
Arbeitsorientiertes Lernen –
Ein praxisorientierter Workshop
Kosten: 195 €; für Teilnehmer der
PTF 2006 nur 95 €; die Teilnehmer-
zahl ist auf maximal 18 Personen
begrenzt

- Pre-Workshop 3**

Inno-Tanks: Expertenwissen im
Unternehmen produktiv nutzen
Kosten: 195 €, für Teilnehmer der
PTF 2006 nur 95 €

I accept the conditions of registration
and cancellation which are announced
in this programme.

Advice

In accordance with the German Data
Protection Act we do inform you about
the electronical storage and processing
of your address.

Online registration

www.professional-training-facts.com

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