

## BOOKING YOUR PLACES

Wednesday 3 March 2004

Return this form by post or fax to:

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### BOOKING DETAILS

Price of the day, including lunch, refreshments, and all documentation  
**£195 + VAT (Total: £229.13)**

Book before 13 February 2004 and pay the

Early Bird Price: **£175 + VAT (£205.63)**

or Second delegate price **£175 + VAT (£205.63)**

Third delegate price **£150 + VAT (£176.25)**

Rate for teachers, academics and HE students **£95 + VAT (£111.63)**

Please book the following places:

**Wednesday 3 March 2004**

**WILL ICT TRANSFORM EDUCATION?**

*Choices and challenges in schools*

Venue: Headington Hill Hall, Oxford Brookes University

Delegate names, job titles, and email addresses

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**Booking conditions:** Payment for conference places must be received in full before the date of the conference. If you need to cancel a booking, you may do so in writing up to 10 days before the conference, but an administrative fee of £50 will be charged. No cancellations or refunds will be accepted after that deadline (23 February), although delegate substitutions can be made at any time.

**Note:** Oxford Brookes University and the British Educational Suppliers Association reserve the right to alter the programme without notice.

Person booking

Company / Institution

Address

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Postcode

Telephone

Fax

Email

I have read and accept the booking conditions

Signature

Date

### Method of payment

I enclose a cheque made payable to **Oxford Brookes University**  
Please send a pro forma invoice to my company/institution

Please charge my VISA card with this amount £

Card Number

Expiry date  /

Name of cardholder

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Postcode

Signature

Date

OXFORD  
BROOKES  
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Will the Government's focus on  
information and communication  
technology in schools transform  
education in Britain?

Will it raise standards?

How effective is spending on ICT  
compared to spending on traditional  
items like books?

What investment priorities should  
suppliers or resources, whether digital or  
print-based, be setting to make the best  
response to this situation?

This major conference brings together education specialists, practitioners, publishers, ICT suppliers, and academics to examine the issues, hear about best practice, evaluate what works (and what doesn't), and discuss the options for investing in this important area of education.

All sides in the debate face the dilemma of how to allocate resources. How do school managers choose between teacher cover, restoring the fabric of the building, and spending on blended learning materials? How do the suppliers of materials – publishers, software developers, government agencies – rank their investment priorities, when the bulk of revenue and profit still comes from popular and often print-based products?

This conference is an essential date for anyone involved in making decisions about implementing an ICT policy, whether investing in ICT products for a publishing programme, or developing teaching and learning strategies.

*'All learners, from pre-school to lifelong learning, can benefit from mixing these new technologies with other forms of study. We must make sure these benefits are universal.'*

**Charles Clarke**, Secretary of State for Education, at the launch of the Government's consultation document, 'Towards a unified e-learning strategy', 8 July 2003

*'If computers in schools are the answer, are we asking the right question?'*

**Todd Oppenheimer**, 'The Computer Delusion'

# WILL ICT TRANSFORM EDUCATION?

Choices &  
challenges  
in schools

*My vision is one  
where schools  
are confidently,  
successfully  
and routinely  
exploiting ICT alongside  
other transformational  
measures*

**Charles Clarke**  
Secretary of State for  
Education and Skills

## WHO SHOULD ATTEND?

Teachers and education advisers tasked with implementing the Government's vision

Senior publishers making complex investment choices and decisions

Project developers and editors looking to design the best teaching and learning products

Researchers and academics in the field of education and ICT

Professionals managing tight education budgets

Governors and parents concerned about standards

### Parking

Parking is very restricted at Oxford Brookes University. Please make use of public transport.

Buses are a practical and convenient method of transport: the 400 Park-and-Ride bus starts from the Thornhill Car Park, which is clearly signed from the A40 dual carriageway from London, and is about half a mile east of the Headington Ring Road roundabout. The Brookes U1 Bus coming in from the Wheatley Campus also stops at Thornhill, while the Oxford City bus lines 2 and 2A, and Stagecoach bus line 7, run from Barton to Kidlington, pick up the route at Headington roundabout, and run through the city centre. All these bus choices stop outside the entrance to the university's Headington Hill campus, from which it is a 300 metre walk to the Hall.

Taxis should be directed to Headington Hill Hall on the Headington Hill campus.

Anyone with a disability who holds a blue badge can request a parking permit at the time of booking.

Companies or organisations sending three or more delegates can request a parking permit at the time of booking, provided that the delegates all travel in one car. This does not ensure a parking space – these are available on a first come, first served basis. If you request and receive a permit, we advise you arrive by 8.45. You must let us know in advance if you intend coming by car.

This conference has been planned in association with the British Educational Suppliers Association and with the support of senior directors from:

Oxford University Press  
Harcourt Education  
RM

## PROGRAMME

**9.00** REGISTRATION. COFFEE

**9.30** Welcome and chairman's introduction  
**'ICT: what's making the difference?'**

**Ray Barker**

*Director of the British Educational Suppliers Association*

**10.00** The reality and practice in schools:  
introducing and managing ICT

**Clare Johnson**

*Director of Key Stage 3 National Strategy for ICT*

**Peter Birmingham**

*Research Officer, Oxford University Department of Educational Studies and Oxford Internet Institute*

**John Foxwell**

*former primary adviser to Essex LEA, and author of the Badger ICT project*

COFFEE

**Chris Stevens**

*Head of Inclusion and Special Education Needs, BECTA*

**Angela McFarlane**

*Professor, Graduate School of Education, University of Bristol*

**12.00** OPEN DEBATE

**12.45** LUNCH

**1.30** Introduction to afternoon session  
**'Where's the content coming from?'**

**David Worlock**

*Chairman of Electronic Publishing Services, and independent commercial representative on the Curriculum Online Content Advisory Board*

**1.45** How to deliver the vision:  
investing and blending in new markets

**Mike Taylor**

*Director of eLearning Systems, Equinet*

**Myf Powell**

*Education Manager, RM*

**Nigel Canin**

*2Simple Software*

TEA

**Lis Tribe**

*Director of Schools Publishing, Hodder Murray*

**Steve Rickard**

*Partner, Ransom Publishing*

PANEL DISCUSSION

**4.00** Conclusion  
**The Way Forward: risk analysis and investment strategy for suppliers**

**Chris Blake**

*Consultant, Inflexion*

CHAIRMAN'S SUMMARY AND CLOSING REMARKS

**4.30** End of formal conference

DRINKS

OXFORD  
BROOKES  
UNIVERSITY

## OXFORD INTERNATIONAL CENTRE FOR PUBLISHING STUDIES

WEDNESDAY 3 MARCH 2004  
HEADINGTON HILL HALL  
OXFORD BROOKES UNIVERSITY

CONFERENCE CHAIRMAN: RAY BARKER  
*Director of British Educational Suppliers Association*

*Book before 13 February for Early Bird price!*