

# InformOntario

## 2017 Education and Networking Symposium

### Keynote Presentation

#### May 30, 2017

**TITLE: eLearning in Associations: Boring People since 1992**

PRESENTED BY: Name: Jeremy Friedberg. Co-Founder/CEO, Spongelab Interactive



**Jeremy Friedberg**



#### **Session Overview/Description:**

The session will take place over a 60 minute period. Attendees are asked to bring their own device (mobile/laptop) in order to experience the full spectrum of activities.

We look at the history of eLearning and its use in associations and not-for-profits. The talk itself will be “gamified” so the audience can interact with the speakers in novel ways. As new technologies emerge, are we effectively using these tools to engage, inspire and train our members and volunteers?

No matter what our organizational goals may be, all associations need to maintain a level of knowledge and competency within our membership, and train volunteers that inspire confidence when they interact with the public. As emerging technologies bring us more online, as organizations grow and expand across borders, and as demand for distance learning and training rises, we need to develop engaging and robust training programs.

While traditional eLearning was fundamentally designed to deliver information and accreditation, it’s never been all that engaging. We look at how eLearning can be designed to engage learners through games, simulations and careful design, while still meeting compliance standards.

As the session will be gamified, throughout the session attendees will be challenged to answer questions, and solve puzzles both related and unrelated to the session content with a small prize to go the attendee(s) with the best scores. The scores will be tracked on a quadrant map at different points of the session to illustrate the transition from un-engaged to engaged.

The flow of the session will change modes throughout: from “podium talk” to small group challenges, to individual challenges, to active/physical challenges designed around the room as a game-space. We’ll provide different ways to earn points through both online and offline puzzles and questions that will vary based on where attendees sit. Attendees will be encouraged to move to other tables to gain more points by completing the other activities.

We’ll use this game “hook” to introduce the idea of using games as learning resources as well as giving examples of how common e-learning can be gamified to make it more engaging.

Case studies will be introduced from Junior Achievement Canada, Baycrest Health Services (Baycrest Hospital), IDEAS (University of Toronto) and the Canadian Association of Science Centres.

This session is appropriate for any medium to large associations or business members who deal with training of volunteers or staff. In addition, it is appropriate for any associations who run outreach programs and/or educational programs for K-12 students or members and are looking for new means of engagement.

### **Key Takeaways:**

**Takeaway 1:** Attendees will be able to examine and evaluate their current learning and training programs.

**Takeaway 2:** They will understand how games, gamification and other game mechanics can be used in their organizations to train volunteers and staff.

**Takeaway 3:** They will be able to describe the importance of data generated through game play for compliance with programs and training.

### **About Jeremy Friedberg:**

Jeremy is an accomplished scientist, educator, speaker, educational game designer and entrepreneur. He has founded several education technology companies, led the development of numerous education communication tools and designed revolutionary educational games which have garnered international recognition with awards from the National Science Foundation, Journal of Science and the United Nations.

Credentials: PhD; M. Sc; B.S c, U of Guelph

Critical-Thinking Through Game Based Learning, Chang School Talks 2015:

<https://www.youtube.com/watch?v=WGba5QEfy1w>

### **About Spongelab Interactive:**

Spongelab is a learning technology company and the developers of the STITCH learning management platform. Spongelab is a leader in the integration of game-based education with data-driven, adaptive learning technologies for formal education, professional training, associations and healthcare. Our design approach is based on building content-rich immersive teaching tools designed around self-directed learning approaches that are woven into the STITCH suite of tools and gamified environment.