InTraServ

Intelligent Training Service for Management Training in SMEs

Deliverable DL 9

Dissemination Plan

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WP 5: Exploitation and Results Dissemination

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Dissemination Plan

1 Introduction

Results obtained during InTraServ activities will be disseminated widely inside the European Community. To do that, InTraServ already expressed its willingness to participate in clusters of EC projects addressing training for SMEs. In such clusters, project partners intend to share with other cluster participants deliverables marked (in the Annex I to the main contract) as Pub, FP5 or IST as they are produced.

InTraServ members have in mind, moreover, to address technological, pedagogical and business communities with a set of scientific papers to be submitted to journals and conferences on the themes. Papers will be produced and submitted during the 5th Workpackage (Exploitation and Results Dissemination) as intermediate results of the trial are obtained.

A further channel of dissemination will be the participation to events and fairs related to learning and training topics in order to present InTraSev demos and start to create a preliminary market awareness. Finally, a project Web site has been created and made accessible from www.intraserv.org in order to provide information related to InTraServ progresses and intermediate results.

Next chapters will deepen each one of these dissemination channels: clustering activities, paper submission, event participation and Web site.

It is important to note that dissemination activities will be carried out during the course of the project and will interest mainly scientific achievements obtained. Moreover, they will put the basis for the communication policy purposed to the product sale that will start at the end of the project. The communication policy that will be adopted by InTraServ has been sketched in DL11 (First Exploitation Plan) and will be finalised in DL12 (Final Exploitation Plan) that will be released at the end of the project.

2   Clustering Activities

With clustering activities we intend the dissemination of project experience and results to other IST funded projects through EC channels. This will happen in two ways:

−   participating in EC organized Concertation Meetings;

−   participating in Knowledge Square (K2) Events.

2.1   *Concertation Meetings*

The aim of **Concertation Meetings** is to enable projects to share experiences with their peers and to learn collectively. At the same time they help projects bridge gaps and reach the wider community. Usually, many parallel tracks are organized to encourage projects to invest time to save time later in the project's lifetime.

InTraServ intends to participate to Concertation Meetings giving project presentations and sharing available public deliverables with other projects. The following table lists Concertation Meetings held till now where InTraServ representatives were sent and next foreseen meetings (where InTraServ will be present too).

Title	Date and Place	Main conclusions
Education and Training Concertation Meeting	11-12 March 2002 Luxembourg	The meeting resulted as a good mean to share experiences with other active EC projects in the e-learning field.
Education and Training Concertation Meeting	2003	To come

2.2   *Knowledge Square Events*

Moreover, InTraServ participates in the accompanying measure project **K2** (Knowledge Square) whose purpose is to share knowledge between EC founded projects. In particular, in the context of K2, InTraServ is part of the "Advanced Solutions for On-the-job Training for SME's" cluster.

K2 supports existing clusters and facilitates the emergence of new cluster activities around common themes such as evaluation, exploitation, dissemination and IPR. It supports and liaises with other accompanying measures and provides interfaces to Education & Training related projects from other action lines within IST and outside of IST.

K2 organises sharing days where participants have focused discussions on specific sharing themes. Each of the sharing days provides concrete outputs for individual participants, which can be applied directly in projects.

InTraServ intends to participate to K2 Sharing Days giving project presentations and sharing available public deliverables with other projects. The following table lists K2 Sharing Days held till now where InTraServ representatives were sent and next foreseen meetings (where InTraServ will be present too).

Title	Date and Place	Main conclusions
K2 Sharing Days	17-18 July 2002, Madrid	Some positive contacts with other project were taken. Some idea of collaboration were drafted.
K2 Sharing Days	To be defined	To come

During the last edition of Sharing Days, in particular, InTraServ staff had the chance to discuss with people from another IST trial project concerning management training in SME (named GAMBIT). An interesting exchange of produced deliverables is now in progress especially concerning collected end-user requirements and a detailed framework for collaboration is in course of definition.

3   Paper Submission

In order to disseminate scientific results obtained during InTraServ project, we will realise a set of papers addressing technological, pedagogical and business communities to be presented at conferences and published on journals on the theme. In particular:

▪ technology related papers will concern the customisation of the InTraServ architecture in order to best match the gathered SME needs and will be produced in the first phase of the 5th Workpackage after the end of the system customisation activity;

▪ business related papers will deal with the assessed economic benefits for SMEs and for providers deriving from the application of the proposed training model and will be produced in a second phase of the 5th Workpackage together with the realisation of the second exploitation plan;

▪ pedagogy related papers will introduce pedagogical benefits resulting from the proposed training approach in SMEs and will be produced in the last phase of the 5th Workpackage when results of experimentation activities will be available.

The following tables include a set of conferences and journals that will be taken into account as possible targets for produced papers.

3.1   Conferences

Date	Name and Info
2 – 3 October 2002	Wolce – World of Learning Conference & Exibition – Birmingham. http://www.distancelearning.co.uk/
15 – 19 October 2002	Word conference on e-learning in Corporate, Government, Healthcare & Higher Education – Montreal – Canada. http://www.aace.org/conf/eLearn/default.htm
16 October 2002	Future Trends in e-Learning: Measuring the ROI – Bethesda http://roi.astd.org/events/upcoming_events.aspx
17 – 19 October 2002	e-Learning, Co-operative Learning & Co. New Solutions to Old Challenges – University of Technology – Vienna. http://www.ai.tuwien.ac.at/eucen/
26 – 30 October 2002	3rd Annual e-Learning World CONGRESS – Walt Disney World – Orlando – Florida http://www.techlearn.net/2002/
5 –6 November 2002	The 2002 Business and Education Conference – New York http://www.conference-board.org/conferences/conference.cfm?id=347
6 – 9 November 2002	e-Learning in Higher Education: Reaching New Heights – Colorado http://conference.wcet.info/
13 – 15 November 2002	IADIS International Conference WWW/INTERNET 2002 – Lisbona – Portugal http://www.iadis.org/icwi2002/
27 – 28 November 2002	8th International Conference on Technology Supported Learning & Training – Berlin. http://www.online-educa.com/
29 – 30 November 2002	Game-On 2002 Simulation And Ai In Computer Games - Westminster University - London.

Date	Name and Info
3 – 6 December 2002	ICCE: International Conference on Computers in Education – Auckland – New Zealand. http://icce2002.massey.ac.nz/
2003	Online Learning 2003 Europe Conference & Expo – UK http://www.vnuonlinelearning.co.uk/attendee/c_home_01.cfm?menu_id=1000
23 – 24 January 2003	e-LearnExpo - Paris. http://paris.elearnexpo.com/
27 – 30 January 2003	ASTD TechKnowledge® 2003 Conference & Exposition – Orlando – Florida http://www1.astd.org/tk03/
6 – 7 February 2003	2003 E-Learning Workshops: E-Learning Strategy and Implementation – San Francisco http://www.conference-board.org/conferences/conference.cfm?id=390
20 – 21 February 2003	2003 E-Learning Workshops: E-Learning Strategy and Implementation – New York http://www.conference-board.org/conferences/conference.cfm?id=390
22 – 27 February 2003	Training 2003: Conference & Expo – Georgia – Atlanta http://www.trainingconference.com/presentations.cfm
6 – 7 March 2003	2003 E-Learning Workshops: E-Learning Strategy and Implementation – San Francisco http://www.conference-board.org/conferences/conference.cfm?id=390
18 – 19 March 2003	e-learnning – At the forefront of training - Manchester. http://www.distancelearning.co.uk/
8 – 9 April 2003	The 2003 e-Learning Conferences: Strategic Implementation Bottom Line Impact – New York http://www.conference-board.org/conferences/conference.cfm?id=364
28 April – 1 May 2003	Learning & Training Week 2003 Conference and Expo - Washington D.C. http://www.learningandtrainingweek.com/
May 2003	AI-ED: International Conference on Artificial Intelligence in Education - Sydney, Australia. http://www.cbl.leeds.ac.uk/ijaied/home.html
20 – 23 may 2003	World Education Market – Lisbona http://www.wemex.com/App/homepage.cfm?appname=100014&moduleID=42&LinkID=4275
20 – 24 May 2003	The Twelfth International World Wide Web Conference – Hungary http://www2003.org/invitation.htm
June 2003	Learning Lab Annual Conference & Exhibition http://www.learninglab.org.uk/
30 May – 2 June 2003	Organizational Learning & Knowledge – Lancaster http://www.knowledgemedia.org/modules/conferences/show.php?command=detail&id=knowledgemedia-9

Date	Name and Info
4 – 5 June 2003	e-learnning – At the forefront of training – London http://www.distancelearning.co.uk/
9 – 11 June 2003	Training Directors' Forum 2003 – Arizona http://www.trainingdirectorsforum.com/attendee/index.cfm
26 –27 June 2003	e-LearnExpo - Vienna. http://vienna.elearnexpo.com/
30 June – 2 July 2003	The 24th annual National Educational Computing Conference – Seattle http://www.iste.org/
9 – 10 September 2003	e-LearnExpo - Hong Kong http://hongkong.elearnexpo.com/
20 – 23 September 2003	E-learning Supplier Summit 2003 – Los Angeles http://www.onlinelearningconference.com/summit/
22 – 24 September 2003	Online Learning Conference & Expo 2003 – Los Angeles http://www.onlinelearningconference.com/attendee/home.cfm

3.2 Journals

Name and Info
Australian Journal of Educational Technology (AJET) http://cleo.murdoch.edu.au/ajet/ajet.html
Educational Studies in Mathematics http://www.kluweronline.com/issn/0013-1954
Educational Technology & Society – Journal of International Forum of Educational Technology & Society and IEEE Learning Technology Task Force http://ifets.ieee.org/periodical/
Educational Technology Review (ETR) http://www.aace.org/pubs/etr/issue2/index.cfm
Educause Review http://www.educause.edu/pub/er/erm.html
e-learning - Content, Tecnology and Services for Corporate, Government & Higher Education. http://www.elearningmag.com/elearning/
Elearning Journal http://elearningjournal.com/
eLearning MagazineEducation and Technology in Perspective http://www.elearnmag.org/
IEEE Transaction on Education http://shop.ieee.org/store/product.asp?prodno=025-124

Name and Info
International Journal of Computers for Mathematical Learning http://www.kluweronline.com/issn/1382-3892
International Journal of Mathematical Education in Science & Technology http://www.tandf.co.uk/journals/tf/0020739X.html
Journal of Computer Assisted Learning http://www.blackwell-science.com/~cgilib/jnlpage.asp?Journal=JCAL&File=JCAL&Page=aims
Journal of Interactive Learning Research http://www.aace.org/pubs/jilr/default.htm
KM mworld – Knowledge management world http://www.kmworld.com/publications/magazine to submit an article http://www.kmworld.com/subscribe/
Learning & Leading With Technology - Published eight times a year http://www.iste.org/L&L/index.html
Learning Circuits – ASTD's Online Magazine All About E-Learning http://www.learningcircuits.org to submit an article http://www.learningcircuits.org/contact.html
Learning in the New Economy e-Magazine (LiNE Zine) http://www.linezine.com
Online Journal of Distance Learning Administration http://www.westga.edu/~distance/jmain11.html
Tech Learning – The Resource for Education Technology Leaders http://www.techlearning.com/ to submit an article http://www.techlearning.com/content/speak/articles/write.html
Technological Horizons in Education Journal http://www.thejournal.com/magazine/cp/default.cfm
Technology Source http://horizon.unc.edu/ts
The American Journal of Distance Education http://www.ajde.com/index.htm
The Distance Education Online Symposium http://www.ed.psu.edu/acsde/deos/deos.asp

4   Participation in Fairs and Exhibitions

InTraServ representatives will participate to fairs and exhibitions about learning and training to demonstrate project demos and to start first contacts with people and companies interested to use InTraServ. The following list includes events where InTraServ intends to participate.

−   **Frankfurt Book Fair** is the largest trading place for rights and licences with 6,700 exhibitors from more than a 100 countries, and 150,000 trade visitors from 100 countries, 390 agencies and rights' dealers. For six days 400,000 titles, including 100,000 recent publications are on show to (potential) business partners and to the general public at the weekend. 10,000 journalists from 80 countries report on the Fair and on the latest publishing developments.

    InTraServ will be present in the 2002 edition of the fair in the EU stand.

−   **On-Line Educa Berlin** is a key networking event for strategists and practitioners from all over the world attracting more than 1200 top-level decision makers from government, industry, business, commerce and the higher education sector from over 60 countries. It is the largest international gathering of e-learning professionals in Europe and enables participants to develop multinational and cross-industry partnerships as well as increase their knowledge and expertise in the field. The conference will be accompanied by an exhibition and demonstration area for manufacturers, suppliers and service providers of communications technology, software and electronic services.

    InTraServ will be present in the exhibition of the 2002 edition in the Proacte stand.

−   **World Education Market** provides an active marketplace with a focus on business and relationship-building, both internationally and across the many market segments present. In the last edition it attracted 347 exhibiting organisations from 34 countries (a 4% increase and an additional 7 countries represented on the trade floor) and a total of 1,947 participants from 71 countries (a 13% increase and an additional 9 countries represented at the event).

    InTraServ intends to participate in the exhibition of the 2003 edition.

The following table summarizes main events where InTraServ intends to send a representative.

Name	Date and Place	Comments
Frankfurt Book Fair 2002	9-14 October 2002, Frankfurt, Germany.	InTraServ will be present in the EU stand.
On-Line Educa Berlin 2002	27-29 November 2002, Berlin, Germany.	InTraServ will be present in the exhibition in the Proacte stand.
World Education Market 2003	20-23 May 2003, Lisbon, Portugal.	InTraServ intends to participate in the exhibition.

5   Web Site

The InTraServ Web site was designed and published at: www.intraserv.org. It includes an overview of the project, of its objectives and participants. It has, also, an *Archive* section including public deliverables and a private *Members* section linking to a Web collaboration tool used by project members to share intermediate documents, to exchange comments, to have online and offline discussions, etc.

The following snapshots shows main sections of the site.

5.1   Introduction Section

5.2 Objectives Section

InTraServ

Intelligent Training Service For Management Training in SMEs

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The main objective of the *InTraServ* project is to try and evaluate an innovative Web-based intelligent training solution in different real SME environments operating in different fields.

The project plans to face several issues stated by the *eEurope* initiative in the context of the "working in the knowledge-based economy" action. This lead to the definition of the subsequent set of main goals to be reached by the project.

- To offer a training opportunity tailored to a target groups of workers who are at risk of seeing their skills overtaken by rapid change (in particular to SME managers).
- To allow the application of life-long learning considered as a basic component of the European social model.
- To fulfil enterprise needs to develop human resources.
- To allow adaptability of the training experience through flexible management of working and training time (training may take place anytime and anywhere, in brief or long sessions).

In order to fulfil the quoted main goals, we identify a set of operational goals to be reached and the means to achieve them.

Objective 1

To build up a Web-based training brokerage service around the proposed platform and to let real SMEs subscribe to such service. For this purpose, the InTraServ consortium includes (in addition to the technology and content provider i.e. CRMPA) 5 member SMEs (ASIMAG and 9ICTA from Spain; MA, CAVAMARKET and PASI from Italy) coming from different business areas (retail trade, informatics, consultancy).

Objective 2

To create a metadata indexed learning object base covering a set of common training needs for member SMEs about the management training. The learning task for managers, in fact, is becoming a critical element for the survival and the success of enterprises in the global competitive scenery. Given its generality (it is applicable for quite all kind of SMEs) we chose to adopt such main topic during this trial.

In order to be used inside the system, such set of learning objects will be indexed through metadata schemes reflecting the IEEE LOM standard. This standardisation effort will ensure the re-usability of created objects by computer supported training systems adopting the same standard. For this reason, indirectly, this trial will contribute to the diffusion of the new-born LOM standard in real world applications.

Objective 3

To customise the actual training platform prototype by integrating a set of simulations covering many aspects of the manager decision making process. In particular we will integrate in the system a set of business games already available as outcomes of other research projects carried out by CRMPA.

Objective 4

To evaluate the benefits of the *InTraServ* approach to training in terms of the degree of satisfaction of SMEs training needs. The key challenges to be addressed to satisfy such needs concern:

- **distance, time and location** (training must serve a dispersed group of learners where and when they require it),
- **flexibility** (training can be undertaken between work tasks),
- **availability** (training material can be easily located),
- **immediacy** (user can obtain quickly solutions to daily working problems).

Experts will be exploited to collect empirical data through measurements in order to evaluate at what extent the InTraServ platform and the underlying training model is able to satisfy such set of needs and challenges and, in general, to cover all aspects of usability, efficiency and effectiveness of the learning support.

Other challenges, related to pedagogical aspects, will be evaluated during the trial:

- the ability of the knowledge representation paradigm to master multidisciplinary interrelated data (the proposed platform exploits the IEEE LOM standard so the trial will indirectly investigate on the consistence and the completeness of such standard);
- the ability of the user model to capture learner acquired knowledge and learning preferences;
- the ability to optimise the learning process by tailoring the course upon inferred user profiles.

Objective 5

To sketch and evaluate a sustainable business model around the proposed solution. In particular, the ASP chosen approach will offer to customer access to *InTraServ* without making up-front investments in buying the application, servers and other resources and in hiring new staff. The platform will be reachable from clients remotely, over the Internet. In this way the service can be managed, supported and extended by the technology provider from a central location rather then by each customer at his own site.

A business model exploiting this idea will be defined during the "exploitation" workpackage. An estimation of economic benefits for SMEs deriving from the adoption of such approach will be then carried out.

Objective 6

To disseminate the know-how resulting from the trial through the European Community. *InTraServ* will collaborate strictly with GAMBIT, an other EC founded trial addressing management training in SMEs. Moreover, in order to widen the ranges of its dissemination, *InTraServ* will participate in other clusters of EC projects addressing training for SMEs. To extend the obtained results to the scientific and enterprise community, the submission of papers to conferences and workshops on the theme is forecasted.

Centro di Ricerca in Matematica Pura ed Applicata
Questions about *InTraServ* can be sent to: info@intraserv.org
Last Update: 27-09-02.

5.3 Participants Section

5.4 Archive Section

5.5   Workplan Section

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The work to be done during the *InTraServ* project can be summarised as follows. First of all, all partners will focus on SMEs training needs and on the knowledge domain that will be covered by the training service (the managerial training). Activities of learning material preparation and system customisation will be planned and will start, contemporarily, after this activity.

Courses will be divided in learning objects: small training modules covering a little set of specific arguments. They will be indexed using metadata and ontologies. One course related to Business Decision will be implemented and translated in each partner language.

Contemporarily, the existing training platform will be customised by integrating a business game already available as outcome of an other research project. The platform will be installed on a centralised server and the InTraServ service will start.

A detailed evaluation plan will be defined and made ready at the start up of the service. The experimentation phase will start in SME environments by applying such plan and by letting experts collect empirical data in order to evaluate at what extent InTraServ is able to fulfil training requirements. Basing on experimentation results, a sustainable business model and the related business plan will be defined.

All trial results will be disseminated through the European Community by joining clusters of similar projects. To extend the results to the scientific community, the submission of papers to conferences on the theme is planned.

The following diagram depicts the subdivision of the work in workpackages and the time scheduling of each one of them. The subsequent list will describe objectives of each workpackage.

Task Name	Year 1												Year 2							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
WP1: Final User Needs Gathering				M1																
WP2: Learning Material Preparation							M2													
WP3: System Customisation									M3											
WP4: Experimentation and Impact Evaluation														M4						
WP5: Exploitation and Results Dissemination																				
WP6: Management																			M5	

WP1
Gathering of partner SME needs concerning expectations for the proposed computer-based training environment and planning of activities to be done during WP2 and WP3

WP2
Formalisation of the domain ontology (for the select domain), production of all learning material in form of atomic web-deliverable learning objects and indexation of such objects through metadata.

WP3
Customisation of the actual *InTraServ* prototype by integrating business games individuated during WP1. To start up the *InTraServ* training delivery service.

WP4
Measurement of *InTraServ* performances, evaluation of economic and pedagogical benefits of the innovative *InTraServ* approach to training, assessment of employee and managers satisfaction.

WP5
Dissemination of the know-how resulting from the trial of *InTraServ* through the submission of technological, pedagogical and economic papers to conferences and workshops on the theme. Planning of the exploitation of *InTraServ* results.

WP6
Assuring the quality of *InTraServ* results monitoring activities during the whole project at fixed milestones

CRMPA
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Last Update: 27-09-02.

6   Dissemination Material

The following dissemination material have been produced till now to be used in events involving InTraServ.

6.1   InTraServ Brochure

6.2   InTraServ Poster