

INFORMATION SOCIETY TECHNOLOGIES (IST) PROGRAMME



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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InTraServ
DL 9: Dissemination Plan
Date: 30/09/2002

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=4 http://www.wemex.com/App/homepage.cfm?appname=100014&moduleID=4 2&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		

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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, Governament & 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 relationshipbuilding, 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.

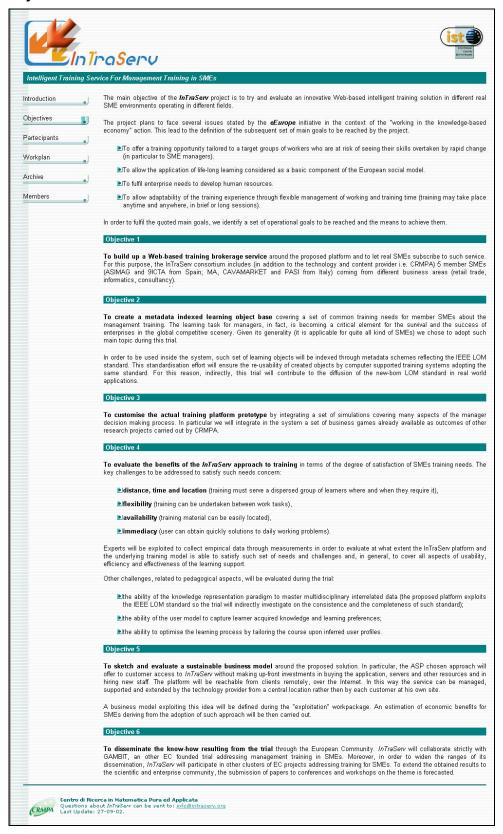
The following snapshots shows main sections of the site.

5.1 Introduction Section



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5.2 **Objectives Section**

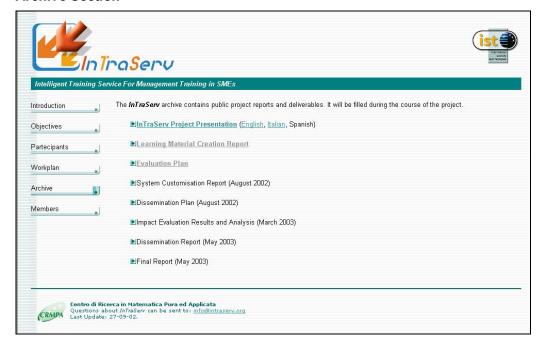


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5.3 **Participants Section**

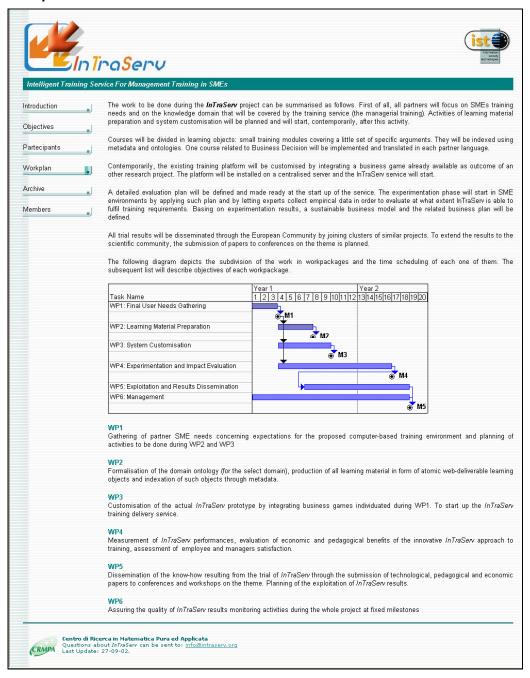


5.4 **Archive Section**



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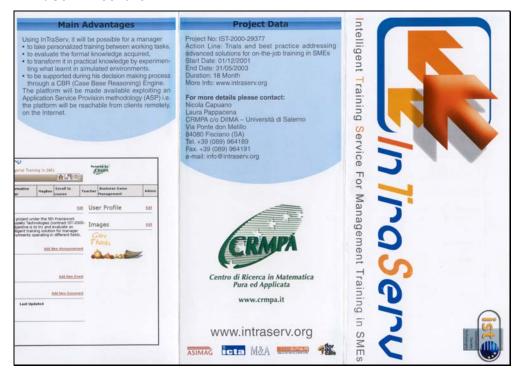
5.5 Workplan Section

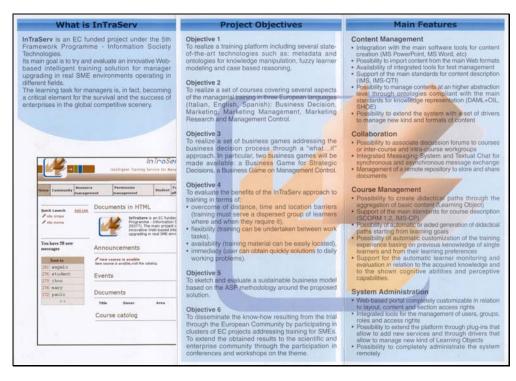


6 **Dissemination Material**

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

6.1 InTraServ Brochure





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6.2 InTraServ Poster



Intelligent Training Service For Management Training in SMEs

What is InTraServ

InTraServ is an EC funded project under the 5th Framework Programme - Information Society Technologies.

The main goal is to try and evaluate an innovative Web-based intelligent training solution for manager upgrading in real SME environments operating in different fields.

Objectives

Objective 1
To realize a training platform including several state-of-the-art technologies such as: metadata and ontologies for knowledge manipulation, fuzzy learner modeling and case based reasoning. Within such platform, a learner can:

- select a particular set of topics from an ontology of covered arguments and let the system arrange a personalised self-adaptive course about such topics.
- use the system to solve daily working problems using a case based reasoning (CBR) methodology i.e. comparing the current problem with similar solved problems saved in
- exercise about learnt topic using a set of business games that allow concrete experiences through experimentation.

Objective 2
To realize a set of courses covering several aspects of the managerial training in three European languages (Italian, English, Spanish): Business Decision, Marketing, Marketing Management, Marketing Research and Management Control.

Objective 3
To realize a set of business games addressing the business decision process through a "what...if" approach. In particular, two business games will be made available: a Business Game for Strategic Decisions, a Business Game on Management Control. working problems). Experts will be exploited to collect empirical data through measurements in order to evaluate at what extent the

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

Objective 4
To evaluate the benefits of the InTraServ approach to training in terms of: overcome of distance, time and location barriers (training must serve a dispersed group of learners where and when

- flexibility (training can be undertaken between work

tasks),

a valiability (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 of the learning support

Objective 5

To sketch and evaluate a sustainable business model based on the ASP methodology around the proposed solution

Objective s

To disseminate the know-how resulting from the trial through
the European Community by participating in clusters of
EC projects addressing training for SMEs. To extend the
obtained results to the scientific and enterprise community through the participation in conferences and workshops on the theme.

Main Features

Content Management

- Integration with the main software tools for content creation (MS PowerPoint, MS Word, etc)
- Possibility to import content from the main Web formats (HTML, PDF, Flash, ShockWave, AuthorWave, etc) Availability of integrated tools for test management
- Support of the main standards for content description (IMS, IMS-QTI)
- (Ind., Invised II)

 Possibility to manage contents at an higher abstraction level through ontologies compliant with the main standards for knowledge representation (DAML+OIL, SHOE).

 Possibility to extend the system with a set of drivers to manage new kind and formats of content

Collaboration

- Possibility to associate discussion forums to courses or inter-course and intra-course workgroups
- Integrated Messaging System and Textual Chat for synchronous and asynchronous message exchange
- Management of a remote repository to store and share
- documents
 Possibility to install additional plug-ins to handle
- advanced collaboration features (videoconference, followme browsing, application sharing, virtual classroom, etc.)

- Possibility to create didactical paths through the
- aggregation of basic content (Learning Object)
 Support of the main standards for course description
 (SCORM 1.2, IMS-CP)

Course Management

- Possibility of automatic or aided generation of didactical paths starting from learning goals
- Possibility of automatic customization of the training experience basing on previous kenowledge of single learners and from their learning preference
- Support for the automatic learner monitoring and evaluation in relation to the acquired knowledge and to the shown cognitive abilities and perceptive capabilities

System Administration

- Web-based portal completely customizable in relation to layout, content and section access rights
- Integrated tools for the management of users, groups, roles and access rights
- · Possibility to extend the platform through plug-in that allow to add new services and through driver that allow to manage new kind of Learning Objects
- · Possibility to completely administrate the system remotely



Main Advantages

The learning task for managers 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.

Using InTraServ, it will be possible for a manager

- . to take personalized training between working tasks,
- to evaluate the formal knowledge acquired,
- to transform it in practical knowledge by experimenting what learnt in simulated.
- . to be supported during his decision making process

The platform will be made available exploiting an Application Service Provision methodology (ASP) i.e. the platform will be reachable from clients remotely, over the Internet.

Project Data

Project No: IST-2000-29377 Action Line: Trials and best practice addressing advanced solutions for on-the-job training in SMEs

Start Date: 01/12/2001 End Date: 31/05/2003 **Duration:** 18 Month More Info: w

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