2015 e-Assessment Question

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'INNOVATE, INNOVATE, INNOVATE'
America Square Conference Centre, London
25th/26th March 2015
About the Speakers

Chair: Denis Saunders

Denis Saunders, CEO and Founder, Calibrand. Educated at Imperial College, London University Denis moved to the City to implement systems and controls for such names as Security Pacific, Union Bank of Switzerland, Banque Indosuez and Barclays de Zoete Wedd. From 1990, Denis provided consultancy to the DfEE and set up Calibrand (then called TECSYS) to provide services in testing and tracking people. Denis is currently a member of the Real Time Club, an organisation involved in setting the strategic thinking for the IT industry and regularly speaks at conferences throughout the world.

Gavin Busuttil-Reynaud, Director, AlphaPlus Consultancy

Gavin is a professional engineer with a successful track with both start up and blue chip companies in the UK and the USA. Gavin worked as an independent e-assessment consultant for a number of years until joining AlphaPlus as a Director in 2006. He has strong project management skills developed on contracts for both public and private sector customers, and experience gained as process manager in extracting business value from major IT investments through process redesign, system integration, innovation and training. Since concentrating on the role of ICT in learning and assessment, Gavin has worked on projects for a wide range of public and private organisations, including the TDA, QCDA, Welsh Assembly Government (DCELLS), LTScotland, BECTA, JISC, and a range of Awarding Organisations including City & Guilds, NCFE and EAL, on topics ranging from development guidelines to ensure accessibility of e-assessment, through the impact on regulation of qualifications arising from the use of e-assessment, to the use of e-portfolios to demonstrate wider achievements of young people. The common thread has been establishing effective partnerships between education professionals and the technical community to achieve innovation in teaching and assessment methods and tools. Current activities include responsibility for the authoring of the TDA Qualified Teacher Status Skills Tests in English, Mathematics and ICT, as well as the production and review of Functional Skills Assessments for Awarding Organisations for both paper and on-screen delivery.

Amanda MacGregor, Operations Director, Learndirect

A commercially astute and target driven Operations Director responsible for leading learndirect's eAssessment division, ensuring that we have the strategy, people, systems & infrastructure to deliver multiple e-testing services across the UK and internationally. Successfully led learndirect's bid to secure the single supplier framework to deliver e-testing solutions across a wide range of Government services, worth up to £400m over a 4 year period.

Gavin Cooney , Learnosity

Gavin Cooney is CEO and co-founder of Learnosity, a transformative technology company shaping the future of digital education worldwide. Having taught at third-level himself, Gavin knows first hand just how difficult it is to keep students engaged and on track. Convinced that the rate of innovation in educational technology lags well behind that of other industries, he is passionate about transforming learning and assessment by bringing innovation and industry best practices to the education world. Learnosity provide tools and services which enable clients - mainly educational publishers and testing companies - to easily incorporate interactive assessment, as well as authoring and reporting, capabilities, into their existing applications, eBooks and websites. The Learnosity technology is inherently modular and is specifically designed to integrate seamlessly into any third party application. Use of the Learnosity technology significantly increases speed to market and decreases the overall cost of ownership.

Alex Knapp,MD, The Grey Matter Group

Prior to starting The Grey Matter Group Alex worked in many different sales roles, from start-ups to established providers, but always with a technology focus. Alex is responsible for the strategic direction of The Grey Matter Group, but most importantly the relationships with our customers. Alex spends a lot of his time delivering workshops and sharing with people the benefits of using the online assessments and three60 feedback systems. In the unusual event that Alex is not at his desk or delivering a workshop, he will be running half marathons (sometimes for charity), climbing or walking his three Cocker Spaniels.

Mark Robinson-Sivyer, Director, Aleutia . Mark has been working with Aleutia for 10 months after over 13 years as MD of Exam On Demand. At 52, believing that it was time for a change and taking an opportunity to work with a company that is really making a difference to so many people in Education and Primary Healthcare, he moved to Aleutia to help develop a business already growing very fast. He is keen to use knowledge gained in the e-assessment arena to assist interested parties is extending their assessment capability and footprint to other countries with Aleutia providing new and existing opportunities for their expansion. Mark has been married for 33 years, has 4 children, lives in Sussex and gets involved in the community. He is a school Governor for a primary school, is trustee for 5 others, chairs a secondary School PTFA and 'does a bit of Am Dram'.

Daniel Kohler - University of Basel/K2Prime

Daniel Kohler graduated from the University of Basel with a Master of Science degree in Computer Science in early 2013. During his studies, he has worked for the Medical Faculty of the University of Basel as an IT assistant and project manager. He has had the leading role in the visual design of the BeAXi iPad Client. From 2013 to 2014, Daniel worked as a Software Engineer for Zühlke Engineering AG, where he developed software in the banking industry. As one of the co-founders, he incorporated K2Prime in September 2014 - K2Prime is your contact for BeAXi-related requests of any kind. BeAXi – The All-in-One Tablet Solution for E-Assessments. E-assessments have become increasingly popular lately. A growing number of educational institutions nowadays do e-assessments one way or another. These assessments are mostly conducted in locations that are geared up with the appropriate infrastructure like PCs, dedicated network installations and air-conditioning. The issue with such infrastructure is, that it is very cost-intensive and immobile. BeAXi revolutionizes the way of how you do exams. The application runs on Apple iPads – guaranteeing you the most mobile way of conducting exams. BeAXi further supports you in creating and conducting exams, evaluating them, and providing you valuable insights that help you to continuously improve your examination process.

Prof. Phillip John, SCHOLAR Programme, Heriot-Watt University

Born in the Rhondda Valley, South Wales into a mining family, he is currently Professor of Chemistry and Senior Dean of Science and Engineering at Heriot-Watt University. In the thirty-five years that he has been with Heriot-Watt he has published over 150 papers and eight patents and supervised 28 PhDs and had extensive learning and teaching experience. Ten years ago he led the Chemistry team in the creation of e-learning materials inside the SCHOLAR courseware (scholar.hw.ac.uk). Since 2002 he has managed the SCHOLAR programme, and is Chair of the legal consultative body (the SCHOLAR Forum), which delivers complete Higher and Advanced Higher e-learning courses to students in virtually every state secondary school in Scotland, the independent sector and FE Colleges. The SCHOLAR team has successfully integrated the research findings of the PASS-IT assessment programme into the SCHOLAR courseware in over 20 subjects in mathematics, science, business and modern languages and represents a major deployment of formative e-assessment

Matt Wingfield , Chief Business Development Officer, Digital Assess and eAA Chairman

With over twenty-two years experience within the UK education market including seven years as a primary school teacher and ICT Coordinator and more recently over fifteen years experience working in a variety of roles for TAG Assessment, a leading provider of e-Portfolio/evidence based e-assessment solutions for schools, F.E., H.E. and work-place training, and as the Chairman and Membership Secretary for the eAssessment Association, Matt has built-up significant understanding of the issues relating to assessment within education. Matt is dedicated to building close and highly productive partnerships with key stakeholders within the wider education market, so that through promoting greater awareness of the innovative technology enhanced assessment solutions available, he continues helping educators and learners to gain the most out of using effective e-assessment as an integral part of teaching and learning.

Allison Ines, Qualification & Accreditation Manager, Chartered Institute of Marketing

To follow

Jeremy Carter, CIRRUS Assessment

With over a decade of experience in e-Assessment with Questionmark and BTL Group Ltd, Jeremy co-founded Cirrus Assessment in 2014 and serves as its Chief Sales Officer with responsibility for all commercial activities. An experienced business development professional, Jeremy's success has been built on his ability to forge lasting and meaningful partnerships with many of the UK's largest Awarding Organisations, delivering successful solutions and outcomes for

their e-Assessment challenges.An enthusiastic advocate of educational technology, Jeremy continues to speak at industry events across Europe and the USA about his experiences and knowledge of e-Assessment related issues.

Chair Colin Deal

After systems and business development roles with a number of the largest computer manufacturers, was in on the early stages of the computer based assessment industry, and remains involved on an independent consultancy basis. The initial take-up of these global PC based systems, through invigilated Test Centres, was by the computer systems, communications and software suppliers who needed to establish professional certification programmes. These programmes allowed them to measure the knowledge and skills of their support staff on a global basis in the context of their own fast-changing products. Later adopters were organisations needing to move away from traditional exam processes; where feasible, moving to an on-demand approach. Thus he has been involved in a wide variety of applications within the last twenty years, ranging from the novel, e.g the UK's Driving Theory Test, to the high stakes exams aimed at lawyers, nurses, doctors, bankers and other professionals where the need has been to preserve the rigour of the existing exams yet take advantage of features which only IT systems can provide.

Patrick Craven, Director of Assessment Policy, Research and Compliance – City & Guilds

Patrick has over 25 years experience in the field of educational technology. From the design of educational resources with the Microelectronics Support Unit, National Council for Educational Technology and BECTa to running of post-sales technology support departments for KRCS (Apple Computer reseller), his career has always addressed the fusion of education and new technologies. For the last 15 years this work has focussed on the specific field of learning and assessment technology research and development for the RSA Examinations Board, OCR Examinations, Cambridge Assessment Group and now he leads on Product Research and Design for City & Guilds. This role considers the growing impact of Policy and new technologies on the learning and assessment industry. It also identifies initiatives to enable City & Guilds to develop and extend the range and quality of learning and assessment products and services they offer. Throughout this period he has remained committed to the notion of 'fit for purpose' assessment based on evidence-based research. Patrick currently sits on the Board of the e-Assessment Association and the UK eAssessment Advisory Group and is a member of the planning committee for the Computer-Assisted Assessment Conference and European ATP Conference.

Jim Crawford, Business Development Manager, BTL Learning & Assessment

Jim Crawford works as a Business Development Manager for BTL Learning & Assessment, a company best known for their development of the Surpass Platform, a suite of Assessment software that has become the established market leader for the largest UK Awarding Organisations. Jim joined BTL in 2010, having previously spent several years working as an eLearning Designer for clients such as UNESCO, Capita, Boots and British American Tobacco. Prior to his current role, Jim was the Agile Product Owner responsible for the design and development of BTL's new cloud-based assessment application, Surpass Professional Edition. Jim is a professionally qualified BCS Practitioner in Business Analysis, and certified Scrum Product Owner

Aga Jop, Head of Student Services, CIPFA

Aga Jop is the Head of Student Services at Chartered Institute of Public Finance and Accountancy (CIPFA). Aga's remit spans the whole of the student lifecycle - from registrations, through training delivery, examinations, professional experience to admission to membership. Aga also manages contracts with 5 UN agencies providing global finance training and examinations in over 160 countries.

Rob Arntsen, Founder and Chief Executive of MyKnowledgeMap.

Rob Arntsen founded MyKnowledgeMap in March 2000 after working at IBM for 22 years. During his time at IBM he held a number of senior management positions, including UK Manager of New Markets, Northern Region Manager for General Business Division, and Learning Technologies Solutions Manager for Europe, Middle East and Africa. This extensive career has given him expertise in both general management and the learning technology industry and continues to guide the progression and success of MyKnowledgeMap today. Rob was appointed as a member of the UK government's National Advisory Council for Continuous Education and Lifelong Learning, Technology Working Group and served as a member of the Working Group on Widening Participation by the Council for Industry and Higher Education. He was a member of the original IPPR group that produced the proposal for the University for Industry. He also previously served as a member of the CBI Regional Council for Yorkshire & Humberside, was part of the Learning

and Skills Development Agency national steering group on Innovation in Teaching and Learning, has served as governor and Chair of Audit for a large FE college. He was also a member of the Regional Council for the UK governments Learning and Skills Council for Yorkshire and Humber. Rob has in-depth expertise in competency management systems, competency based qualifications delivery, online assessment systems, mobile learning, e-learning content, e-portfolios and learning management systems. He has led many national and international projects, involving large corporate, university and government agencies clients.

Natalia Elfimova, Director, JSC Arcadia Inc

"Arcadia Inc." is an innovative outsourcing company that provides software development services to international customers. With real e-Assessment case studies Arcadia demonstrates how modern technologies can be used for improving user experience; increasing speed of implementation and creating efficient, scalable, easy to use solutions. One study reflects Continued Growth in Mobile Adoption – it is rebuilding of user interface of an online assessment platform used by businesses to evaluate employees professional skills. Responsive design approach was applied to make the application work on any device including PC, tablets and mobiles. In addition, HTML5 offline possibilities were implemented to make the application usable in case Internet connection is not available. Another study is Big Data and Robust Reporting solution for a large-scale SaaS assessment platform where massive amount of tests answers has been stored. After the solution is implemented reporting becomes much faster and more usable so users can easily perform complex research and analysis over the historical data. Natalia has over 20 years' experience in IT business and having strong background in project management and business development, Natalia in her current position actively develops company business on international market. Being fully responsible for the company operations Natalia builds and supports company's, as technology partner, relationships with the clients in about 20 countries over the globe, includes clients in UK, some of which work in assessment industry, in particular BTL Group Ltd. In this session, Natalia will outline how to build such win-win relationships illustrating that on few case studies.

Dmitri Adov, Director, Technical – JSC "Arcadia Inc."

Dmitri has worked in software development industry for over 17 years being Software Developer, Project Manager and Software Architect. He has rich experience in designing, implementing and deploying complex systems for a number of sectors including e-Learning, e-Assessment, Financials Management and Online Surveys. Currently he is responsible for supporting of the company's technology excellence through development and continuous improvement of services processes, technology environment and technical expertise of the services' professionals. His job is to make sure all development teams in Arcadia create high-quality software following the software industry standards.

Tim Cammack, MD, Secure and Confidential Documents

Tim is the Managing Director of Secure & Confidential Documents having joined the team in 2009. He has over 20 years' experience in the Security Print market and has wide experience of the industry having held a variety of roles including Business Development, Account Management, Marketing, Product Development, Administration and Operations, both in the UK and overseas.

Dr Thomas Kropmans, College of Medicine, Nursing & Health Sciences. School of Medicine, National University of Ireland Galway. CEO Qpercom Ltd

Lack of communication skills is the most common ground for legal law suits against medical doctors. Dr Thomas Kropmans (1957; the Netherlands) after a successful career as physiotherapist and graduated from the University of Groningen (Master of Education, Psychology and Social Sciences). He completed his PhD in clinical research in 2001 and started a second career as educational consultant at the School of Medicine, University of Groningen. Thomas moved to Ireland to work at the National University of Ireland, Galway where he is appointed as a Senior Lecturer in Medical Informatics and Medical Education at the College of of Medicine, Nursing and Health Science and currently he is acting director and CEO of a successful spinoff company Qpercom (Qualitative PERformance & COMpetence measures). Qpercom developed an Online Marking Tool which was validated and implemented within the School of Medicine, National University of Ireland, Galway in 2008 and 19 other prestigious Universities worldwide. "We assess competencies electronically to improve clinical performance". His work was nominated for the prestigious Ronald Harden Innovation in Medical Education Award of the International Medical University in Kuala Lumpur. Qpercom is an acknowledged member of the EU Association of Test Publisher (E-ATP) since 2012.

Trudi Mellon, Head of Examinations and Assessments Operations, Chartered Insurance Institute

Trudi joined the Chartered Insurance Institute in May 2003 and was shortly promoted to manage Exams Operations. Prior to joining the Institute, she worked in the insurance industry for 18 years. Initially with Combined Life in a variety of roles linked to product management. This was followed by 6 years working as a project manager for MGM insurance, where she successfully managed the high profile pension review project for the organisation, which all firms giving financial advice on pensions were required to undertake by the financial regulator. Industry related qualifications, project management and a career in insurance ultimately led to her current position with the Institute. Trudi is now heading up the Exams and Assessments department. This role involves working with a range of experts to ensure that the processes used to deliver the assessments are robust and can withstand regulatory scrutiny, including authenticity checks on students work.

Nic Robinson, Director of Business Development, VTCT.

Nic spent 29 years working in Further Education before joining VTCT in 2008. Vocational Training Charitable Trust, VTCT, is a specialist awarding body serving the service sector, with approximately 80,000 registrations per anum delivered through 750 colleges and training providers in the UK and a further 150 centres internationally. Nic has championed the development of e learning, e assessment and e portfolio services to VTCT customers adopting Coelrind as VTCT's e assessment software partner.

John O'Sullivan, Director, Coelrind.

John has more than 20 years experience working with the public and private sector to implementing learning and assessment technology solutions. Clients have included Argos, Barclays Capital, the University of London, Whitbread, David Lloyd Leisure, Derbyshire Building Society, Tesco, DWP, Association of Accounting Technicians, University of East London, National Air Traffic Services and Olympic Delivery Authority

Jonathan Hale, RM Results

Jon has worked in the IT-for-education sector for 15 years, helping clients to improve the services they offer through the use of more innovative and efficient IT solutions. Clients he has worked with include:

- Awarding Bodies processing between 500,000 and 5 million examinations per year in the UK, Asia Pacific and the Caribbean
- The Department of Education of the UK Government
- Education Authorities in the UK working on construction programmes to rebuild or re-model their schools
- Individual schools, colleges and academies

Jon has a passion for bringing clients and RM Results together to make a real difference in how IT is used to enhance the validity and reliability of assessments. He prides himself on enabling clients to have the confidence to make strategic decisions effectively for the benefit of their customers, whether they are schools, teachers or students.

Pete Bennett, MD, Learning Resources International

Pete Bennett is the Managing Director and joint-owner of LRI. Recognised as an innovator in the field of Blended Learning. Pete is an experienced trainer, consultant and speaker, and a well-known figure in the areas of e-learning and blended learning. He formed LRI in 1996 to focus specifically on developing innovative learning and development approaches with a specific focus on Qualification and Programme delivery, at a time when everyone's focus was on e-learning, e-learning , e-learning – " content is king". Well it's patently not ! With backgrounds in organisational development and learning and development, he is one many in the LRI team to be able to look at issues through the eyes of L&D professionals when advising on Blended Learning strategy and implementation

Adrian Jackson, SFJ Awards

Adrian Jackson is Managing Director of SFJ Awards, an Awarding Organisation recognised by UK regulators in May 2012. Under Adrian's leadership SFJ Awards became the first new Awarding Organisation to be recognised under the Ofqual's new Conditions of Recognition. SFJ Awards now offers over 100 qualifications to both public and private sector employers and training providers and has registered over 10,000 learners onto SFJ Awards qualifications. Prior to his current role Adrian was Business Development Director for Skills for Justice, with specific responsibility for the organisation's work with employers across Policing and Law Enforcement, Fire and Rescue and Forensic Science as well as being responsible for national engagement in Northern Ireland. Adrian has spent his entire career within learning and

development in both small and large organisations. During the last 25 years he has focused on the development of competences, competency frameworks, qualifications and apprenticeships for both the public and private sector. Adrian is a history graduate from Birkbeck College, University of London and in 2006 achieved an MBA through the Open University.

Martyn Roads, Director, Assessment Tomorrow

Martyn is an independent education and assessment consultant. He spent 13 years in Further Education, developing and managing a wide range of vocational programmes before joining BTEC in 1994. In 2001, he was responsible for managing, on behalf of a consortium of UK Awarding Bodies, the successful bid for the development of the Key and Basic Skills national tests in the UK. These were the first tests to be rolled-out in the UK using e-assessment. For the past 10 years, Martyn has been researching and implementing the use of IT in assessment which has included working with a range of organisations on the development of a range of screening and initial assessment tools for major UK employers. Martyn has also undertaken a number of other projects related to the development of vocational e-assessment for a range of awarding organisations including, most recently, supporting various project for Saudi Skills Standards in Saudi Arabia where they are developing a new vocational system which is heavily technology dependent. Martyn also Chairs the e-Assessment Association's e-assessment advisory group and is a member of the JISC FELTAG coalition. For the last 8 years he has also been jointly responsible for many successful conferences, seminars and events across the globe focused on Skills Development and the use of IT in education and training.

John Winkley, Director, Alphaplus Consultancy

John is an experienced leader of projects in education. His work includes:

- Evaluation and Performance Management: He is currently leading quantitative evaluation work for Functional Skills, GCSEs and A levels, and is the nominated educational consultant for the Driving Standards Agency's Theory Testing Programme
- Assessment: John has managed a wide range of formative and external summative assessments including developing and delivering on-screen tests for Government customers such as TDA, LLUK, QCDA, DFE, BIS and for a number of UK awarding organisations
- Technology: Prior to joining AlphaPlus, John had worked for many years as an e-learning and e-assessment business manager with a track record of business growth in new media learning technologies. He developed innovative systems for education and assessment, working with a range of public and private sector clients through the three companies he has helped to build: BTL Group Ltd, The Virtual College plc, 3Square Solutions Ltd. He managed consulting and development projects in e-learning, e-assessment and e-portfolios. As an example, he recently completed a 30 month assignment as expert consultant to the JISC e-learning programme. His work has involved developing and deploying innovative solutions for e-assessment and e-learning in schools, colleges and workplace learning.

John is a qualified engineer with a BSC and MEng in Electrical Engineering. He is a Member of the Chartered Institute of Educational Assessors and a board member of the e-Assessment Association. He is Chair of Governors at Beckfoot school (a large secondary school in Bingley, West Yorkshire) and a governor of Hazelbeck School, a secondary specialist school located on the same site.