

Moving Mobile into the Mainstream

"The question is no longer whether mLearning works, but rather how best to fit it into your blend!"

In the short space of five years, mobile learning has moved from being a theory, explored by academic and technology enthusiasts, into a real and valuable contribution to learning.

In the UK, thousands of mobile handsets have been bought as learning tools. User trials have successfully helped a wide range of different learners, traveller families in Scotland, pregnant teenagers in Birmingham, schools students and teachers in Dudley, lorry drivers and their trainers in a large pharmaceutical company, inner city refugees in Stockholm... and much more.

The debate has moved on. The issue is not to show that mLearning works but to understand the different learning models that best incorporate it, analyse the costs and benefits and convince the education and corporate sectors to use mobile elements in their learning strategies.

Geoff and his team at CTAD have been key players in much of the experimental work, and have learned many real and relevant lessons about moving mLearning into the mainstream. He will present examples of learning materials and processes, key lessons and delivery strategies emerging from various projects.

At this session you will:

- ◆ See learning materials for a range of mobile technologies
- ◆ Try some of these out for yourself
- ◆ Review case studies showing different models of mLearning being used with a range of learners.

Geoff Stead, Tribal Education, Cambridge Training and Development, England, United Kingdom

Geoff Stead is a Director of Tribal-CTAD in the UK, an education and empowerment company specialising in using technology as an effective tool for learning. He is heavily involved in R and D, using cutting edge technologies and refining them for teachers and learners. He also works with learning providers to move these into the mainstream.



He is currently involved in development work in several major projects on technology delivery including digital television for Housing Association tenants, mobile devices (mLearning) for young disaffected people, learning and collaborative tools for severely disabled learners and many others. He is the company's mLearning champion, and has engaged fully with the mix of pedagogical and technological issues associated with mLearning. He is also leading the migration of all Tribal-CTAD's legacy products (including our current best-selling Target Skills suite) to meet the evolving standards for Accessibility, Virtual Learning Environments and Learning Content Management Systems.

Geoff has extraordinary creativity and energy, which he applies to the creation of effective tools and resources to support the learning process, and is an engaging and inspiring presenter.