2019 July 11-12 Trakai/Vilnius Network meeting: Product quality as a key factor in successful marketing (BELMA and beyond)

Wednesday 10th July

Start of the network meeting with an informal get together at Amberton Hotel, Vilnius
Rooms have been reserved at a special price of 89 €, when booking, please quote this reservation number: 6925

Thursday 11th

09.00-09.30 Coffee and welcome by host Sviesa and EEPG
10.00-10.30 Walk a mile in your client shoes. Simonas Sabanovas, teacher presenting the clients’ view
10.30-10.50 BELMA history and criteria. Helga Holtkamp
10.50-11.50 The role of quality assurance. Selja Saarialho, KOKOA
Image-building through quality assurance
With Open Educational Resources and an ever increasing number of EdTech products flooding the education market, the role of quality assurance is increasing. How to demonstrate the high educational quality of your learning products to your clients in an easy and reliable way? Kokoa Standard has developed a science-based method for evaluating the pedagogy and usability of digital learning materials. The Certificate issued to products that meet the criteria of the evaluation acts as powerful evidence of your product's educational quality. For more information, please visit kokoa.io.
11.50-12.20 open slot, discussion
12.30-13.30 Lunch
13.20-15.30 How can small things improve value and quality? Sharing experience / Insights from winners of BELMA awards 2-3 countries
16.00-21.00 Excursion and dinner in Trakai
21.00-21.40 Back to Vilnius

Friday 12th

09.00-09.15 Coffee
09.15-09.45 Details matter: Inspirational approaches that provide value. Milda Juoné, Sviesa
09.45-10.45 Keynote by Katie Roden:
COME ON THEN... IMPRESS ME
In a crowded marketplace, where everyone from a tech start-up to a retired teacher can be a creator, educational publishers need to shout about our values. This session will help you to differentiate your product through quality, by thinking more deeply about your audience - their values, needs and expectations - to create the most effective campaigns and ultimately help build better products. Using case studies from a wide range of industries, this session will give you practical steps, useful tools and plenty of inspiration.
10.45-11.00 Coffee
11.00-12.00 Hands-on Workshop. Katie Roden
12.00-12.20 Behind-the-scenes of BELMA, Helga Holtkamp
12.20-13.00 open slot
13.00-13.45 Lunch
14.00-15.00 Visit to "Siaurės licejus" private school, (open option)