



**Fraunhofer** Institut  
Arbeitswirtschaft und  
Organisation



## **Professional Training Facts 2006**

Embedding training into business and  
work processes

15th of November, 2006

9.00 a.m. – 5.00 p.m.

Stuttgart, Germany

The conference will be organised by  
the Fraunhofer Institute for Industrial  
Engineering IAO

in partnership with The PROLEARN  
Network Of Excellence in professional  
learning

**FpF**

Veranstalter: Verein zur Förderung  
produktionstechnischer Forschung e.V., Stuttgart



## Preface Professor Dr.-Ing. Spath



In many organisations and companies training and learning offers do not fit to personal, situational and business needs. Often trainings and courses are offered too late for changes in business processes or they are not aligned with the needs of the employees. As a result the planning and executing of learning processes are not connected with business processes and business information systems. In consequence such training offers have a lack of acceptance because they are not enabling the employees to fulfil their tasks in the business process. Today learning design and business process management are often »loose connected worlds«. If processes are changed, organisations take care of IT requirements but they do not consider that learning and training is a key enabler for the knowledge transfer to their »human capital«. Training is an investment as important as, e.g., a new IT infrastructure.

Fortunately, information and communication technologies are not only the cause for qualification and training needs but also support it. In future people and organisations will be more competitive by reducing the time to fill competency gaps and to build skills according to business needs and the daily work processes. The time gap between identification of a learning need and the appropriate training should become smaller.

The international Professional Training Facts 2006 conference will demonstrate how information and communication technologies are already used for professional training and give foresights and forecasts for upcoming IT solutions in this area.

The conference will focus on the issue of requirements, challenges, solutions, and experiences in the area of professional training. Speakers from companies as well as from research institutes and universities will show ideas shaping this field today and in future. Special themes of the conference will be: company requirements and challenges in professional training; upcoming ICT solutions for education; process-oriented learning and information exchange with the focus on embedding

training into business and work processes; and more.

As an international conference in cooperation with the PROLEARN network of excellence in professional training the main conference language is English, but to attract national participants as well there also will be two tracks in German.

A handwritten signature in black ink, appearing to read 'D. Spath', written in a cursive style.

Prof. Dr.-Ing. Dieter Spath

## Informations

### Target groups

companies, intermediary organizations, providers of solutions in professional learning, (applied) research institutes

The conference languages are English and German (in different tracks)

### General conference chair

**Prof. Dr.-Ing. Dieter Spath**  
Fraunhofer Institute for Industrial Engineering (Fraunhofer IAO)  
Stuttgart, Germany

### Conference registration

[www.professional-training-facts.com](http://www.professional-training-facts.com)

### Registration fee

295 € (including lunch, drinks and conference proceedings)

### Cancellation of registration

The registration can be cancelled until October 31<sup>st</sup>, 2006. All later cancellations will effect a full price invoice.

### Further information

**PROLEARN IAO**  
**Conference Administrator**  
Fraunhofer Institute for Industrial Engineering (IAO)  
Institutszentrum Stuttgart (IZS)  
Nobelstraße 12  
70569 Stuttgart, Germany  
Telefon: +49(0)7 11/970-2092, -2019  
Email: [prolearn@iao.fraunhofer.de](mailto:prolearn@iao.fraunhofer.de)

For further information, online registration and latest updates visit our conference website:  
[www.professional-training-facts.com](http://www.professional-training-facts.com)

### How to find us

By S-Bahn line S1, S2 or S3 from the main station or line S2 or S3 from the airport to »Universität«. From the exit »Wohngebiet Schranne-Endelbang/ Nobelstraße« it is a 10-minute walk to the Institutszentrum.

By car via the A8 or A81 motorway; when you reach the Stuttgart interchange (Autobahnkreuz Stuttgart, Stuttgart-Zentrum/S-Vaihingen exit), follow the A831/B14 as far as the Universität exit. There's a car park free of charge in the Institutszentrum.

An electronic access sketch you can find here: [www.iao.fraunhofer.de/e/profil/adresse.hbs](http://www.iao.fraunhofer.de/e/profil/adresse.hbs)

## Pre-Workshops

In the afternoon at 14th of November 2006, three pre-conference workshops are offered for specific issues in the context of embedding training into working and business processes (in German language only).

1.00 – 5.30 p.m.

**Pre-Workshop 1**  
**Social Software für betriebliche Weiterbildung und das Wissensmanagement**

**Ralf Klamma**  
RWTH Aachen, Germany

1.00 – 5.30 p.m.

**Pre-Workshop 2**  
**Arbeitsorientiertes Lernen – Ein praxisorientierter Workshop**

**Jürgen Wilke**  
Fraunhofer IAO, Germany

1.00 – 5.30 p.m.

**Pre-Workshop 3**  
**Inno-Tanks: Expertenwissen im Unternehmen produktiv nutzen**

**David Kremer**  
Fraunhofer IAO, Germany

Am 14. November 2006 werden mittags drei Pre-Workshops angeboten, welche ergänzend zur Professional Training Facts folgende Themenstellungen praxisorientiert vertiefen (in deutscher Sprache).

## Schedule

Professional Training Facts 2006

|            |                                                                              |
|------------|------------------------------------------------------------------------------|
| 8.00 a.m.  | 8.00 – 9.00 a.m.<br><b>Registration</b>                                      |
| 9.00 a.m.  | 9.00 – 10.30 a.m.<br><b>Welcome and keynotes</b> [0]                         |
| 10.00 a.m. | 10.30 – 11.00 a.m.<br><b>Coffee break &amp; Exhibition</b>                   |
| 11.00 a.m. | 11.00 a.m. – 1.00 p.m.<br><b>Track sessions (each 120 minutes)</b> [1, 2, 3] |
| 12.00 a.m. |                                                                              |
| 1.00 p.m.  | 1.00 – 2.30 p.m.<br><b>Lunch &amp; Exhibition</b>                            |
| 2.00 p.m.  | 2.30 – 4.30 p.m.<br><b>Track sessions (each 120 minutes)</b> [4, 5, 6]       |
| 3.00 p.m.  |                                                                              |
| 4.00 p.m.  | 4.30 – 5.00 p.m.<br><b>Final remarks &amp; farewell coffee</b>               |
| 5.00 p.m.  | 5.00 p.m.<br><b>End of conference</b>                                        |

## Program description

Professional Training Facts 2006

### [0]

9.00 – 10.30 a.m.

#### **Keynotes – professional training facts**

**Dieter Spath**

**Fraunhofer IAO**

Embedding training into business and work processes

**Marco Marcella**

**European Commission –**

**Information Society and Media**

**Directorate General Learning and**

**Cultural Heritage, Luxemburg**

EU RTD activities in Technology-

enhanced Learning

**N.N.**

**SAP AG, Germany**

## [1]

11.00 a.m. – 1.00 p.m.

### Track 1

#### Future trends in e-learning

The track »Future Trends in E-Learning« should bring together practioners from big companies, consultants and people from academia to present new developments in professional training, to discuss current und future trends in e-learning and to formulate provoking new research questions in the field of technology enhanced learning.

Chaired by

**Ralf Klamma**  
RWTH Aachen, Germany

**Ralf Klamma**  
RWTH Aachen University, Germany  
**Katherine Maillet**  
Institut National des  
Télécommunications INT, France  
Social Software for Professional Training Proven Partners, The Netherlands

**Ton Zijlstra**  
Proven Partners, The Netherlands  
Pioneering Social Software applications in a small consulting firm (benefits, challenges, experiences)

**Karsten Ehms**  
Siemens AG, Germany  
Corporate Technology –  
Information & Communication –  
Knowledge Management & Business  
Transformation

**Ambjörn Naeve**  
Royal Institute of Technology KTH,  
Sweden  
Research and development perspectives

**Ingo Wolf**  
T-Systems Enterprise Services GmbH,  
Germany  
Present state and future trends in  
extended vocational training – a report  
from industry

## [2]

11.00 a.m. – 1.00 p.m.

### Track 2

#### Company performance improvement and the role of leading-edge training tools

Company performance improvement is the key issue for organisations. To increase performance training and learning activities should be evaluated against this issue. In this track challenges and solutions to overcome this issues by leading-edge training tools will be illustrated.

Chaired by

**Peter Scott**  
Open University, United Kingdom

**Oliver Korn**  
Korion, Germany  
Simulations for industry and service:  
New solutions for learning enterprises

**Lucia Pannese**  
Imaginary, Italy  
**Alexander Karapidis**  
Fraunhofer IAO, Germany  
Games and learning come together to  
maximize effectiveness: the challenge  
of bridging the gap

**Peter Scott**  
Open University, UK  
Examining virtual events for effectiveness,  
knowledge work and learning

**Karin Hamann**  
Fraunhofer IAO, Germany  
Increase communication efficiency in  
distributed teams by implementing  
virtual meetings: a good practice case  
of a production company

[3]

11.00 a.m. – 1.00 p.m.

**Track 3**

Track in German language

**Steigerung der Effizienz und des Ertrags von Bildungsdienstleistungen durch Standardisierung?**

Die Standardisierung von Bildungsprozessen und Bildungsdienstleistungen hat einen massiven Einfluss auf die Kosten-Nutzen-Parameter von Aus- und Weiterbildung in Unternehmen. Der Track widmet sich dem Thema sowohl aus der Sicht der Dienstleistungsanbieter als auch aus der Sicht der Nachfrager.

Dabei wird auf die folgenden Problemstellungen näher eingegangen: Können standardisierte Bildungsdienstleistungen die Absatzchancen meines Unternehmens erhöhen? Senken standardisierte Bildungsdienstleistungen die Kosten? »More Value for Money« durch standardisierte Managementprozesse? Reduziert Qualitätssicherung die »Sunk Costs« von Bildungsdienstleistungen?

Chaired by

**Bernd Simon, Wirtschaftsuniversität, Wien, Österreich**

**Jürgen Wilke**

**Fraunhofer IAO, Deutschland**  
Strategische Allianzen für die Entwicklung und das Marketing von standardisierten Premium-Bildungsdienstleistungen

**Christian Mars**

**Microsoft, Deutschland**  
Microsoft Sharepoint Portal Technologie

**Peter Littig**

**DEKRA Akademie GmbH, Deutschland**

Embedding Standards – Pilotierung eines neuen europäischen Bildungsstandards (Europäischer Qualifikationsrahmen) durch transnationales IT- und Multimedia-Training

**Bernd Simon**

**Knowledge Markets Consulting GesmbH, Österreich**

Mit standardisiertem Bildungscontrolling den Wissenstransfer von Bildungsdienstleistungen erhöhen

[4]

2.30 – 4.30 p.m.

**Track 4**

**Ageing, working, learning**

Older workers are not a prominent target group of HRM strategies. However, against the background of ageing workforces the relationship between ageing, working and learning has to be rethought. This track deals with successful conditions, methods and examples of age management as well as learning of younger and older workers.

Chaired by

**Bernd Dworschak**  
**Fraunhofer IAO, Germany**

**Hartmut Buck Bernd Dworschak**

**Fraunhofer IAO, Germany**  
Working and learning of ageing workforces – Major challenges

**Holger Möhwald**

**Möhwald Unternehmensberatung, Germany**

Learning partnerships for younger and older employees at Sartorius AG, Göttingen

**Heidrun Kleefeld**

**SAP AG, Germany**

Active@work – Diversity in the company of the future

**Michael Kres promoteTM, Suisse**

Repositioning and Reintegration of older employees – Lessons from the practice

## [5]

2.30 – 4.30 p.m.

### Track 5

#### Learning technologies for better business performance

The alignment of learning technology with business processes is a new but important issue within the area of professional learning. Approaches to integrate learning technologies into business process platforms and portals of companies on the basis of service-oriented architectures will be discussed.

Chaired by

**Volker Zimmermann**  
imc AG, Germany

**Katrina Lyking**  
Deutsches Forschungszentrum für künstliche Intelligenz DFKI, Germany  
Learning Management – a business-process-driven perspective

**Wolfgang Volz**  
Ernst Klett Verlag GmbH, Germany  
Business process optimisation in educational publishing at Klett

**Lutz Goertz**  
MMB Institut für Medien- und Kompetenzforschung, Germany  
No more content – we need tools now! Findings in the BMWi-programme »LERNET«

**Nils Faltin**  
Imc AG, Germany  
Integration of informal learning activities into learning processes through individualization

## [6]

2.30 – 4.30 p.m.

### Track 6

Track in German language

#### Wissen und Lernen managen – Trends, Ansätze und praktische Tipps für Unternehmen

Die Frage nach dem richtigen Umgang mit Wissen und Lernen stellt für viele Unternehmen nach wie vor eine große Herausforderung dar. Dennoch liegen inzwischen auch vielfältige Erfahrungen darüber vor, wie durch Wissensmanagement, verbunden mit arbeitsnahem Lernen, die Unternehmensperformance gesteigert werden kann. Ein effektives und effizientes Management der Ressource Wissen leistet in Arbeits- und Geschäftsprozessen einen spürbaren Beitrag zum Erreichen der betrieblichen Ziele. Das belegen die Vorträge in diesem Track.

Chaired by

**Klaus Zühlke-Robinet**  
PT-DLR, Germany

**Carsten Ritterskamp**  
Ruhr Universität Bochum, Deutschland  
Innovationsflüsse erfolgreich gestalten: das Management von Wissen an der Schnittstelle zwischen Dienstleister und Kunde

**Tobias Ley**  
Know-Center, Graz, Österreich  
APOSLE learn@work: Wie man Lernen und Arbeiten verbindet

**Kathrin Schnalzer**  
Fraunhofer IAO, Deutschland  
Wissensmanagement in Unternehmen heute. Ergebnisse der Fraunhofer Studie »Wissen und Information«

**Ralph Traphöner**  
Empolis GmbH, Deutschland  
Die Präzisionsgummilippe – Anmerkungen zum praktischen Nutzen von Wissensmanagement in Unternehmensprozessen

## Accommodation

### Hotel Wartburg

Lange Straße 49  
70174 Stuttgart  
Telefon: +49(0)7 11/2 04 50  
Fax: +49(0)7 11/2 04 54 50  
[www.hotel-wartburg-stuttgart.de](http://www.hotel-wartburg-stuttgart.de)

### Hotel Unger

Kronenstraße 17  
70173 Stuttgart  
Telefon: +49(0)7 11/2 09 90  
Fax: +49(0)7 11/2 09 91 00  
[www.hotel-unger.de](http://www.hotel-unger.de)

### Rega Hotel Stuttgart

Ludwigstraße 18-20  
70176 Stuttgart  
Telefon: +49(0)7 11/61 93 40  
Fax: +49(0)7 11/61 93 47 77  
[www.rega-hotel.de](http://www.rega-hotel.de)

### Mercure Hotel Fontana Stuttgart

Vollmoellerstrasse 5  
70563 Stuttgart  
Telefon : +49(0)7 11/73 00  
Fax : +49(0)7 11/7 30 25 25  
[www.accorhotels.com/accorhotels/fichehotel/de/mer/5425/fiche\\_hotel.shtml](http://www.accorhotels.com/accorhotels/fichehotel/de/mer/5425/fiche_hotel.shtml)

### Hansa Hotel Stuttgart

Silberburgstraße 114-116  
70176 Stuttgart  
Telefon: +49(0)7 11/6 56 78 00  
Fax: +49(0)7 11/61 73 49  
[www.hansa-stuttgart.de](http://www.hansa-stuttgart.de)

### Relexa Waldhotel Schatten

Magstadter Straße 2-4  
70569 Stuttgart  
Telefon: +49(0)7 11/68 67-0  
Fax: +49(0)7 11/68 67-999  
[www.relexa-hotel.de/content/deutsch/viewer/stuttgart\\_start\\_9.html](http://www.relexa-hotel.de/content/deutsch/viewer/stuttgart_start_9.html)

Special rate

70 €, code: SRH 2006

### Hotel Sautter

Johannesstraße 28  
70176 Stuttgart  
Telefon: +49(0)7 11/6 14 30  
Fax: +49(0)7 11/61 16 39  
[www.hotel-sautter.de](http://www.hotel-sautter.de)

### Maritim Hotel Stuttgart

Seidenstraße 34  
70174 Stuttgart  
Telefon: +49(0)7 11/94 20  
Fax: +49(0)7 11/94 2 10 00  
[www.maritim.de](http://www.maritim.de)

If you don't find an appropriate offer here you can also contact:

### Stuttgart Marketing GmbH Touristik-Information und Service

Lautenschlagerstrasse 3  
70173 Stuttgart  
Telefon: +49(0)7 11/2 22 80  
Fax: +49(0)7 11/2 22 82 70  
[www.stuttgart-tourist.de](http://www.stuttgart-tourist.de)

## Registration

Professional Training Facts 2006 & pre-workshops

### I register for

- Professional Training Facts 2006**  
at 15th of November 2006 (295 €)

### Pre-Workshops

at 14th of November 2006  
German language only

- Pre-Workshop 1**  
Social Software für betriebliche Weiterbildung und das Wissensmanagement  
Kosten: 100 €; für Teilnehmer der PTF 2006 nur 50 €
- Pre-Workshop 2**  
Arbeitsorientiertes Lernen – Ein praxisorientierter Workshop  
Kosten: 195 €; für Teilnehmer der PTF 2006 nur 95 €; die Teilnehmerzahl ist auf maximal 18 Personen begrenzt

- Pre-Workshop 3**

Inno-Tanks: Expertenwissen im Unternehmen produktiv nutzen  
Kosten: 195 €, für Teilnehmer der PTF 2006 nur 95 €

I accept the conditions of registration and cancellation which are announced in this programme.

### Advice

In accordance with the German Data Protection Act we do inform you about the electronic storage and processing of your address.

### Online registration

[www.professional-training-facts.com](http://www.professional-training-facts.com)

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name

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title

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organisation

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