SIMPLIFIED
summit

OCTOBER 6 2015 | LOS ANGELES

MEDIA KIT

Dear (name of journalist),

On October 6th, renowned, edtech thought leaders will be coming together to explore the ever-changing landscape of educational technology in North America. With over three hundred innovators and decision makers in attendance, this event will be a great place to promote technological transformation and advancement within education.

SimplifiED Summit 2015 will take place in Los Angeles at the conference and training center of the University of California Los Angeles campus (UCLA). This is a powerful one-day edtech summit featuring engaging speakers and panelists who bring real-world advice along with the tools needed to embrace a future of technological advancement for institutions. The opening keynote this year is delivered by Richard Culatta, Deputy Director at the Office of Educational Technology for the US Department of Education. Additional speakers include Alan November, Michelle Weise and many more who are considered some of the most trending thought leaders in edtech today.

THE FOUR KEY TOPICS OF SIMPLIFIED SUMMIT 2015 ARE:

- The evolving mobile campus
- The movement to mass personalization for every student
- The rise of digital learning resources
- Integration strategies to help make the change in your institution

We look forward to speaking with you.

Cheers,

The SimplifiED Team

Who we are

SimplifiED Summit is hosted and created by Kivuto Solutions. The name comes from Kivuto's tagline: Digital Distribution: Simplified, with the ED being emphasized for Education.

The Summit is an event for people working to improve education through technology advancements.

SimplifiED Summit is only one of the many events we are developing as we continue to increase our impact in the education space. As SimplifiED grows, we will expand the breadth of our events and content to reach a variety of goups including students, faculty, and more.

Product Summit Information – conference

This is an event for people working to bring real change to education through technology advancements. We have the lofty goal of giving our attendees everything they need to make real changes within their own educational institutions.

We're creating an environment to challenge the status quo, engage in creative problem solving and set the groundwork for real, tangible advances in our institutions. SimplifiED Summit brings together interactivity, collaboration and real-world advice to equip the modern academic leader with the tools they need to embrace a future of technological advancement.

SimplifiED isn't just about discussing ideas, we're coming together to map out our next steps for progress. Come be a part of it!

Join us in Los Angeles on October 6 at University of California, Los Angeles

Who Attends?

SimplifiED is for anyone in edtech, but people who are in the position to make real, tangible change will find the information the most valuable.

- Deans
- CIOs / CTOs
- Software and academic content publishers
- Academic Presidents and Vice Presidents
- EdTech trend watchers and influencers
- Academic/Administrative Computing Leaders
- IT Leaders and innovators

Key topics

The evolving mobile campus

The movement to mass personalization for every student

The rise of digital learning resources

Integration strategies to help make the change in your institution

Session summaries

IF "TECHNOLOGY" IS THE ANSWER, WHAT WAS THE QUESTION?

With the overwhelming number of new technologies appearing in the education space, it is increasingly important to understand the impact these have on our students' learning. Learning technologies must enable creative and innovative capabilities in our students. This session focuses on principles from the Manifesto 15 initiative (manifesto15.org), and integrates global perspectives gained from the Knowmad Society and Invisible Learning projects.

DISRUPTING HIGHER EDUCATION

With rising student loan debt, freezes and reductions of state subsidies, and a widening skills gap in the U.S. workforce, pressures are mounting on all institutions of higher education to be clear about the value of a college degree. This session will offer insights into the concept of disruptive innovation and what it means for the future of higher education.

DIGITAL RESOURCES FOR EVERY STUDENT — PROVEN IMPACT AND BENEFITS

This session will discuss the results of providing every student on campus with digital resources.It will cover the processes involved in an institutional solution, where students' textbooks are provided through a unified end to end digital portal.

Issues related to assessing new course level fees, the impact on the College's bookstore, and how to manage the deployment of close to 100,000 digital resources.

EDUCATION 3.0: HOW DO WE PERSONALIZE EDUCATION AT SCALE?

This presentation will focus on ways to create multi-nodal and multi-modal connections based on effective practices from practitioners around the globe.This session will consist of examples (both in-person and eLearning) that promote social learning, transformative learning, game based learning, and learning based on cognitive science. Attendees will know how to create better (more authentic) MOOCs, simulation, curriculum integration events, authentic assessment, and problem based learning experiences within an eLearning framework.

PROMISING TECHNOLOGIES, CREATIVITY & TEACHING: TEN TOOLS AND TRENDS

This fast-paced session will run through trends and emerging technologies, sprinkled with some "Fact or Fantasy" interactions that will rattle your mind. Topics include maker spaces, avoiding flipped classroom "flops", the 3D printer phenomena, and more. Replicable examples will reveal imaginative, thought provoking ways to use these technologies.

Key speakers

RICHARD CULATTA — DEPUTY DIRECTOR, OFFICE OF EDUCATIONAL
TECHNOLOGY, US DEPARTMENT OF EDUCATION

Richard Culatta is a leader in the field of educational innovation with experience in K-12, higher education, and workplace learning environments. In his role as the Director of the Office of Educational Technology for the US Department of Education he focused on leveraging technology to create personalized learning experiences for all students and promoting increased connectivity to improve access to education and make college more affordable. Prior to joining the Department of Education, he served as an education policy advisor to U.S. Senator Patty Murray.

 He recently taught EdStartup 101, a massive open online course (MOOC) to support educational entrepreneurs in developing the next generations of apps and services for teachers and learners.

Key speakers

DR. MICHELLE R. WEISE — EXECUTIVE DIRECTOR,
THE INNOVATION LAB AT SOUTHERN NEW
HAMPSHIRE UNIVERSITY

Michelle Weise, Ph.D., helps institutions and their leaders navigate the dynamics of disruption across a rapidly changing academic terrain.

Weise, Executive Director of the Innovation Lab at Southern New Hampshire University, specializes in disruptive innovation in higher education. Weise's seminal book – "Hire Education: Mastery, Modularization, and the Workforce Revolution," co-authored with Clayton Christensen – unveils the tectonic shifts to come, and discusses how online competency-based education will revolutionize the workforce and disrupt higher education.

Weise's research also delves into student-learning outcomes, assessments, and public-private partnerships. Her voice has been featured in all major education publications, including the New England Journal of Higher Education, The Chronicle of Higher Education, Inside Higher Ed, as well as top-tier business outlets, such as Harvard Business Review, The Economist, Bloomberg BusinessWeek and USA Today.

Key speakers

DR. JOHN MORAVEC — FOUNDER, EDUCATION FUTURES LLC

John Moravec is a scholar on the future of work and education; a global speaker; editor of the Knowmad Society project; a co-director of the Invisible Learning project; and he is the founder of Education Futures LLC.
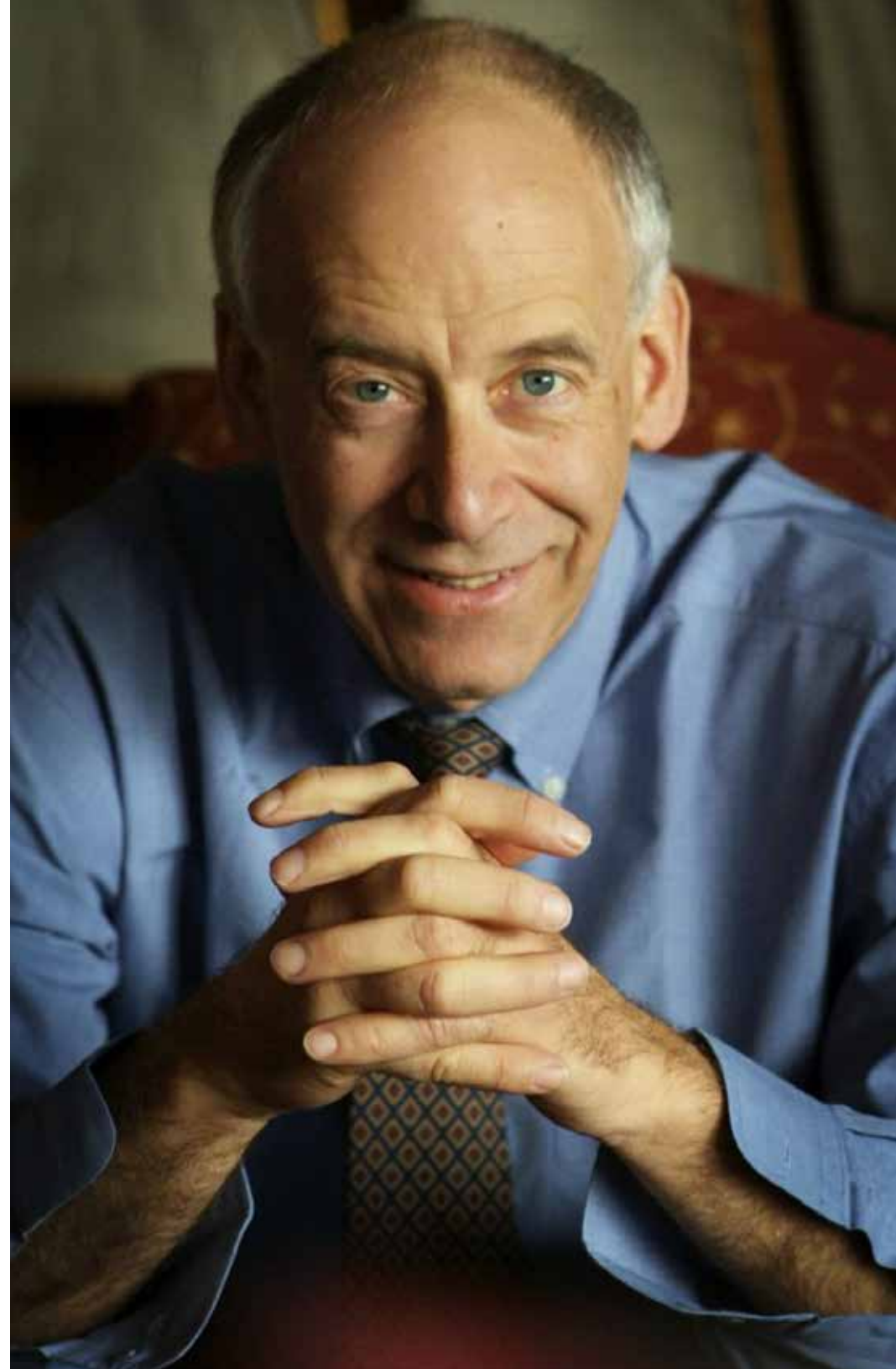
His research and action scholarship agendas are focused on exploring the convergence of globalization, innovation society, and accelerating change in human knowledge development; and, building positive futures for knowledge creation systems in an era of exponential uncertainty. His work focuses on exploring the emerging "Knowmad Paradigm," and the new approaches to leadership and human capital development required.
In addition to editing Knowmad Society (2013, Education Futures), he is the co-author of the book Invisible Learning (2011, University of Barcelona Press).

Key speakers

ALAN NOVEMBER – SENIOR PARTNER AND FOUNDER,
NOVEMBER LEARNING

Alan November is an international leader in education technology. He has helped schools, governments and industry leaders improve the quality of education through technology.

Alan was named one of the nation's fifteen most influential thinkers of the decade by Classroom Computer Learning Magazine. In 2001, he was listed one of eight educators to provide leadership into the future by the Eisenhower National Clearinghouse. His writing includs numerous articles and the best-selling book, Empowering Students with Technology. Alan was co-founder of the Stanford Institute for Educational Leadership Through Technology and is most proud of being selected as one of the original five national Christa McAuliffe Educators.

Key speakers

DR. JEFF BORDEN — CHIEF INNOVATION OFFICER,
SAINT LEO UNIVERSITY

Dr. Jeff D Borden is the 'Chief Innovation Officer' at Saint Leo University. For two decades, Jeff has focused on trying to transform higher education. Jeff worked as a Vice President with Pearson Education, providing an academic vision and strategy that encompassed digital learning, neo-millennial methods, authentic assessment, and beyond.   As the Center for eLearning Director, Jeff pursued rigorous research opportunities as he led the 'think tank' of educational innovation. During that time Dr. Borden consulted with educators in every U.S. state, led transformative efforts in 34 countries, provided almost 100 keynote presentations to audiences of 100-10,000 almost weekly.

In Dr. Borden's current role at Saint Leo (Associate VP of Learning Innovation and Academic Technology), he is creating a learning innovation incubator and promoting transformational and effective practices, at scale, that are research driven.   These strategies tie back to Jeff's platform of "Education 3.0" – the confluence of neuroscience, learning design, and education technology.

Snapshots from 2014

Last year we hosted our inaugural summit with huge success. Then, we were EdTech Summit and this year we are bigger and better as SimplifiED Summit 2015.

▶ Watch our 2014 recap video

Web links

🌐 Kivuto.com/simplified-summit 🐦 @simplified_edu

📅 Register now

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SIMPLIFIED
summit

Education Tech Conference Moves to Los Angeles, Offers Real World Blueprint for Success

KEYNOTE SPEAKER AND TOPICS ANNOUNCED; EARLY BIRD PASSES NOW AVAILABLE

OTTAWA, Ontario — July XX, 2015 — Over three hundred key decision makers in the higher education sector are expected to gather in Los Angeles for the SimplifiED Summit on October 6 to explore the ever-changing landscape of educational technology and discuss best practices. Registration is now open and Early Bird Passes can be purchased today through August 21. More information can be found at http://kivuto.com/simplified-summit/.

SimplifiED Summit is an annual event that brings institutional decision makers in education together with members of the tech community to tackle today's biggest challenges facing academic administrators when choosing the right solution for students. SimplifiED Summit was developed by Kivuto Solutions to help institutions simplify the delivery of educational content. After a highly successful inaugural event in 2014 in Ottawa, Canada, Kivuto is advancing its annual Summit to the west coast in the Fall. This day-long event will take place in Los Angeles, California, and will host a complete lineup of world-class speakers, including a keynote address by Richard Culatta, Deputy Director of the Office of Educational Technology for the U.S. Department of Education.

As Director for Office of Educational Technology, Mr. Culatta focuses on leveraging technology to create personalized learning experiences for all students and promoting increased connectivity to improve access to education and make college more affordable. Richard is a leader in the field of educational innovation with experience in K-12, higher education, and workplace learning environments.

Rich DeMuro, tech reporter for KTLA-TV Channel 5 in Los Angeles, will be the official master of ceremonies for the event. Mr. Rich's "Tech Report" is seen on dozens of Tribune TV stations nationwide and is often heard discussing the latest tech news with Carson Daly, Kevin & Bean, KFI AM 640 & KOST 103.5 in Los Angeles. He has appeared on G4TV, CNBC, NBC's Today Show, ABC News, Fox News Channel, the BBC and more.

The key topics being covered at this year's Summit include:

- Personalizing education at scale
- The ever-evolving mobile campus
- Effects of digital learning resources on students, faculty and staff
- Positive integration strategies for today's digital world

"With SimplifiED Summit, we're creating an environment to challenge the status quo, engage in creative problem solving and set the groundwork for real, tangible advancements in our educational institutions," said Gustavo Sanchez, Director of Marketing at Kivuto. "The Summit will inspire interactivity and collaboration, while providing real world advice to equip key decision makers with the tools to embrace technological advancement for the future."

Additional presenters include:

- Alan November – Senior Partner & Founder Of November Learning
- Dr. Michelle R. Weise – Executive Director Of The Innovation Lab At Southern New Hampshire University
- John Moravec – Founder, Education Futures LLC
- Dr. Maureen Brown Yoder – Professor, Educational Technology Department, Lesley University
- Dr. Jeff D Borden – Chief Innovation Officer, Saint Leo University

ABOUT KIVUTO

Kivuto Solutions is the world's leading provider of advanced digital distribution and management solutions that enable the secure delivery of digital goods to individuals, businesses, and organizations anywhere in the world. Kivuto simplifies the process of delivering any digital good to any market under virtually any terms and conditions. Over 60,000 academic institutions and departments trust Kivuto to manage and distribute software to their students, faculty and staff. The company distributes software in 195 countries and supports 14 languages. www.kivuto.com.