

7TH ANNUAL

ADVANCE PROGRAM/REGISTRATION



E-Learn 2002

World Conference on E-Learning in Corporate,
Government, Healthcare, & Higher Education

October 15-19, 2002
Montréal, Canada

www.aace.org/conf/elearn

Early registration deadline: September 13, 2002
Advance registration deadline: October 4, 2002



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KEYNOTE/INVITED SPEAKERS

FULL AND BRIEF PAPERS

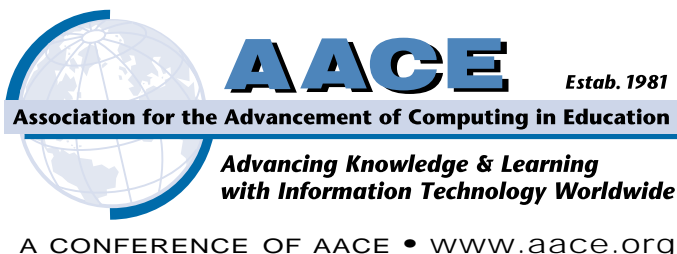
TUTORIALS/WORKSHOPS

PANELS

SIG DISCUSSIONS

POSTERS/DEMONSTRATIONS

CORPORATE POSTERS/DEMO



INVITATION

For a complete list of the 600+ Keynote & Invited Speakers, Full and Brief Papers, Tutorials & Workshops, Panels, SIG Discussions, Posters/ Demonstrations, Corporate Showcases & Demonstrations see: www.ace.org/conf/e-learn

E-Learn 2002 — World Conference on E-Learning in Corporate, Healthcare, Government, and Higher Education is an international conference organized by the Association for the Advancement of Computing in Education (AACE) and co-sponsored by the *International Journal on E-Learning*. This annual conference serves as a multidisciplinary forum for the exchange of information on research, development, and applications of all topics related to e-Learning in the Corporate, Government, Healthcare, and Higher Education sectors.

Proceedings

The Proceedings will be published by AACE in the E-Learn Proceedings series in book and CD-ROM formats as well as online in the AACE Digital Library. These proceedings serve as major sources in the multimedia/hypermedia/telecommunications community, reflecting the current state of the art in the discipline. The Proceedings, available as a searchable electronic CD-ROM (Macintosh, IBM, and ISO 9660 formats), will be included in each conference registrant's packet. The Proceedings also may be purchased in hard copy book form.

Background

The E-Learn Conference series originated as the WebNet World Conference on the WWW and Internet which was held in San Francisco (1996); Toronto, Canada (1997); Orlando, Florida (1998); Honolulu, HI (1999); San Antonio, TX (2000); and Orlando, Florida (2001). E-Learn is the seventh in this renamed series of internationally respected events.

E-Learn is Unique

The E-Learn Conference series is an international forum designed to facilitate the exchange of information and ideas on the research, issues, developments, and applications of a broad range of E-Learning topics.

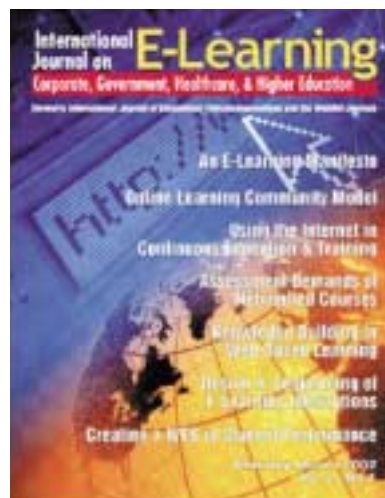
E-Learn is an innovative collaboration between E-Learning researchers and practitioners from the corporate, government, healthcare, and higher education sectors. All presentation proposals are reviewed and selected by a respected international Program Committee, based on merit and the perceived value for attendees.

Broad Range of Important Topics: Coverage of a wide range of interrelated topics is just one of the features that distinguishes the E-Learn conference series. Attendees are able to mix and match sessions to focus on the combination of topics that are of the most interest, concern and benefit to them.

Participatory Event: While there are Keynote and Invited talks delivered by internationally recognized technology experts, E-Learn is more of a participatory event. This means that all attendees play an important, interactive role, offering valuable feedback and insight gained from their own experiences. The atmosphere at E-Learn is exciting and energizing. A wealth of knowledge is gathered and exchanged, as professionals from disparate but related fields come from all over the world to meet one-on-one or in small groups and learn about new developments that impact their respective activities.

Not a Trade Show: While E-Learn does encourage commercial participation, it is not a trade show, and there is not an exhibition. Instead, the conference uniquely relates and displays commercial activities throughout the E-Learn program in the form of Corporate Showcases and Demonstrations and other presentations by companies.

Co-sponsored by the International Journal on E-Learning



EMPLOYMENT NETWORKING: Bulletin boards are available for posting new position announcements and resumes. If you have a job position available or are seeking employment, be sure to bring your 1-page job position announcement or resume to post on the conference Employment Networking bulletin board.



E-Learn 2002 Overview

**World Conference on E-Learning in Corporate,
Government, Healthcare, & Higher Education**

TUESDAY, OCTOBER 15

Registration.....	7:30 AM-7:30 PM
Beverage Break.....	8:00-8:30 AM
Tutorials/Workshops	8:30 AM-12 NOON
Lunch Break	12 NOON-1:30 PM
Tutorials/Workshops	1:30-5:00 PM
Beverage Break.....	2:30-2:45 PM
Welcome Reception.....	6:00-7:30 PM

WEDNESDAY, OCTOBER 16

Registration.....	7:30 AM-5:00 PM
General Session (Keynote).....	8:30-9:30 AM
Beverage Break.....	9:30-10:00 AM
Morning Sessions	10:00 AM-12:15 PM
Lunch Break	12:15-1:30 PM
Afternoon Sessions.....	1:30-5:00 PM
Beverage Break.....	2:30-2:45 PM
SIG Discussions	5:00-6:00 PM

THURSDAY, OCTOBER 17

Registration.....	8:00 AM-5:00 PM
General Session (Keynote).....	8:30-9:30 AM
Beverage Break.....	9:30-10:00 AM
Morning Sessions	10:00 AM-12:15 PM
Lunch Break.....	12:15 PM-1:30 PM
Afternoon Sessions.....	1:30-5:00 PM
Beverage Break.....	2:30-2:45 PM
Corporate Showcases.....	5:00-6:00 PM
Poster/Demonstrations	6:00-8:00 PM

FRIDAY, OCTOBER 18

Registration.....	8:00 AM-5:00 PM
General Session (Keynote).....	8:30-9:30 AM
Beverage Break.....	9:30-10:00 AM
Morning Sessions	10:00 AM-12:15 PM
Lunch Break.....	12:15 PM-1:30 PM
Afternoon Sessions.....	1:30-5:00 PM
Beverage Break.....	2:30-2:45 PM
Social Event: An Evening of Dinner & Entertainment ...	6:30-9:00 PM

SATURDAY, OCTOBER 19

Registration.....	8:00 AM-5:00 PM
General Session (Keynote).....	8:30-9:30 AM
Beverage Break.....	9:30-10:00 AM
Morning Sessions	10:00 AM-12:15 AM
Lunch Break.....	12:15 AM-1:30 PM
Afternoon Sessions.....	1:30-3:45 PM



Conference Dinner and Entertainment

**Friday, October 18 • 6:30-9:00 PM
Le Centre Sheraton Hotel Montréal**

Join us for a special evening in Montreal: dinner and entertainment.

E-Learn's social event has it all – good food, fun and entertainment.

Make your reservations now as tickets are limited.

See the E-Learn 2002 Registration form.

Cost: \$65

KEYNOTE SPEAKERS



Opening Keynote
Wednesday, October 16, 8:30 AM
Beyond the E-Learning Honeymoon
Allison Rossett
San Diego State Univ., USA



Thursday, October 17, 8:30 AM
Global Learning: A Coherent View of E-Learning, including Moral Dilemmas and Necessary Technologies
Clark Aldrich
SimuLearn, Inc., USA



Friday, October 18, 8:30 AM
E-Learning and the Journey of the Self
Etienne Wenger
Independent consultant, researcher, author, & speaker, USA



Saturday, October 19, 8:30 AM
E-Learning: The Hope, the Hype, the Power, the Pain
Jack Wilson
Chief Executive Officer
UMassOnline.net, USA

INVITED SPEAKERS

Be All That You Can Be – Again: E-Learning as a Means of Training Retiring Military to Become Teachers

Nancy Cassity Dunlap, Associate Director, School of Education, Clemson University, USA

Creating and Maintaining Course Web Sites Using XML and XSL

Jesse Heines, Dept. of Computer Science, University of Massachusetts Lowell, USA

Designing Authentic Activities for Web-based Courses

Jan Herrington, Senior Lecturer, School of Communications and Multimedia, Edith Cowan University, Australia

E-Learning in Health Care: Policy, Practice, Evaluation, and Technical Implications – Emerging Trends

Penny Jennett, Professor & Head of the Health Telematics Unit, Faculty of Medicine, University of Calgary, Canada

eduSource: A Pan Canadian Learning Object Repository

Rory McGreal, Athabasca University, Canada

People and Their Knowledge – Harvesting the Competitive Advantage

Stephen Murgathroyd, Chairman & Chief Executive, Lifeskills International Ltd, USA

The Five Essential Questions for E-Learning

Janette Racicot, President, Racicot & Associates, USA

Challenges in Providing E-Learning in the Regulated Pharmaceutical Industry

James L. Vesper, Executive producer, Learnwright, Inc., USA

The Open Source Movement, Publishing, and the Dissemination of Knowledge

Robert (Bob) F. Young, Founder & CEO, LuLu, Inc., USA

TOPICS

The scope of the conference includes, but is not limited to, the following topics as they relate to the e-Learning and the technologies supporting e-Learning. Authors are requested to indicate their submission topic using all three of the following dimensions: Application Domain, Technology, and Strategic Focus.

1. APPLICATION DOMAIN

- General & Cross-Domain
- Corporate
- Government
- Health Care
- Higher Education
- Informal Learning (Museums, Communities, Homes)
- K-12
- Military Training
- Professional Associations & Non-Profits

2. STRATEGIC FOCUS

- Accessibility
- Blended Learning
- Collaborative Learning & Work
- Competency-Based Learning
- Courseware Development
- Developing an Organizational e-Learning Strategy
- Digital Rights Management
- Evaluation & Assessment
- Instructional Design for e-Learning
- Integration with Other Domains
- Knowledge Management
- Learning Communities
- Marketing/Promoting Learning Activities
- Policy & Law

- Return on Investment, Cost Effectiveness
- Reusability, Standardization, Learning Objects
- Societal Issues, including International Issues

WEBNET STRAND TOPICS

The scope of the WebNet Symposium includes, but is not limited to, the following topics as they relate to the WWW and Internet:

- Commercial, Professional, & Community Applications
- Ergonomic, Interface, & Cognitive Issues
- General Web Tools & Facilities
- Personal Applications & Environments
- Societal Issues, Including Legal, Standards, & International Issues
- Web Technical Facilities

UNIVERSAL WEB ACCESSIBILITY STRAND TOPICS

The scope of the Universal Web Accessibility Symposium includes, but is not limited to, the following topics as they relate to Web Accessibility:

- Emerging Technologies & Accessibility
- Infrastructure, Technology & Techniques
- International Challenges
- New Roles for Teachers/Learners
- Other: Research, Library Issues, etc.
- Policy & Law
- Site Management Considerations

PRE-CONFERENCE TUTORIALS

Tuesday, October 15, Morning, 8:30 AM – 12:00 NOON

T1 How to Turn Blended Learning Challenges into High Quality Learning Opportunities

Elizabeth Childs, Tammy Dewar, Doug Hamilton, Dave Whittington, Royal Roads University, Canada

The pendulum swings to the middle. Blended learning programs in corporate and higher education environments are being advocated by many as the solution to the challenges of e-learning. We've discovered through our extensive experience at Royal Roads University that blended learning has its own challenges. All of our programs, which are delivered to the corporate, health care, public and private sectors, feature blended learning models. Since the mission of the university is to deliver high quality learning experiences to busy mid-career professionals, it has developed extensive expertise in the design and delivery of blended learning.

This tutorial explores the challenges of blended learning and offers creative strategies to turn these challenges into opportunities. The presenters will share their own lessons learned and facilitate a collective brainstorming session that enables participants to develop strategies for use in their own unique situations.

Intended Audience/Expertise Level: Training/E-Learning Consultants; Training Directors or Managers; Trainers; University Deans, Directors or Managers of academic departments; Anyone working in...Human Resources and Training in Industry or Distance/Distributed Learning in Academia; People new to e-learning and also people already working in this area and looking for creative solutions to blended learning challenges. No pre-requisites required

T2 Beyond the "E" in E-Learning: An Introduction to Multimedia Technologies & Applications on the Web

Abdulmotaieb El Saddik, Ottawa University, Canada

More and more people are coming into contact with internet-based learning systems and websites that are rich in multimedia (graphics, animation, sound and video). This tutorial is for beginners as well as intermediates in multimedia and Internet technologies. Its objective is to present the state-of-the-art in multimedia enabling technologies, services and applications, over a variety of networks and protocols, with emphasis on giving practical advice on which multimedia technology to use for developing e-learning systems.

At the end of the tutorial, the audience will be familiar with most of the basic Internet and home protocols and multimedia services used for virtual classrooms, synchronous and asynchronous learning environments. We will have also enjoyed some new applications of Virtual Reality in collaborative multimedia learning environments and have used multimedia learning objects to explain multimedia techniques and technologies.

Intended Audience/Expertise Level: Introductory.

T3 Virtual Dialogues: Tested Strategies for Effective Facilitation of Online Discussions

Maureen Yoder, Lesley University, USA

Whether you are teaching an online class or in charge of incorporating online components into a workplace discussion, you are faced with the challenge of facilitating interactions. Tested strategies, inspired by traditional techniques and enhanced by emerging technologies, can increase involvement, focus dialogue, and foster an online community. Techniques will be drawn from the literature on asynchronous communication and from

the presenter's extensive experience with online instruction and discussion.

The differences between face-to-face and online discussions will be addressed, including the spoken vs. written word and asynchronous vs. synchronous communication. How can fewer, but carefully constructed, facilitator interventions be effective in promoting thoughtful, and thought provoking, contributions? Motivating inquiry, supporting individual participants, and addressing a variety of learning styles will be addressed with electronic role playing and real life scenarios.

Intended Audience/Expertise Level: Anyone who is interested in learning about online facilitation, including instructors of online courses and facilitators of online collaboration and discussions in the workplace. No experience with online discussions necessary. Familiarity with Web browsing helpful.

T4 Designing Online Instructional Technology Systems

Jason Rosenblum, St. Edward's University, USA

Practitioners and educators who design online learning are constantly faced with the challenge of designing online experiences that are content-rich, web-deliverable, interactive, and promote development of online community.

Development of interactivity for online learning requires both application of instructional design principles as well as an awareness of the technology tools that make interactivity possible. This tutorial will give attendees a framework to understand how interactivity might be generated in an online learning environment as well as to uncover strategies for selecting and integrating technologies for interactive learning.

Examples from a wide range of classes at St. Edward's University will be used to illustrate key points. Group-based activities involving technology such as Centra Symposium and digital audio recording / streaming will be included to stimulate interactive dialogue.

Intended Audience/Expertise Level: Course design experience preferred technical skills: Basic technical competencies, familiarity with web applications

T5 Single Source Learning's Impact on ROI in the Public Sector

Mike Buoy, OutStart, Inc., USA

The ability to develop learning content once and deliver it to the desired audience (employees, partners, and other departments) via multiple mediums and delivery channels increases the ROI of your e-learning initiative. Though the concept of distributing content from a single source across multiple mediums sounds like a relatively simple task, many government organizations fail to do it effectively, wasting valuable resources duplicating learning content and maintenance. This session will demonstrate how a successfully implemented single source strategy can decrease the resources necessary to improve the quality and ROI of a government organization's blended learning initiative.

By attending this presentation, attendees will learn:

1. How to develop learning content once and then distribute it, formatted appropriately, to multiple audiences,
2. How to evaluate the technologies necessary to make single source blended learning a reality,
3. How private sector companies like Boeing have benefited from implementing a single source blended learning strategy,
4. How to measure the ROI of your organization's single source strategy.

We advise early registration for all Tutorials due to limited space available.

Tuesday, October 15, Afternoon, 1:30 PM - 5:00 PM

T6 Developing a Methodology for Selecting a Learning Management System

Scott Harkey, Marc Starzyk, GP e-Learning Technologies, USA

The e-Learning landscape consists of over a hundred Learning Management Systems (LMS) and the challenge is selecting the right system for your organization. The goal is to satisfy functional needs without requiring significant modification in the software or training processes. A quality decision is based in the ability to articulate the needs of the business and align them with LMS products. Many organizations accomplish their requirements analysis by generating a list of functionality, using popular lists of common questions provided by LMS vendors or subject matter experts in e-Learning, or allowing vendors to present their product and decide what is needed at the time of presentation. Although some of these solutions are better than others, the nagging question is whether your organization has articulated desired functionality or required functionality and to what degree has that functionality been structured for a comparison between your needs and the capabilities of an LMS.

T7 The Changing Face of Higher Education in the 21st Century: Critical Success Factors (CSFs) for Implementing E-Learning

Maggie McPherson, Miguel Baptista Nunes, Univ. of Sheffield, UK

This session will debate how well HE staff, both academic and administrative, are coping with the technology changes being adopted. Now that we are well and truly into the first decade of the 21st Century, technology is continuing to change teaching and learning in HE. ICT (Information Communication Technology) and VLEs (Virtual Learning Environments) are now routinely used in university teaching and administration. The general questions that will be explored in this session are as follows: How effective has the introduction of new IT technologies in its many forms been? How well are staff coping with the changes they are required to make to effective use of IT? Does the use of technology actually allow HE to widen access to include students who would not formerly have participated? Is the promise of e-Learning really fulfilling the hype? How can the use of technology be changed to be more effective?

The first part of this tutorial will propose a framework for the implementation of eLearning. This framework is based on 5 main areas: Organisational Infrastructure, Enabling Technologies, Curriculum Development, Instructional Design, Course Delivery.

The second part of the tutorial will go on to try and encourage participants to discuss and develop a considered response to the papers in relation to their own experiences. More specifically, participants will be asked to draw critical success factors (CSFs) related to each of the areas discussed. Critical Success Factors (CSFs) Analysis is a management research method proposed by Rockhart (1979) as a means of: identifying the factors that are required for an organisation to thrive and cope with change. The workshop will look at establishing CSFs associated with change related to eLearning implementation, risks and quality standards as well as organizational, technological and human factors.

These CSFs will then be collected, discussed, analyzed and compiled into the final tutorial report. This will then be disseminated through a peer-reviewed academic journal.

Intended Audience/Expertise Level: This workshop is aimed at all those experienced in dealing with eLearning within HE, both at administrative and academic levels. Some degree of heterogeneity is highly desirable so that discussion is created coming from different backgrounds and points of departure.

T8 Web Accessibility - Evaluation and Repair Tools in Practice

Laurie Harrison

Adaptive Technology Resource Centre, University of Toronto, Canada

With increasing pressure to generate accessible web-based learning resources, and retro-fit existing sites, there is a growing interest in use of evaluation and repair tools and utilities that will support accessible authoring practices. This presentation will review a variety of tools and provide hands-on experience using utilities that are available free of charge from the Web. It will also review commercially available products, examining the strengths and weaknesses of the market leaders.

Intended Audience/Expertise Level: The intended audience/expertise level is intermediate. Participants in this tutorial should have HTML authoring skills at the intermediate level. Familiarity with issues related to access to web resources for people with disabilities is also a prerequisite to participation in this session."

T9 STREAMING MEDIA 2002 – Media for All

Tony Klejna, Daemen College, USA

In this tutorial we will investigate the development of streaming multimedia assets, various methods of creating content, and means of broadcasting to your audience. While we will discuss a wide range of solutions for broadcasting streaming media the primary focus will be the creation of media projects with readily available, low to medium cost tools. These tools and methods are widely available for creating online content, presentations, audio, video, and live broadcasts. The differences between analog and purely digital video content, capture and compression techniques, video and audio quality, and ease of use will be discussed. Hardware and software requirements for production of streaming media and using media server technologies and web sites will be discussed with emphasis on new and evolving technologies that make the process more efficient will be covered. Conversion of existing media content to streaming content will be demonstrated.

Intended Audience/Expertise Level: Participants should have a desire to learn the basics of creating online streaming media from existing content, presentations, and from live sources. Participants should have a basic knowledge of the Windows operating system. Any photo/video/broadcast experience is very helpful but not required.

T10 From Online Classes to Virtual Campus

Frank McCluskey, Marion Ben Jacob, Mercy College, USA

Many colleges now have online classes. The next step is to develop a full virtual campus with all of the on-campus services that students expect from a college. We will discuss what is meant by a virtual campus, what it entails to build one and what ideas we can share about best practices for online community building. We will look at several examples of virtual campuses and look towards the future of online learning.

We advise early registration for all Tutorials due to limited space available.

E-Learn PROGRAM COMMITTEE

Program Co-chair: Thomas C. Reeves, Univ. of Georgia, USA

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HOTEL INFORMATION

E-Learn 2002 Conference registration & concurrent sessions will be held at:

Le Centre Sheraton Hotel Montréal
1201 René-Lévesque Blvd. West
Montréal, Canada H3B 2L7
Phone: 514-878-2000 • Fax: 514-878-3958

Special Hotel Rates

Special discounted hotel rates have been secured for e-Learn 2002 participants at the Le Centre Sheraton Hotel Montréal.

To receive this special rate, hotel reservations must be made by Sept. 13 and you must identify yourself as an E-Learn 2002 attendee. The block of rooms reserved for the conference may be filled prior to this date so be sure to make your reservations early.

Single: \$132 approx. USD; (\$210 CAN)

Double: \$145 approx. USD; (\$230 CAN)

Situated in the heart of downtown Montréal, Le Centre Sheraton is at the center of it all! Just steps from the front door, you'll find the finest restaurants, the most exciting night life, and the infinite charms of historic Old Montréal. And moments away from the shopping of the underground city.

Inside the Sheraton you'll find cosy bars and lounges for cocktails and conversation, restaurants for every taste and budget, 24-hour room service, an indoor pool with a summertime terrace, a fully equipped health club, and a shopping concourse with specialty boutiques.

Le Centre Sheraton Hotel is about 14 miles (20 minutes) away from the Dorval International Airport.

Nearby the hotel are Olympic Stadium, Botanical Garden, Casino, Old Montréal, Forum; Chinatown.

TRAVEL INFORMATION



Ground Transportation

Taxi is the recommended choice for ground transportation to the hotel. Most taxis will offer a flat rate of \$25 to Le Centre Sheraton Hotel, which is about 14 miles (20 minutes) away from the Dorval International Airport.

General Information

For general information on customs, transportation, climate, currency, etc., see: www.montreal.com/tourism/general.html



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Secure Web registration is also available:
www.aace.org/conf/eLearn/registration/index.cfm

► IMPORTANT DATES

Early Registration Deadline: September 13, 2002

Save over 10% if your registration and payment are received by September 13, 2002. After this date, regular fees apply.

Advance Registration Deadline: October 4, 2002.

Any registration or payment (web, fax, or mail) received by AACE after October 4 will NOT be included in advance registration records. After October 4, you will either need to register and make payment on-site at the conference registration desk or bring proof of registration and payment with you.

► REGISTRATION

The registration fee includes entry to: Keynote, Invited, Paper, Panel, Poster/Demos and Corporate Poster/Demos; SIG Discussions; Receptions; Refreshment breaks; Abstract Book; and CD-ROM Proceedings.

Cancellation/Refund Policy: Requests for refunds will be considered only if a written request is received by September 13, 2002. All requests should be made directly to the Business Office (business@aace.org). There is a \$95 cancellation fee. No refunds will be made after September 13, 2002, and there are no refunds for non-attendance.

► AACE MEMBERSHIP

Annual individual membership includes:

- Subscription(s) to the respected AACE journals listed below and their related Division/Society membership(s).
- Discounts for conferences, and savings on Proceedings Books and CD-ROMs.
- Subscription to AACE member electronic journal, *Educational Technology Review*, the professional periodical which serves as an international forum on current educational technology issues and applications, and also covers AACE news.

Use the form at right to select the journal(s) you wish to receive:

To learn more about each journal, see <http://www.aace.org/pubs>

- *International Journal on E-Learning (IJEL)* (Corporate, Government, Healthcare, & Higher Education) (formerly *WebNet Jrl* & *Int'l Jrl. on Educational Telecommunications*)
- *Journal of Educational Multimedia and Hypermedia (JEMH)*
- *Journal of Computers in Mathematics and Science Teaching (JCMST)*
- *Journal of Interactive Learning Research (JILR)*
- *Journal of Technology and Teacher Education (JTATE)*
- *Society for Information Technology and Teacher Education (SITE)*
- *Information Technology in Childhood Education Annual (ITCE)*

	Regular U.S.	non-U.S.	Student U.S.	non-U.S.
1 Journal	\$ 85	\$100	\$ 45	\$ 60
2 Journals	\$140	\$170	\$ 80	\$110
3 Journals	\$195	\$240	\$115	\$160
4 Journals	\$250	\$310	\$150	\$210
5 Journals	\$305	\$380	\$185	\$260
All 6 Journals	\$360	\$450	\$220	\$310

*Student and **K-12 Teacher Rates

If you qualify for either the student or K-12 teacher rate, you must bring to the on-site registration desk a department/school letter attesting to your full-time student or teacher status. Without this letter, the conference must charge you the regular registration rate.



Montréal

WARM & WELCOMING

Hospitality with a definite French flavour: one of the hallmarks of Montréal, this distinctive quality has made the city one of the most popular destinations on the continent, as well as the perfect site for E-Learn 2002.

Growing from a small French colony in the later half of the 17th century to a thriving metropolis on the threshold of a new millennium, Montréal is, to this day, the second largest French-speaking city in the world. A cosmopolitan city: English is also very much in evidence, reflecting the British influence that has traditionally coloured

Montréal's history. The British merchants, who helped the city flourish as a bustling trade centre in the late 1600s, were followed over the years by waves of immigrants from more than 80 countries and every continent. Contributing their energy and traditions, they helped create the rich multicultural mosaic that has made Montréal such a fascinating cosmopolitan city where, in addition to French and English, visitors are likely to hear any one of more than 35 languages.

A cultural hub: "Joie de vivre" expresses the unique spirit and Latin ambience that permeate the fabric of Montréal. A thriving cultural centre, it is dotted by monuments, museums and world-class sports palaces hosting national and international events. Its streets, theatres and other centres for the performing arts are alive with an endless stream of festivals and artistic events attracting the best in the world. A major urban centre and one of the world's greatest cities, Montréal is the venue of choice for both pleasure and business.

A spirited nightlife: With bars open til 3 a.m. and some restaurants staying open for breakfast, Montréal serves up an exciting nightlife between dinner and the morning after! Bars and nightclubs around town serve up live entertainment for every taste. From comedy clubs and piano bars to rhythm 'n' blues clubs, jazz bars, salsa and lambada clubs, Montréal moves to different beats into the wee hours!

A shopping mecca: Every area of Montréal is dotted with special shops and boutiques, but nowhere is the concentration as great as it is downtown. Here, exclusive boutiques share the spotlight with major department stores and ultra-modern

shopping centres reflecting the latest merchandising concepts. Die-hard shoppers will appreciate the Metro (subway) which links all of the city's most popular complexes. An underground city: Montréal above-ground is like the tip of an iceberg: there's so much more to it than meets the eye. In fact, Montréal is also a fascinating underground city - a 30-kilometer network of boutiques, restaurants, theatres, movie theatres, hotels, train and bus stations, a college and universities, banks, shopping centres, office towers and residential complexes - all linked by the city's world-famous Metro.

On the stage: Montréal has long been recognized for its vibrant cultural scene. When it comes to the performing arts, the city has something for everyone. It is home to such world-renowned groups as the Montréal Symphony Orchestra, the Grands Ballets Canadiens and the Cirque du Soleil, not to mention I Musici, the Orchestre Métropolitain and the Opéra de Montréal.

On exhibit: Museums are also very much a part of the Montréal landscape. In fact, there's a museum to delight just about everyone. Whether your interests run to classical history, modern art, religion, sculpture, architecture or humour, you'll be well served by excellent permanent collections and short-term touring exhibitions.

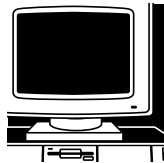
Montréal Outdoors, Outskirts: The Laurentians, Barely an hour's drive from downtown Montréal, the Laurentians are home to four-season resorts of international calibre, and offer water sports, golf, camping and rock-climbing.



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For more information about Montréal, see:

www.tourism-montreal.org/
www.montreal.com/tourism/index.html



For more information about Quebec, see:
www.bonjourquebec.com/

