



The LearnLaunch 2014 Annual Conference

Across Boundaries

How Can Edtech Scale Student Success?

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Bringing The Edtech World Together

Join entrepreneurs, educators, investors, students, and other industry experts to discuss the most challenging questions facing the edtech industry today.

We'll examine the potential of technology to improve K-20 education in the United States and the impact of digital learning, as well as explore market and investment opportunities for the future.

Agenda

Friday, February 28

- 1:15 PM [Investor Summit \(Invitation Only\)](#)

- 4:00 PM [Registration, Networking & Edtech Showcase](#)

- 4:45 PM [Welcome Remarks: James E. Ryan](#)

- 5:00 PM [Entrepreneur Keynote Panel](#)

- 6:00 PM [Breakout Session 1](#)
 - [Blended Learning Models: What Works?](#)
 - [CIO Hot Seat](#)
 - [Will Competency Trump A Degree?](#)
 - [Funding Your Solution](#)
 - [Your Go To Market Strategy: How To Get Trials and Sales](#)

- 6:45 PM [Reception & Edtech Showcase](#)

Saturday, March 1

- 9:00 AM [Breakfast & Edtech Showcase](#)

- 9:45 AM [Welcome & Keynote Speaker: Heather Staker](#)

- 11:15 AM [Breakout Session 2](#)
 - [The Shift to Digital Learning: How Educators Are Being Supported](#)
 - [Superintendent Hot Seat](#)
 - [The State of the MOOC: What Has Changed?](#)
 - [Gamification & Learning](#)
 - [What About the Technology Infrastructure for Scaling?](#)

- 12:00 PM [Lunch & Exhibitors](#)

- 1:30 PM [Breakout Session 3](#)
 - [How Students Are Learning in a Digital Age](#)
 - [Strategic Partnerships: What You Need to Know](#)
 - [What Works & How Do We Know?](#)
 - [The Struggling Student: Does Digital Learning Help?](#)
 - [How Will Schools Change as](#)

Keynote Speakers



Heather Staker

Senior Research Fellow,
Education
Clayton Christensen Institute

[Bio >>](#)



Chris Dede

Professor
Harvard Graduate School of
Education

[Bio >>](#)



**Leonard
Medlock**

Associate Editor
EdSurge

[Bio >>](#)



Andrew Joseph

Co-Founder
TenMarks, an Amazon company

[Bio >>](#)



Carol A. Vallone

CEO
Educate Online

[Bio >>](#)



Aaron Feuer

CEO and Co-Founder
Panorama Education

[Bio >>](#)

Edtech Showcase

Participating companies include:

AcademicMerit
Book&Table
Campuscene
CueThink
Hstry
Innovate NYC Schools
Learning Bird
Little Worlds Interactive
Playrific
QuadWrangle
Skaffl
Storyboard That
TeenLife Media
The Answer Pad
ThunderSnow Media
30hands Learning
Worcester Polytechnic
Institute

Balefire Labs
BrightLoop
Cellabus
English Advantage
i4class
Learnobject
Magic Software
Ponder
Pragya Systems
Risk-Eraser
Stoodle
Technology for Autism Now
TestRocker
The Concord Consortium
uConnect

Sponsors

Gold



PEARSON



Silver



THE LOCATION:

Northwest Building @ Harvard University

52 Oxford Street
Cambridge, MA

Where To Go

If you plan to drive, there is free garage parking available at 52 Oxford St.

Driving directions are available here:

[From points North](#)

[From points South](#)

[From points West](#)

[From Logan Airport](#)

Note: The JFK Street bridge is currently under construction. We recommend avoiding it if possible.

If you're arriving via the MBTA (subway), take the Red Line to Harvard Station, then [follow these directions](#).

Taxis are available throughout the city. A taxi ride from the airport will take 20-30 minutes depending on traffic, and cost approx. \$35-40.

Where To Stay

We have a block of rooms available at the [Boston Marriott Cambridge](#) on the nights of February 27th, February 28th, and March 1. The hotel is 2 miles from the conference, located by the Kendall MBTA Station (2 stops from Harvard). Rooms are available for \$149/night (excluding tax).

To book a room at the group rate, [click here](#) or call Marriott Central Reservations at 1-800-228-9290 and reference the LearnLaunch Room Block. The discounted rate expires Friday, February 7.

Additional hotels nearby include [The Sheraton Commander Hotel](#) and [The Charles Hotel](#).

Planning Committee



Marta Da Silva

Community Program Manager
Google - Android EDU

[Bio >>](#)



Laurie Forcier

Senior Academic Projects
Manager
Harvard Graduate School of
Education

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Irene Greif

Former IBM Fellow and Chief
Social Scientist for Social
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Greg
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Westwood High School

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