



How virtual & hybrid classrooms are transforming distance learning

Ellen Van de Woestijne, Segment Director, Learning experience

Learning from Failure: Group
Prof. Evgeny Kaganer

Nice to meet you

Ellen Van de Woestijne

Director Segment Marketing Learning Experiences

Ellen.vandewoestijne@barco.com

+32 475 815 200

Follow us on LinkedIn: Barco Teaching & Learning





- ClickShare
- Projectors
- Movie theatre

*But also
Learning technology*



The future of work drives major transformation of the learning market

A. Life-long learning

Upskilling & reskilling

B. New business models

Shorter pathways

C. Learning experience

**Technology
as an enabler**

COVID19 has accelerated the adoption of online learning

Catalyst for innovation?

Social distancing



Online programs + campus-based

Online differentiation



When Hollywood meets Harvard

Anytime, anywhere

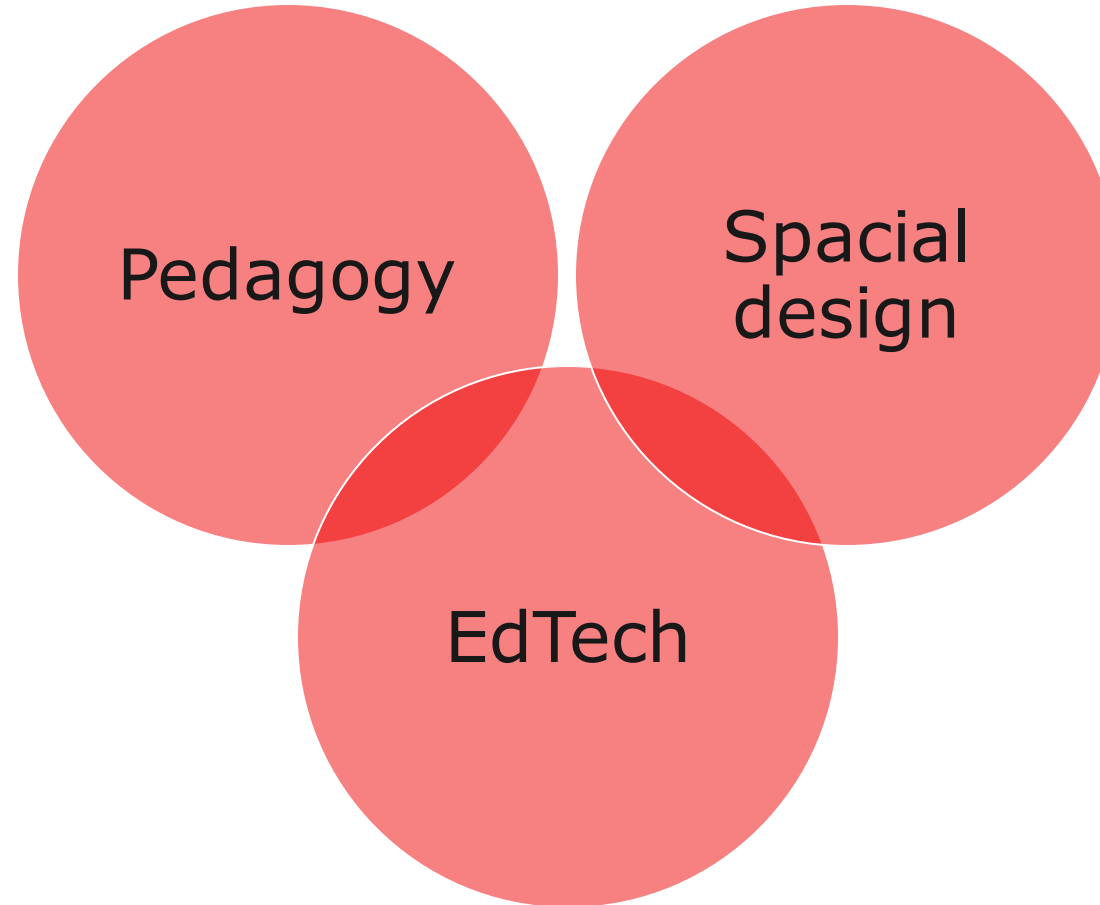
Growth

And it's a lot easier to expand virtually than to grow physically

Growth is #3 in the top 10 list of strategic business priorities for Higher Education²

Experience as a differentiator- Ecosystem approach

Supported by the right (virtual) design and enabled by learning technology



The logo for BARCO, consisting of the word "BARCO" in white uppercase letters on a red rectangular background.

Open Question – Poll

Which technology are you currently using when it comes to Virtual Instructor-Led synchronous training (VILT)?



Transforming real-time distance learning with weConnect

A smarter, more fun way, with engagement analytics to improving learning outcome

54%

Classroom-based learning

17%*

Virtual Classrooms

29%

E-learning



● Interactivity ● Convenience ● Outcome

● Interactivity ● Convenience ● Outcome

● Interactivity ● Convenience ● Outcome



* 3% up from 2018
Sources: ATD's 2019 annual resource, CPID

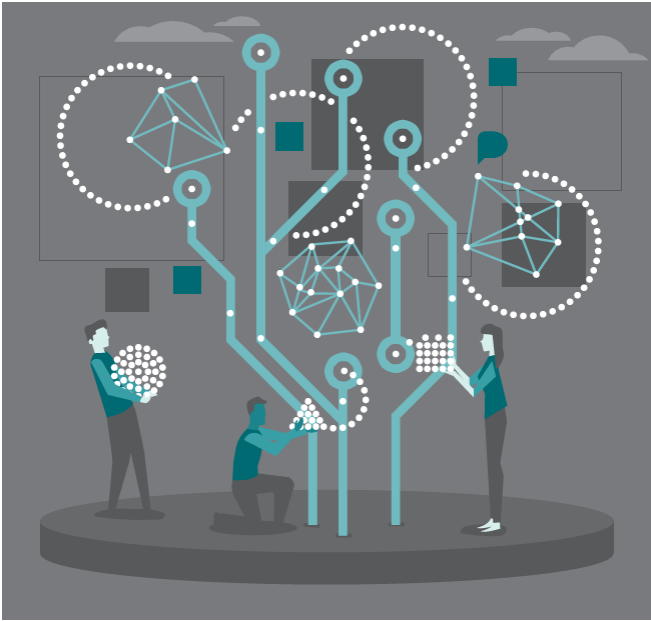
How virtual & hybrid classrooms help

In a blended learning path

- Social-Distance Compliance
- Multi-campus, multi-location
- Flexible Student experience
- Faculty experience



Analytics as a measurement for learning design



Analytics and Creating Value

96% of L&D practitioners identified data analytics as a development priority with just 24% believing to have these skills.

High performing learning organisations are 38% more likely than the average to analyse problems before recommending a learning solution.

“

Business acumen
90% of L&D practitioners consider business acumen to be a priority, yet only 42% think their team has it

Professional courage
L&D practitioners who have developed courage are 20% more likely to speed up the implementation of changes

Insights focused
Only 36% of L&D practitioners are measuring specific business metrics when evaluating the effectiveness of learning

Learning impact
L&D practitioners desire to have a better understanding of learning impact with 96% of practitioners noting this

Situational decision-making
71% of L&D practitioners are confident that they have the skills to make

Adult learning theories
Less than half integrate new learning concepts, for example neuroscience, into practice

Social collaboration
Organisations that facilitate social and collaborative learning are twice as likely to

We can track things that are very difficult to measure in a physical classroom, such as:

- The time each participant is speaking
- The number of times she raises her hand
- The results of all polls

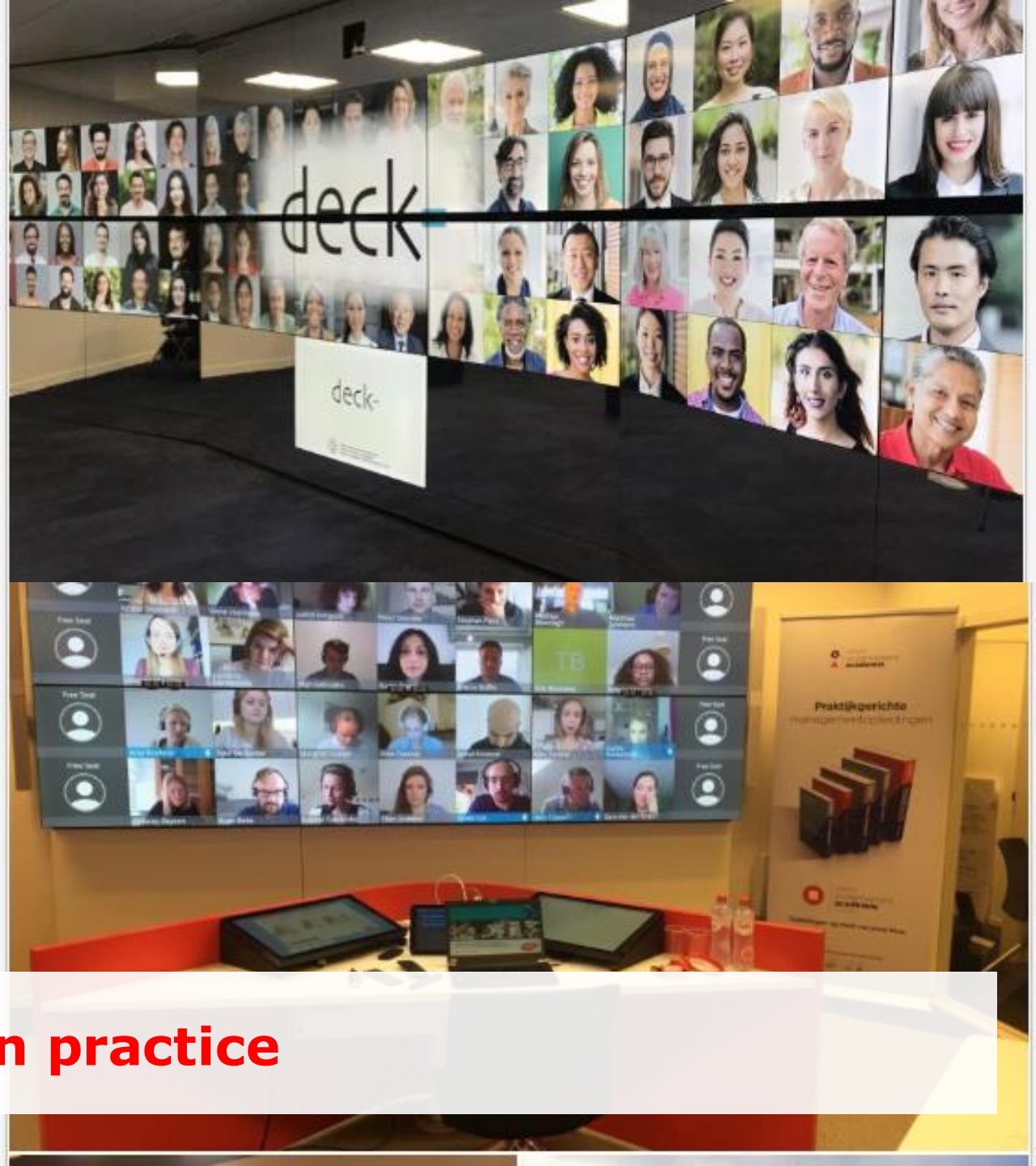
And we use all this data to enhance the experience of the professor & the participants

“

Albert Añaños - Distance Learning Projects Director at IESE Business School

EUNIS Award for
Best Overall AV-enabled
Education Space 2020

Supported by



Applying it in practice

Providing compelling virtual classroom learning experiences

Let IESE tell you about their experience with the weConnect virtual classroom



Experience for all students respecting social distancing

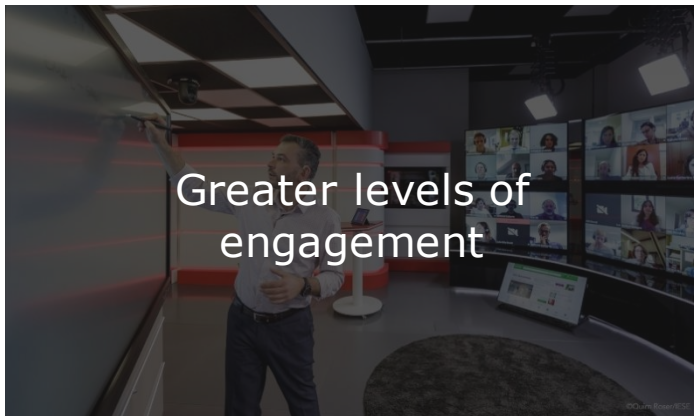
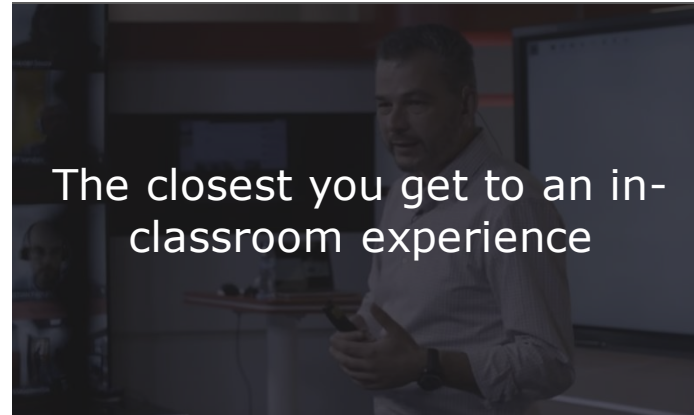
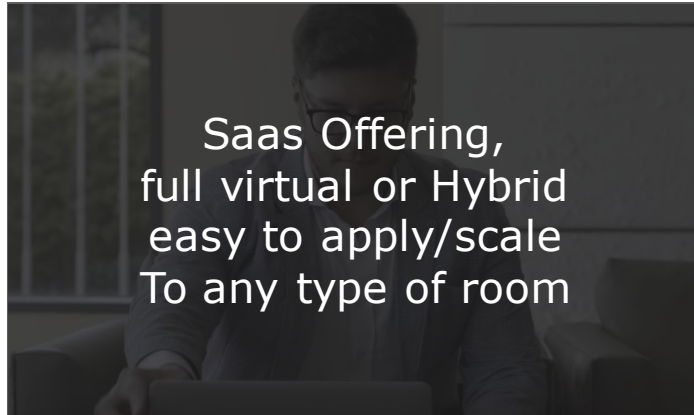


- The technology is purpose-built
- It is frictionless
- Fun to use

Giuseppe Auricchio
Executive Director
Learning Innovation IESEOnline,
IESE business school

- Used through the whole student life cycle: from open days to Alumni get togethers

Six reasons why the weConnect Virtual Classroom is the better choice



We focus on the Learning experience & learning outcome

With weConnect, a learning technology platform enabling

students



trainers



IT & Operations



Co-creation & research with University of Leuven & IESE business school

Want to experience this yourself? June 17th!

Attend a Virtual Classroom session at www.barco.com/discoverweConnect

What you will discover in this session:

- Comments and questions from peers in your field
- What the virtual classroom feels like as a participant
- How engagement metrics bring new insights to your courses



Ellen Van de Woestijne

Director Segment Marketing Teaching & Learning


Ellen.vandewoestijne@barco.com

+32 475 815 200

Follow us on LinkedIn: Barco Teaching & Learning



ENABLING BRIGHT OUTCOMES

 | youtube.com/BarcoTV

 | linkedin.com/company/Barco

 | twitter.com/Barco

 | facebook.com/Barco