

November 19, 2007

The eLearning Guild's  
**LEARNING  
SOLUTIONS** SM

*Practical Applications of Technology for Learning* e-Magazine

**THIS WEEK: Management Strategies**

## Taking a Big Gulp from the Firehose: DevLearn 2007

**By Bill Brandon**

**M**ost of the time, we work more or less in isolation from the rest of the e-Learning profession. When there's time to keep up with our own professional development, we read an article, scan some weblogs, and update our Facebook or Twitter comments. We stay pretty focused on the work at hand, and it's easy to lose sight of everything else that goes on in the e-Learning world.

But sometimes, we find ourselves in a place where we can feel the currents of change. There we can see all the paths that e-Learning is taking as our colleagues find new applications of technology that help people increase skill and knowledge and improve performance. This year's DevLearn was such a place.

With significantly more participants compared to last year, over 100 presenters, dozens of DemoFest projects, dozens of Breakfast Byte sessions, dozens of vendors in the Expo, and three great keynotes, the sense of opportunity and dynamic change was at times overwhelming. However, I will do my best in this summary to give you an overview of what we saw in San Jose during the week of November 5.

*This year's DevLearn was one for the record books, with more attendees, a significantly larger Expo, more presenters, and more in-depth coverage of what our colleagues are doing. Since all of you couldn't be with us in San Jose, this week we present the highlights of the conference for your enjoyment.*

A publication of



**Best of eLearning DemoFest 2007**

Emag Machine Operations Course for Harley-Davidson Motor Company

Presented by Joe Kitterman and Leslie Myers, Oxygen Education and Al Salenline, Mike Terwilliger & Ralph Kraussel, Harley-Davidson Motor Company (See Figure 11.)

**Best Product/Service Provider Entry**

Emag Machine Operations Course for Harley-Davidson Motor Company

Presented by Joe Kitterman and Leslie Myers, Oxygen Education and Al Salenline, Mike Terwilliger & Ralph Kraussel, Harley-Davidson Motor Company

**Best Non-Product/Service Provider Entry (Tied)**

Canine Lameness Learning Module  
Presented by Heather Caprette, Ohio Northern University

KPMG Expense Reimbursement Training  
Presented by Daniel Kazup, KPMG

**Best Mobile Learning Course**

Sales Quenchers – Revolutionary mLearning-based Sales Training Program

Presented by Robert Gadd and Katherine Guest, OnPoint Digital, Inc.

**Best Synchronous Learning Course**

Sun Microsystems' New Hire Experience  
Presented by Brandon Carson, Sun Microsystems

**Best Blended Learning Course**

Ariel: A Reader's Interactive Exploration of Literature


Presented by Nick Floro, Sealworks Interactive Studios

**Best Use of New Technologies**

3-D Instructions – An EPSS Prototype  
Presented by John D'Amours, Can Do It, LLC

**Closing**

Welcome to all our Associate Members around the world. We hope that you will find value in each issue of Learning Solutions, and that you will be inspired to write articles and columns to share your work with the tens of thousands of e-Learning professionals who now read this e-zine every week. Great professional development, and so is speaking for our events.

Thanks to all who attended DevLearn 2007. We are still accepting proposals for The Guild Annual Event and the Online Forums for 2008. We look forward to seeing many of you next spring at the Guild Annual Event. 

**Author Contact**

Bill Brandon is the editor, Learning Solutions e-Magazine. Contact him by e-mail to [bbrandon@elearningguild.com](mailto:bbrandon@elearningguild.com).

Discuss these articles in the "Talk Back to the Authors" Forum of Community Connections ([http://www.elearningguild.com/community\\_connections/forum/categories.cfm?catid=17&entercat=y](http://www.elearningguild.com/community_connections/forum/categories.cfm?catid=17&entercat=y)). You can address your comments to the author(s) of each week's article, or you can make a general comment to other readers.

Additional information on the topics covered in these articles is also listed in the Guild Resource Directory.

*Since Immersive Learning Simulations (ILS) and e-Learning 2.0 were the topics of a number of sessions, the Conference included a Serious Games Zone. This area included several real ILS so that attendees had the opportunity to see and use them.*

**Figure 10**

*DemoFest is always a popular event at DevLearn.*

**Figure 11** *The Oxygen Education/Harley-Davidson Motor Company team accepts the Best of eLearning DemoFest award from David Holcombe.*