

PRESS RELEASE



Success for the Learn2Lead European project and the launch of serious game LEADERCRAFT during the 2011 edition of the « Journées du E-Learning de Lyon »

Founded in 2000, our Management and Human Resources consultancy began elaborating E-Learning tools since 2005. Since then, we participate regularly in European projects of innovation transfer and innovation in the lifelong education and training field (E-Learning platforms and Serious games).

It is therefore natural that we take part, as a partner, in the “Journées du E-Learning” organized by the Virtual Law School (FDV), which took place on the 23rd and 24th of June 2011 in the Law School of the University Jean Moulin in Lyon 3.

This year, the theme was “Training with E-Learning, Training for E-Learning”.

The “Journées du E-Learning » is an annual international conference bringing together experts from different horizons and fields around the theme of training and education over the Internet. This event, quite unique, discusses the latest evolutions in the practice of the E-Learning. The first edition of the “Journées du E-Learning” has been launched in 2006. The growing success of this event is due to its prospective dimension about the current and future challenges of E-Learning”, Told us recently, Yann Berghaud during a preparatory meeting.

During its workshop, on the 24th of June, from 11 a.m. to 1 p.m., MF & PARTNERS CONSULTING presented in the first part, a research project co-funded by the European Commission, LEARN to LEAD (L2L) for the making of a serious game in leadership (www.europeanprojectsbroadcasting.eu). This European project is driven by the Institute of Cognitive Sciences and Technologies of the Italian National Research Center (CNRS) and is led in partnership with the Natural & Artificial Cognition Laboratory of Federico II University of Naples, Entropy Kn, Training and E-Learning company (Italy), the Psychology & Technology Laboratory of Jaume I University of Castellon-Valencia, in Spain and the Lincoln Social Computing & Research Center, UK. The second half of this workshop-conference saw the official launch of our serious game LEADERCRAFT.

The « Journées du E-Learning 2011, in few figures:

- 400 subscribers
- More than 1500 viewers for the direct retransmission (Rich Media)
- More than 1500 messages on Twitter
- Over 100 participants in our workshop-conference and visits on our stand
- A panel of several dozen private and public organizations willing to test the L2L



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