

# PRESS RELEASE



## MF & PARTNERS CONSULTING partner of the « Journées du E-Learning » of Lyon

**MF & PARTNERS CONSULTING** exists since March 2000. At first exclusively focused on the consultancy, our activity evolved towards Human Resources and E-Learning, since 2005, by participating, especially, to European projects focused on transfer of innovation and innovation in the education and life-long learning fields.

That is why we have decided to participate in the “Journées du E-Learning” of Lyon and sponsor them. This event will take place on the 23 and 24 of June, in the Law School within the University of Lyon 3.

The “Journées du E-Learning” is an annual international conference bringing together specialists from different backgrounds and disciplines around the theme of education via internet. This very unique event covers the last evolutions of the practices in terms of E-Learning. The first edition of the “Journées du E-Learning” was launched in 2006. The growing success of this event is due to its prospective dimension on current issues and the future of E-Learning.

The conference theme of this year is “Training with E-Learning, Training for E-Learning”.

During its workshop, on Friday 24th, from 11h to 12h30, MF & PARTNERS CONSULTING will present, in the first part, a research project co-financed by European Commission, Learn to Lead (L2L) for the making of a serious game in Leadership ([www.europeanprojectsbroadcasting.eu](http://www.europeanprojectsbroadcasting.eu)). This European project is piloting by the Italian institute of “Sciences et Technologies de la Cognition du Conseil National Scientifique (CNRS)” and led in partnership with the “Laboratoire de Cognition Artificielle et Naturelle de l’Université Federico II” of Naples, Entropy Kn, formation and e-formation (Italia), the “Laboratoire de Psychologie et de Technologie de l’Université Jaume I de Castellon-Valencia”, in Spain and the Research Center in Computing of the Lincoln University, in the United Kingdom. The possibility of playing online, with the first version of the game, will be given to the participants if they wish so.

The second part of this workshop-conference will be focused on the serious game LEADERCRAFT ([www.leadcrafter.eu](http://www.leadcrafter.eu)) edited, in France, by MF & PARTNERS CONSULTING and which will be launched, officially, in preview, at the “Journées du E-Learning” of Lyon.

LEADERCRAFT, will be demonstrated on our booth, throughout all the duration of the “Journées du E-Learning” of Lyon.

**\*Serious game:** It is a computer application that combines a serious intention which may be of educational, informational, communicational, marketing, ideological or training type with springs from entertaining video game.

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