

I'm extremely pleased that I can now announce publicly that mLearn, the world's flagship mobile learning conference, will take place in the UNESCO World Heritage Site of Ironbridge in Shropshire, England, the birthplace of the Industrial Revolution.

The aims of the conference are to bring together the world's leading mobile learning researchers, developers and activists in a environment that will stimulate dramatically increased deployment of mobile learning and catalyse dramatically enhanced innovation. The key notes will include Prof Yrjö Engeström and Prof Diana Laurillard

I'm writing now to ask you to think about attending and perhaps making a contribution. The themes are mobile learning, mobile knowledge, mobile societies: covering discourse, identity, knowledge and learning with pervasive, ubiquitous, mobile technologies; social, individual and cultural aspects of mobile learning

devices, systems, technology and standards: convergence, diversity, frontiers, trends

mobile learning landscape: work-based, informal, subject-specific, context-aware, social

mobile learning for all: inclusion, assistivity, scalability, embedding, participation, evaluation, evidence, assessment

and for the full paper submissions, we're assembling a world-class panel including Dr Inmaculada Arnedillo-Sánchez, Trinity College Dublin, Ireland; Dr Marcelo Milrad, Växjö University, Sweden; Dr Agnes Kukulska-Hulme, Open University; Professor Roy Pea, Stanford University, USA; Professor Chee-Kit Looi, National Institute of Education, Singapore; Professor Tak-Wai Chan, National Central University of Taiwan; Professor Earl Woodruff, University of Toronto, Canada and Professor Angela McFarlane, University of Bristol, UK for double blind-reviewing. We anticipate linking with a respected journal for a special edition

The dates are: Tues 7th October for pre-conference workshops, then Wednesday 8th to Friday 10th October for the main conference. We're collaborating with Handheld Learning, Barbican Brewery, London – Monday 13<sup>th</sup> to Wednesday 15th October, giving you the intervening weekend to choose London or Shropshire for sight-seeing!

As part of our registration pack, delegates will be given an 'active' ID badge and asked to choose one or both of the broadcast technologies available in order to allow automatic detection of the delegates throughout the conference. A benefit of this will be to record the sessions that they have attended and to automatically generate a blog as well as transmit relevant information to delegate devices. The blog can then be accessed post conference to review the individual experiences of the delegate. This technology will be carried over to the evening sessions, with the full cooperation of all venues involved.

We'll be offering the opportunity for everyone chance attend the conferences back-to-back. This has been designed by the relevant conference committees from the outset, and a single ticket for both events will be available. The technology will allow the 'handover' of all delegates' blogs and will use similar technology at both conferences.

This is the event I was describing informally earlier and we'd be keen to pursue the publishing conversation at your leisure

All the best

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