

# Southland Innovation Seminars

## Programme for week 2, July 2003



Seminar leader Gordon Dryden (centre) at Beijing's 21st Century Experimental School: a world leader in using games to teach English to Chinese as a second language. His opening multimedia presentation will present educational innovations from around the world.



Keynote presenter Dr. Jeannette Vos, who received her doctorate of education after a seven-year research programme into the world's best learning methods, particularly those involving teenagers: how they best learn how to learn, how to think and how to innovate.



Freyberg High School student on a typical field trip and learning to use the whole world as a classroom, the subject of this afternoon's first keynote.

**Monday, 14 July (all plenary sessions, with everyone attending all sessions)**

**8 a.m. on REGISTRATION, juice, coffee and tea.**

**9.00 a.m. SIX KEYS TO UNLOCK THE 21ST CENTURY and the brilliant world business models that can transform schools as well**

**Seminar leader: Gordon Dryden**, co-author of the world's biggest-selling non-fiction book, *The Learning Revolution*.

Author Dryden believes six converging revolutions will alter the world more in the next 20 years than in the previous two centuries. And this morning he will interactively demonstrate how these six trends will determine the future of business and education. When Gordon presented an earlier version of this to the Ninth International Thinking Conference, the 40 specially-invited senior students from 40 high schools voted it the outstanding conference presentation. The presentation has been completely updated for this Southland seminar, and the day after this series ends, Gordon flies out to Phoenix, Arizona, to present it as one of the main keynote addresses to the 11th International Conference on Thinking.

**10.30 a.m. REFRESHMENT BREAK.**

**11.00 a.m. THE WORLD-WIDE LEARNING REVOLUTION and how Southland can develop as a world leader in innovation and schooling by choosing from the world's best models.**

**Seminar leader: Dr. Jeannette Vos**, of San Diego, California, co-author of *The Learning Revolution*

Jeannette Vos and Gordon Dryden met by accident in 1991 when they sat next to each other at an international learning conference in Seattle. She had just completed her seven-year doctoral research project into the world's best learning methods. And he was editing 150 hours of videotape of the world's best methods in action. Three years later they had combined this information into what would become the world's biggest-selling non-fiction book. Since then they have appeared together and separately in hundreds of presentations around the world, updated the book five times and produced a complete new videotape and CD-rom on the basis of their research. At their last joint appearance, in the British Science Museum in London, the museum's programme coordinator described it as "the best presentation in my five years here".

**12.30 p.m. LUNCH.**

**1.30 p.m. HOW TO USE THE WHOLE WORLD AS A CLASSROOM and redesign high schools around integrated studies**

**Seminar leader: Pene MacLachlan**, Head of Department for Integrated Studies at Freyberg High School, Palmerston North.

Freyberg High School's ground-breaking integrated studies programme is a brilliant example of what we hope will emerge from the current Southland Innovator seminars: a great new

## Innovator from Britain here for seminar today



*Interactive whiteboards are creating dynamic new learning environments in schools around the world. And former British high school teacher Peter Lambert (above), a senior executive for Promethean Activboard teaching systems, has been one of the main innovators. Peter is flying from England to Invercargill especially to demonstrate their use as a catalyst for other new methods of teaching.*

*Peter will assist Gordon Dryden in the final keynote presentation this afternoon, and lead extra workshops at this week's conference. He and Gordon will also make a special keynote together on Wednesday.*

innovation from a joint pioneering venture by a leading high school, leading international company and a leading tertiary institution. In Freyberg's case, the high school, Massey University and IBM worked together on a four-year project to determine if students could succeed better by integrating "subjects" together. The result has become one of several models to reinvent high school for a world that will be entirely different from the past. Freyberg High School integrated-studies students now tackle real-life issues, combining the skills of several disciplines, and by using the entire world as a classroom.

3.00 p.m. REFRESHMENT BREAK

### 3.30 p.m. HOW TO TURN NEW IDEAS INTO WORLD-BEATERS and how to 'cross the chasm' from innovation to mass markets

**Seminar leader:** *Gordon Dryden*, developer of the *Aha! Game*, assisted by *Peter Lambert* (at left), demonstrating how one great teaching idea has become a top world-seller; and *Paul Brennan*, of Netside TV, Wellington, who has turned his passion into a world-wide web-based success story

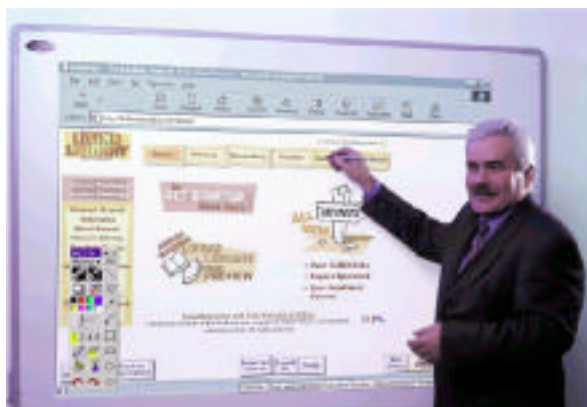
Aha! is a unique interactive board game, played with dice, to introduce everyone — from senior business management to junior school classes — to the world's best ideas, and how to create them. Gordon has already demonstrated key elements of the game at last Monday's opening seminar-day, and will repeat that later this week.. But in this session he will concentrate on the steps needed to take a student's (or a teacher's) passion into a world-wide success. Among some of the specific examples:

- ❑ The Alaskan high school that built four pilot business ventures and sold \$600,000 worth of smoked salmon to Japan while their students learned food processing, chemistry, marketing and Japanese.
- ❑ The formerly unemployed Maori woman who now runs New Zealand's biggest information-technology school.
- ❑ The New Zealand businessman has turned the campus of the former Singapore Teachers College into a world-model school, with an IT network that links all parents, students and teachers.

5.00 p.m. FINAL QUESTION TIME

**Half an hour of questions to keynote speakers.**

## Bonus: extra interactive whiteboard workshops



Former British high school teacher and Further Education lecturer Peter Lambert will run six additional workshops in this second week of the Southland Innovator seminars.

These will demonstrate how to use interactive whiteboards to create dynamic new learning and teaching environments. Two of the workshops will run tomorrow, Tuesday, specially for

Southland Institute of Technology and College of Education lecturers and Boards of Trustees.

Four extra workshops will be held on Thursday and Friday, as options to the four outlined on page 6.

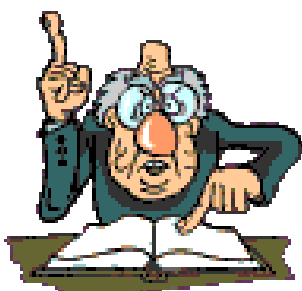
## On Tuesday-Wednesday, you'll learn these skills in four hands-on digital IT breakout sessions

Interactive technology, of course, is one of the great new innovations. It's transforming businesses and schools alike.

So while the keynote presentations in July will demonstrate all these new concepts in action, the hands-on IT workshops will enable you to become stage-one proficient in eight separate computer and Internet skills.

To see this example of animation, go to [www.google.com](http://www.google.com), select **Google Images**, and type in **Hyperstudio**.

Workshop 1 will teach you how to animate to the same standard.



That's four skills on Tuesday-Wednesday, and four on Thursday-Friday. Here are the four you'll learn on Tuesday-Wednesday (same workshop programme each week but not necessarily the same workshop leaders). Each workshop 1 hour 45 minutes.

30 personal computers in each workshop: and you'll learn both Mac and Windows.

**Workshop 1: How to master the basics of computer animation, with *Hyperstudio* software.**

**Workshop leader:** *Kirsten Johnston*, of Tahatai Coast Primary School, Bay of Plenty, where all students learn to use *Hyperstudio* at an early age.

You'll emerge from the workshop competent to start using computer software for digital animation, and with an introduction to even more advanced methods. See: [www.tahatai.school.nz](http://www.tahatai.school.nz) for some examples.

**Workshop 2: Designing your own website.**

**Workshop leader:** *Hugo Miller*, website designer for the *Bubbledome* team, using *Microsoft Front Page*.

Hugo will take you through a basic introduction to HTML (HyperText Markup Language)—the basic language of design—and introduce you to a step-by-step method of creative website "architecture", and how to teach it. This core knowledge will underpin everything else you learn to do on the Web.

**Workshop 3: Using photos and images creatively for webpages and colour printing.**

**Workshop leader:** *Justin Marshall*, of *Bubbledome*, using *Adobe Photoshop*.

This introductory course will introduce you to all the basics, so that you'll (a) be able to produce your own basic graphics, (b) transform colour and black-and-white photography into digital form, (c) use all the other graphic tools in *Photoshop*, and (d) feel confident to move on to even more professional levels of competence.

**Workshop 4: Creating innovative graphics.**

**Workshop leader:** *Rebecca Merle*, of *Bubbledome*, using *Corel Draw*.

How to use existing graphics design-features, how to create your own, and a mixture of both. After spending the last 13 years searching the globe for the world's best learning models, author Gordon Dryden describes Rebecca Merle as "one of the true New Zealand geniuses in design and creativity." That's one of her creations at left.

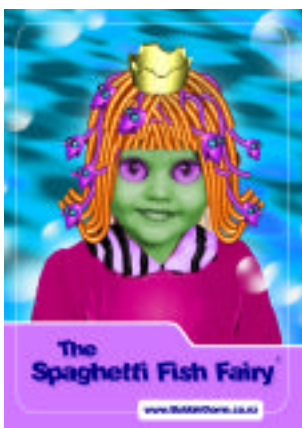
**What you can learn from world's richest under-40**



*Michael Dell started what is now the world's biggest personal computer company from his student dormitory. He is now the world's richest under-40-year-old—largely because he has designed an Internet system that enables every purchaser to design a personal PC to his or her own requirements.*



*Rebecca Merle, a teacher-graphics designer who founded New Zealand's Bubbledome company, enables students to personalize their studies—like digitally dressing up as historical or fun characters. The impact on study, and memory recall, is amazing.*



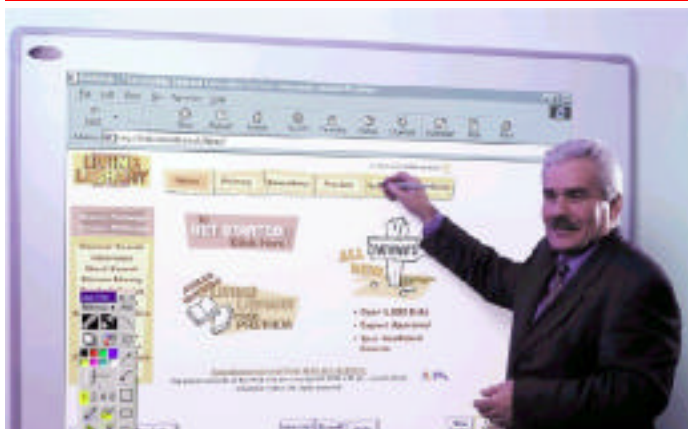
**Tuesday, 15 July**

- 9.00 a.m. THIS IS IT!**  
**Innovative interactive technology in action, and how it is transforming business and education**  
*Seminar leader: Rebecca Merle with her Bubbledome team.*  
 Open [www.bubbledome.com](http://www.bubbledome.com) on the World Wide Web and you'll see why it is one of New Zealand's most creative websites. Rebecca is a trained New Zealand teacher and graphic artist. And in this session she and her team introduce you to a wide range of hi-tech and digital breakthroughs that are changing the way students learn and the way in which new digital businesses are possible. Bubbledome won the Computerworld Award in 2002 for Excellence in the Use of IT for Education.
  - 10.15 a.m. REFRESHMENT BREAK.
  - 10.45 a.m. YOUR CHOICE OF THE FOUR HANDS-ON WORKSHOPS OUTLINED ON PAGE 3.**  
**Participants will take part in all four 1hr. 45min. workshops on Tuesday and Wednesday, but obviously at different times.**
  - 12.30 p.m. LUNCH.**
  - 1.30 p.m. AHA! THE GREAT INNOVATION GAME**  
**and how to use it to teach creative thinking in high, middle and intermediate schools**  
*Seminar leader: Gordon Dryden.*  
 This is the game that enables students to explore 121 of the world's best innovations in business and life, with real hands-on examples. Better still, it enables them not only to benchmark the world's best ideas as they are developed, but to create new ideas of their own
  - 2.45 p.m. REFRESHMENT BREAK.
  - 3.15 p.m. YOUR CHOICE OF THE FOUR HANDS-ON WORKSHOPS**
  - 5 p.m. Sessions conclude.
- Wendy Pye has sold more than 100 million New Zealand Sunshine books around the world, all based on the best methods developed in this country to teach infants and young children to read. The books are promoted overseas by her TV series, The Magic Box. Wendy is among the 121 examples in the Aha! game.*
- Two students who star in the Aha! game**



*Russian-born student Sergey Brin and American-born student Larry Page met each other by accident in the grounds of Stanford University. From their maths background, they started debating a particular problem—and ended up designing the world's leading Web search engine: [google.com](http://google.com) Google now scans 3 billion web pages in half a second, to answer any query. It also stores 475 million graphic files.*

# How to create an 'accelerated learning' high school

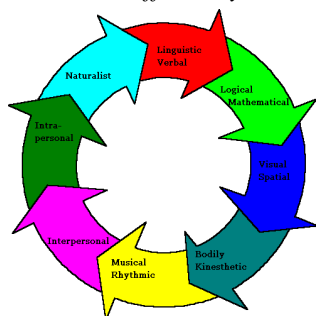


*Cramlington Community High School in the far north of England is a world model for transforming a traditional high school into a creative learning centre. Among the tools it uses: Promethean Activboard interactive white boards (at left) and Inspiration software (at right) for designing innovation into the school curriculum. Peter Lambert (in photo at left) will co-present the Cramlington model this morning, with Gordon Dryden. A few days earlier Gordon will have presented the opening keynote address at a conference in Cramlington, part-financed by the British Ministry of Education, to promote it as an example of how to effectively use Information Technology in high schools.*



*Harvard Professor of Education Howard Gardner has transformed many aspects of education by his concept of multiple intelligences.*

*Gardner argues that traditional schools have concentrated on only two aspects of intelligence: logical-mathematical and linguistic. He says there are at least six more (below), and that students learn in many different ways. Both Tahatai and Cramlington schools use his model—effectively.*



**Wednesday, 16 July**

**9.00 a.m. HOW TO CREATE AN 'ACCELERATED LEARNING' HIGH SCHOOL, MIDDLE SCHOOL OR INTERMEDIATE**  
*Seminar leaders: Gordon Dryden and Peter Lambert*

This session will outline the specific steps taken by Cramlington Community High School in Britain—in a community the size of Invercargill—to create an accelerated learning school inside a standard subject-based high-school curriculum. OFSTED, the British equivalent of New Zealand's Education Review Authority, has described Cramlington as an outstanding model of how to use interactive technology as a catalyst to transform traditional high schooling.

10.15 a.m. REFRESHMENT BREAK.

**10.45 a.m. YOUR CHOICE OF THE FOUR HANDS-ON WORKSHOPS OUTLINED ON PAGE 3.**

**Participants will take part in all four 1hr. 45min. workshops on Tuesday and Wednesday.**

12.30 p.m. LUNCH.

**1.30 p.m. HOW TO DESIGN AND RUN A PROFESSIONAL DEVELOPMENT PROGRAM to build innovation and digital technology into your school**

*Seminar leader: Viki Lawrence, Principal of Tahatai Coast Primary School, Papamoa, Bay of Plenty.*

Tahatai has a worldwide reputation for innovation in schooling—and a key to its development is a unique method of professional development for teachers.

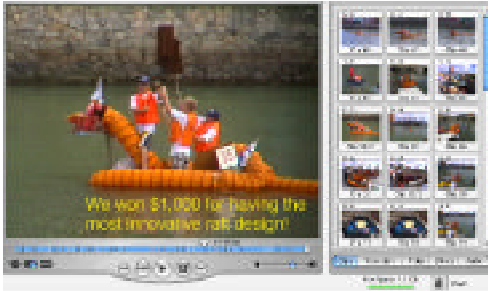
2.45 p.m. REFRESHMENT BREAK.

**3.15 p.m. YOUR CHOICE OF THE FOUR HANDS-ON WORKSHOPS OUTLINED ON PAGE 3.**

5 p.m. Sessions conclude.

## On Thursday-Friday, you'll learn these skills in five hands-on digital IT breakout sessions

Four more scheduled workshops will provide you with all the introductory skills needed in the four software applications below: with one computer for every participant. You can rotate through all four workshops—or in one of the spots you can attend Peter Lambert's extra workshop on the use of interactive whiteboards. See bottom of page 2 for details.



### **Workshop 1: How to shoot and edit videotape.**

**Workshop leader:** *Kirsten Johnston, Tahatai Coast Primary School.*

You'll learn how to edit video like a professional TV producer, using Apple iMovie—but very similar to the new Microsoft videotape editing programme. Even 10-year-olds are now producing award-winning videos, competently edited with graphics and music from the software.



### **Workshop 2. Digital desktop publishing.**

**Workshop leader:** *Justin Marshall, creative design specialist from Bubbledome.*

This workshop will touch briefly on the use of basic Microsoft Word software in desktop publishing, but then take participants through a simple template to use Adobe Pagemaker. This is one of two main professional publishing tools, used to produce most of the world's newspapers and magazines. The template makes it very easy to learn.

**In schooling, help students to magnify their own ability**



### **Workshop 3: Perking up your Powerpoint.**

**Workshop leaders include:** *Hugo Miller, of Bubbledome.*

Powerpoint is the basic Microsoft template for producing graphic slides (like the one at left). This workshop will take you through the basics, and then give you hands-on experience in (a) adding clip-art and other readily-available graphics, (b) creating your own graphics, and (c) adding the computer animation you've learned in the Tuesday or Wednesday. Far too many people think "moving up to Powerpoint from black-and-white OHPs" is interactive technology. It can be much, much more.



### **Workshop 4: How to create 3-dimentional graphics**

**Workshop leader:** *Rebecca Merle, award-winning Internet graphics designer from Bubbledome.*

Here you'll get a brilliant introduction to 3D Studio Max and Corel Bryce 5. While these are really advanced applications for producing three-dimentional graphics, Rebecca will introduce them in a way that makes starting this new field very easy to grasp. With what you've learned in her earlier Tuesday-Wednesday workshop, you'll now be able to start moving on to much more advanced work on your own.

Check out interactive graphics like these at:  
[www.bubbledome.com](http://www.bubbledome.com)

# Some of the topics at the session on great presentations

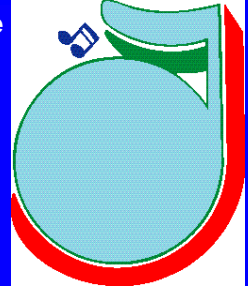
## Early activity is vital

- ❑ **Visual learners**
  - ❑ Posters, artwork, balloons, cartoons
- ❑ **Auditories**
  - ❑ Music, song and laughter
- ❑ **Kinesthetics**
  - ❑ Jazzercise, massage, play acting, juggling



## Music is essential

- ❑ Creating atmosphere
- ❑ Setting the mood
- ❑ Getting started
- ❑ State changes
- ❑ For teenagers
- ❑ For goal setting
- ❑ For visualizations



Dr. Jeannette Vos, this morning's keynote presenter, travels the world with suitcases full of props to demonstrate new methods of learning and teaching.

## Innovative ways to use the web



On the website of the George Lucas Educational Foundation, you can find hundreds of websites for America's best IT schools, and the full text of the foundation's book, *Live and Learn*. [www.gleef.org](http://www.gleef.org)

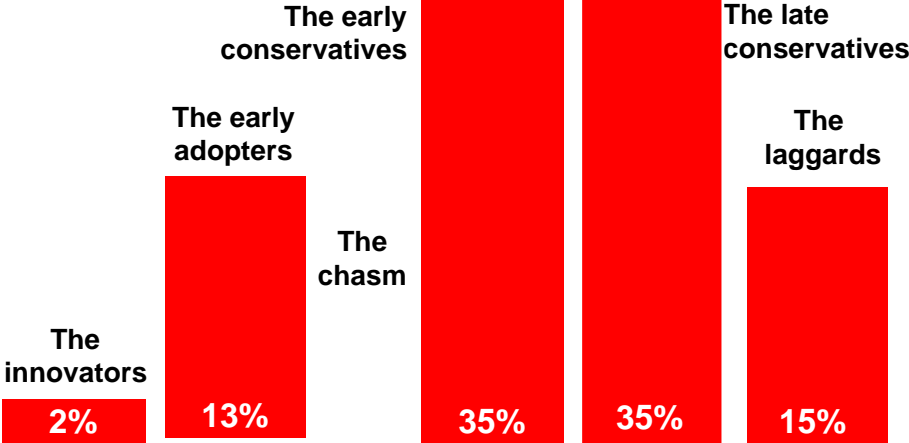
Visit the website of New Horizons for Learning, and you'll find great new ideas for teaching and learning. You'll find them at: [building@newhorizons.org](mailto:building@newhorizons.org)

Thursday, 17 July

- 9 a.m. HOW TO MAKE GREAT PRESENTATIONS including the six ways to use music for learning and teaching**  
*Seminar leader: Jeannette Vos*  
Dr. Vos is coming to Invercargill specially for this seminar. She is a leading specialist in the use of music for learning and teaching, and the author of a soon-to-be-published book/CD package, *The Music Revolution*.
- 10.15 a.m. REFRESHMENT BREAK.
- 10.45 a.m. YOUR CHOICE OF THE FOUR HANDS-ON WORKSHOPS OUTLINED ON PAGE 6, plus the interactive whiteboard additional workshop, covered at the bottom of page 2.**  
Participants will take part in all four 1hr .45min. workshops on Thursday and Friday, but obviously at different times.
- 12.30 p.m. LUNCH.
- 1.30 p.m. CREATIVE WAYS TO USE THE WORLD WIDE WEB to research and develop the world's best ideas**  
*Seminar leaders: Gordon Dryden and Bubbledome team*  
59 million schoolteachers work around the world every schoolday of the year. Most of them "reinvent the wheel" every day for only 20 to 40 students. Yet their work is generally confined to only 20 to 40 students in one classroom. If their numbers follow those in business, then 2% of them (1,180,000) are highly creative innovators, and 13% (7.6 million) are "early adopters" of new teaching methods. Now the organization exists to enable you and your students to tap into all these best innovators, and thousands more around the world. We'll show you how.
- 2.45 p.m. REFRESHMENT BREAK.
- 3.15 p.m. YOUR CHOICE OF THE FOUR HANDS-ON WORKSHOPS OUTLINED ON PAGE 6, plus the interactive whiteboard additional workshop covered at the bottom of page 2.**
- 5 p.m. Sessions conclude.

# The Silicon Valley model for turning new ideas into world-beaters: and how Southland can achieve this

## Adoption cycle for new ideas and concepts



*In this last day of the seminars series, Gordon Dryden will start with an overview of the innovations that will transform the world—and Southland—over the next 20 years. This will then link in with the ‘crossing the chasm’ concept, to show how ideas emerging from this seminar-series—and the resulting school innovation sessions—can be turned into world-leading products and services.*

## Just do it!

*The seminar series will end as it started: as a practical guide creating great ideas and bringing them to fruition.*



*Ideas like college track and field coach Bill Bowerman watching his wife make waffles. This inspired him to invent the famous nipple-sole shoe and develop the Nike shoe empire with his student Phil Knight.*

*Fellow student runner Jeff Johnson came up with the name Nike (the winged goddess of victory) and art student Carolyn Davidson designed the famous swoosh trademark.*



*So when you’ve finished this seminar, just do it!*

### Friday, 18 July

- 9.00 a.m. THE SHAPE OF THINGS TO COME**  
A preview of the future and the most exciting trends that will shape the world, and Southland, over the next 20 years.  
*Seminar leader: Gordon Dryden.*  
You’re now nearing the end of an incredible week: exposed to the world’s best ideas and how to create even better ones. But you ain’t seen nothing yet. This session will provide a multi-media look at the core innovations that will definitely change the next two decades, and those that will probably determine the next 50 years.
- 10.15 a.m. REFRESHMENT BREAK.
- 10.45 a.m. YOUR CHOICE OF THE FOUR HANDS-ON WORKSHOPS OUTLINED ON PAGE 6, plus the interactive whiteboard workshop outlined at the bottom of page 2.**  
Participants will take part in all four 1hr. 45min. workshops on Thursday and Friday, but obviously at different times.
- 12.30 p.m. LUNCH.
- 1.30 p.m. **YOUR CHOICE OF THE FOUR HANDS-ON WORKSHOPS OUTLINED ON PAGE 6, plus the interactive whiteboard one.**
- 3.15 p.m. REFRESHMENT BREAK.
- 3.45 p.m. PUTTING IT ALL TOGETHER**  
**How Southland can become a world innovation centre.**  
*Seminar leader: Gordon Dryden.*  
An interactive, audience-participation wrap-up to draw together all the lessons of the week, and how we can all apply these to reinvent Southland as a world innovation centre.
- 5 p.m. Celebration! A final social session.