

Behind the mouse/News

We do need this education

CEO and founder of Learning Possibilities Group **Mehool Sanghrajka** says e-learning is a revolutionary system for students, teachers and parents.

In my office I have a photo of a 19th-century classroom. If you take the teacher out of that photo and place them in the 21st century, they would still recognise a modern classroom. Imagine the same situation with a doctor - a 19th-century doctor would feel completely lost in a modern hospital. We want to update the classroom to our current and future needs.

Learning Possibilities Group is a leader in e-learning, with the largest hosted e-learning platform built upon Microsoft technology. The group is building an online, connected global community of learners spanning Europe, India, China, the Middle East and Africa, Central and Eastern Europe. With this thinking, the Learning Possibilities Group recently formed a partnership with local company Exigy (a subsidiary of the M. Demajo Group).

We came to Malta for two main reasons. By partnering with Exigy, we want to build a capacity and use Malta as our launch pad for North Africa and the Middle East.

The LP+ platforms focus on meeting the needs of the 21st century learning community and include comprehensive toolsets for e-learning, collaboration, communication, mentoring and sharing best practice. The platforms have the potential to support 100 million learners.

Yet with education constantly battling high teacher-student ratios, a 100 million students might seem overcrowded.

Our model compensates for overcrowding in traditional classroom. LP+, which hosts 400,000 users in the classroom, is a blended model that combines traditional teaching with e-learning.

Moreover, e-learning is very much focused on personalisation. Traditional teaching takes the same approach with all students

and adapts to the slowest student's pace. However, the reality is that not all students have the same learning patterns and not all learn at the same pace.

On the other hand, e-learning breaks the classroom into individuals and provides a personalised education. However, this doesn't mean e-learning will spell the death of the classroom - what we are aiming at is a blended model and a dynamic learning environment.

“ e-learning breaks the classroom into individuals and provides a personalised education ”

Through e-learning, we can achieve flexibility in the classroom. The modern office, for example, is always on the move and is flexible with tools like hot-desking, quiet areas, video-conferencing, and more. The modern classroom should draw inspiration from such a setup.

LP+ is scalable and designed to cater for schools and education organisations of all types and sizes. The model is also cost-effective, as it removes IT management and upgrades overheads.

This personalised education does not exclude collaboration - rather, the model allows for a combination of working on your own and in groups. LP+ enhances collaboration and allows students



Photo: Jason Borg

to learn from each other and schools to organise projects together.

Each member of the learning community has the opportunity to interact with others through dynamic environments where blogs, wikis and real-time communication are used to share and build knowledge, and each learner is able to track achievements and engage others to support their learning.

Through e-learning, children can also interact and experience multiple media and manage their online lives in a safe environment. We are also adding to the mobility aspect of the classroom by developing e-learning apps for tablets and mobiles. This will give students great opportunities - on field trips, for instance, whereby they can take photos with their mobile devices and publish them on their blogs.

We must also take into account the social element of e-learning. It is a tool that can help us reach remote areas where traditional teaching is scarcely present. To teach in remote places, there are two main difficulties: finding a set of competent teachers and having support.

Through e-learning and online mentoring, it is possible to do both - teach remotely and offer support. Moreover, when schools collaborate, students have a better cultural understanding and get to know various cultures.

This is a revolutionary system, not just for students, but also for parents and teachers. Through e-learning, parents can check their children's homework, read teachers' comments, and keep an eye on attendance. Since parents are informed, the children will fare better at school.

The role of the teacher is also changing. An e-learning platform turns the teacher into a mentor rather than someone who just delivers lessons and notes. This role will be strengthened further, especially over the next five to 10 years - teachers who grew up in the digital era and who are familiar with e-learning platforms will take over from the older generation.

Within the local context, e-learning fits in with the national direction. Malta is moving away from manufacturing and is building a knowledge economy. Through e-learning, Malta can build this capacity and help students get into higher value roles.

Also, with a small population, you cannot afford to have one child fail in education. With e-learning and the personalised education it affords, you can capture every child.

Jump on the Brand Wagon

Brnd Wgn is the boutique marketing agency with big ideas and a strong and strategic web focus. Proving that, the company last week launched its new website - a compilation of the best that this remarkable young enterprise has to offer.

The stylish new site, www.brndwgn.com, incorporates Brnd Wgn's varied portfolio and was wholly designed inhouse by the company's talented artistic team. It includes several case studies, and has quickly become known as the local spot to find interesting marketing industry news and useful tidbits from around the world.

"This website is a representation of our team: young, highly motivated, individual and creative," explains

Brnd Wgn's creative director Kris Vella Petroni.

"It is easy to navigate and quickly highlights the best of what we have to offer, as well as what we can do for you. We even created quirky characters to represent the various aspects of our work, from PR and events to brand consultancy and design. We understand how mind-boggling it can be to craft, harness and build on your brand, and we're here to help."

The site showcases many of the company's recent branding and marketing success stories. These include rebranding exercises for large organisations, including MIA and Vacancycentre.com as well as ongoing campaign management for brands like Myoka Spas, Marsovin Wines and Edwards, Lowell Co Ltd.

"Our aim is to focus on social media and digital marketing,"

explains the company's managing director, Peter Jan Grech. "We're thrilled to have already made a splash and our online presence is certainly being felt."

The site also highlights the variety of innovative online services that Brnd Wgn offers. These include targeted social media campaigns, direct electronic marketing, the development of micro-sites to support campaigns and events, and specialised campaigns which integrate mobile marketing with traditional media.

The company is also concentrating on e-PR, and has a team of professionals who specialise in managing their client's online brand presence and web content as well as their social interactivity.



"Our site is also backed up by our own blog, brndwgn.wordpress.com, as well as daily updates on facebook.com/brndwgn and twitter.com/brndwgn. Our aim is to provide illuminating insights into the way online tools can work

for your business," adds Mr Grech.

"We definitely believe that fusing online focus with traditional media is the very best way to build powerful brands today, and we're here to prove that."

PHOTO: JASON BORG; PHOTO: JASON BORG; PHOTO: JASON BORG