

**Dr I R Gomersall** B.Sc., Ph.D., C.Phys., M.Inst.P., FRSA. Bob Gomersall is Chairman and founder of BTL Group Ltd. (set up in 1985) and Virtual College Group plc (set up in 1995). The focus of BTL's work is on Assessment Systems whilst Virtual College specialises in online vocational training. Bob is also Chairman of the Advanced Digital Institute, which he founded in 2005, and is a member of the Leeds City Region Business Innovation and Growth Panel. He was educated at Leeds Grammar School and the universities of Durham and Bristol. He has worked as a Theoretical Physicist (at the Max Planck Institut, Stuttgart) and as a teacher of physics (at Manchester and Bradford Grammar Schools). He was Head of Physics at Bradford Grammar School before going full-time into business. He and his wife (who is a Medical General Practitioner in Bradford) have four children, 3 boys and a girl, ranging in age from 21 to 34 years old. [www.btl.com](http://www.btl.com)

**Patrick Craven**, City and Guilds, Keynote address, Head of Learning, Assessment and Design Practice – City & Guilds. Initially qualified as a Designer, he has over 20 years experience in the field of educational technology. From the design of educational resources with the Microelectronics Support Unit (MESU), National Council for Educational Technology (NCET) and BECTa (British Education and Communications Technology Agency) to running of post-sales technology support departments for KRCS (Apple Computer reseller), his career has always addressed the fusion of education and new technologies. For the last 15 years this work has focussed on the specific field of assessment technology research and development for the RSA Examinations Board, OCR Examinations, Cambridge Assessment and joined the City & Guilds Group in June 2013. This role considers the growing impact of Policy and new technologies on the assessment industry. It also identifies projects to enable City & Guilds to develop and extend the range and quality of learning and assessment products and services they offer.

**Allan Perry, WJEC and Olivia Perry.** **Allan Perry** worked as a teacher and lecturer for many years, Allan moved into education consultancy in the late 1990s, focusing primarily on training. He then joined a leading awarding organisation at their London offices and developed innovations in the use of ICT for the enhancement of the training environment. Allan joined WJEC in 2006, with responsibility for a group of qualifications and a role developing e assessment. In 2008, WJEC launched two 'paperless' Applied A levels which featured on-screen examinations, coursework and controlled assessment. The examinations offered (and continue to offer) a different approach to the generally held concept of e assessment, in that they provide multi-media stimuli linked to questions requiring a variety of short and extended responses, with the emphasis being on candidate engagement. Allan has also developed further innovations in e assessment, including the provision of on-screen simulators designed to provide a more realistic and rewarding candidate experience. He is currently focusing on the development of e assessment for non-examined units, the further enhancement of on-screen assessment and the potential use of social media in a blended approach to assessment. **Olivia Perry** is currently a first year undergraduate at the University of Birmingham, where she is studying for a BSc in Economics. She was invited to assist in the development of ICT units for qualifications under development. Her prime focus has been on digital entertainment, apps and social media.

**Gill Spatcher**, Apprenticeships Manager, Asset Skills Sector Skills Gill Spatcher has worked at Asset skills, the Sector Skills Council, for Cleaning, Housing, Facilities Management, Property and Parking for six years as Apprenticeship Manager. In that time she has worked with employer groups to develop apprenticeship frameworks in the following areas and across all four nations of the UK:

- Cleaning and Environmental Support Services

- Facilities Management
- Housing
- Property Services

In her current role at Asset skills, Gill is responsible for all aspects of maintenance and development of standards, qualifications and apprenticeships. Prior to working at Asset skills Gill, was an FE Lecturer for Basic/Key Skills and Learner Support. Part of her job was workplace co-ordinator which involved negotiating with employers and then delivering essential skills to groups of employees on employer premises. She was also responsible for ensuring apprentices achieved the Key skill requirements for their frameworks. Before joining the world of education and qualifications, Gill was a HR Manager for a large multinational company. To follow

**Denis Saunders**, Calibrand. Educated at Imperial College, London University Denis moved to the City to implement systems and controls for such names as Security Pacific, Union Bank of Switzerland, Banque Indosuez and Barclays de Zoete Wedd. From 1990, Denis provided consultancy to the DfEE and set up Calibrand (then called TECSYS) to provide services in testing and tracking people. Denis is currently a member of the Real Time Club, an organisation involved in setting the strategic thinking for the IT industry and regularly speaks at conferences throughout the world.

**Geoff Chapman**, Calibrand

Geoff has over 15 years international management experience, of which 13 years have been in e-Assessment. He has worked in 15 countries and has delivered speeches on e-Assessment in the USA, Europe and the UK. Geoff was responsible for the e-Assessment research projects 'Driver and Barriers' and the follow-up 'Acceptance and Usage'. As Business Development Director for Calibrand, Geoff is responsible for leading a team to create and protect revenue from new and existing customers such as Learn Direct, Construction Skills and NEBOSH in the UK and internationally. In June 2011, Geoff was appointed as the e-Assessment Association's marketing lead, developing relationships with corporate sponsors, increasing the Association's reach with its membership and boosting its presence through social media and developing the Association's website. A graduate of both University of Salford and Staffordshire University, Geoff also led the successful entry to win the 2011 e-Assessment Scotland Award for Facilitating e-Assessment.

**David Fields** is the founding director of Effectus Learning, an education and training consultancy. David has 25 years experience in education, having previously worked for the Institute of Financial Services. For the past three years, David has worked with Calibrand to develop their regulatory vocational qualification for financial planners.

**Jeremy Carter**, BTL, Jeremy holds a BSc (Hons) in European Business & Technology and joined the BTL team in March 2006, bringing over 10 years' Sales & Account Management experience in the learning and assessment field. Having been instrumental to BTL's sales growth over the past few years, Jeremy now leads the Sales and Marketing team, taking responsibility for developing BTL's market presence in the UK and implementing strategic expansion into the international arena. He also regularly attends and speaks at leading global assessment industry events. Jeremy is a member of BTL's Innovations Committee and is a key contributor to the future development of BTL's products and services

**Oliver Chesher**, founder and managing director, Galibier PR.. Oliver is a strategic communications specialist, who has been retained by some of the biggest names in education to advise and run PR campaigns nationally and internationally. Oliver has worked with clients including universities, e-assessment providers and awarding bodies to enhance their reputation, credibility and influence, and to campaign for change in perception, behaviour and commercial results

**Chris Rowe**, Is the Managing Director of LJ Group Ltd. Chris was one of a team of three people that started the company in 1979 to provide vocational training equipment to UK Technical Colleges. He moved to the USA in 1984 and spent sixteen years managing the North American business. After returning to the UK Chris spent ten years running the company's product development department before taking the role of Managing Director. After two years of substantial investment in new digital content the current focus is on the two segments of the company's business; that is providing vocational and Science products to deliverers of education and training, and the on-time, cost effective delivery of customised digital content contracts. The topic for today is eCademy, a cloud-based project to address a training need for German apprentices which is now being used around the world.

**Matt Wingfield**, MD, TAG Assessment and Charlotte Bosworth, Director of Skills and Employment OCR  
Matt has over twenty-five years experience within the UK education market including seven years as a primary school teacher and ICT Coordinator and more recently over sixteen years experience working in a variety of roles for TAG Assessment, a leading provider of e-Portfolio/evidence based e-assessment solutions for schools, F.E., H.E. and work-place training, Matt has built-up significant understanding of the issues relating to assessment within education. Matt is dedicated to building close and highly productive partnerships with key stakeholders within the wider education market, so that through promoting greater awareness of the innovative e-assessment solutions available, he can continue helping educators, learners and policy makers understand how e-assessment can be used to enhance and improve teaching and learning.

**John Gordon** FIMA, FBCS, FRSA John is the CEO of Opus Learning Ltd. Opus is an Edinburgh based SQA Study Centre developing qualifications in Management, Leadership, Business and Sports. All Opus course are delivered online, with a mixture of online and offline assessment. Opus operates with two business models – direct to students, and the supply of content, technology and assessments to other SQA Centres worldwide. Opus is a relatively new company, but already has projects in England, India, Singapore and Canada. Opus is a spin out from CAPDM, who have been building successful e-learning solutions for 17 years including one of the World's largest non-tutored, online distance learning MBA programmes. John brings over 35 years experience as an academic and technologist to Opus, and leads a very experienced team. The assessment strategy of Opus is to deliver efficient learning and efficient/secure assessments to Higher National Qualifications. Contact John at [jg@Opuslearning.com](mailto:jg@Opuslearning.com)

**Mark Robinson-Sivyer**, Exams on Demand, Mark has worked in sales and marketing for many years in both the UK and abroad. Having run a number of his own businesses in hospitality, he was the Principal involved in the start-up of the C&B chain in Australia. Moving back to the UK he owned and operated a number of successful businesses in Commercial Surveying and Security Consultancy before founding Exam on Demand. He has been MD for over 10 years and has worked with NOCN for over 8 years.

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**Paul Ballard and John Bendel**, 3DI, 'Working Internationally – the challenges of language'

To follow