

E-ATP 2011 Schedule
(Tentative / Subject to Change)



Wednesday, 28 September 2011

- 13:00 – 13:20 Welcome and Opening
Speakers: William G. Harris, Peg Jobst, and Erwin van Schaffelaar
- 13:20 – 14:15 Opening Keynote: ***How Champions are Made...***
Speaker: Matthew Syed
- 14:15 – 14:45 Exhibits and Coffee Break
- 14:45 – 15:15 Breakout Sessions & Discussion Groups
From Skillset to Mindset: The Role of Personality Assessment in International Leadership Development
Speakers: Robert McHenry and Penny Moyle, OPP Ltd.
Moving a Sacred Cow out of the Road: The Journey from Conception to Implementation and Beyond of the New Selection Procedures for the European Union
Speakers: Nicholas David Bearfield and Paula Chadwick, European Personnel Selection Office
When Bigger is Better: How to Leverage Low-Stakes, High-Volume Online Testing
Speaker: Kim Yerrie, EF Education First
International Testing: Crossing Global Borders While Protecting Your Own
Speakers: Steve Addicott, Caveon Test Security; Aimee Rhodes, CFA Institute; Thomas Gibbs, SHL Group Ltd.
Utilising the Power of Social Media to Enhance Exposure to Certification and as a Catalyst for Driving Testing Volume
Speakers: Antoinette FRANC de FERRIERE, Dassault Systemes; Benjamin Ruscoe, Pearson VUE
- 15:15 – 15:30 Exhibits and Coffee Break
- 15:30 – 16:00 Breakout Sessions & Discussion Groups
Leadership Derailment: Identifying the Causes and Containing the Damage
Speakers: Julie Carswell, Sigma Assessment Systems; Chris Sale, EDAC
How to Build a Global Situational Judgement Test that Delivers Real Value to the Recruiter and the Candidate
Speaker: Carly Vaughan, SHL Group Limited
Viewing Employee Selection Testing from a Global Perspective – Two Practitioners Share their Experiences
Speakers: Merri C. Dillinger, Adecco Group North America; Laure Joachim, Adecco S.A.
Lost in Translation -The Importance of Getting it Right the First Time with Test Localizations
Speakers: Peg Jobst, GMAC; Eugene Burke, SHL Group Ltd; Thomas Goettsche, SAP
Performance-based Testing: Migrating Live Testing to an Innovative Interactive Computer Simulation
Speakers: Lynn Anderson, Joint Commission on Allied Health Personnel in Ophthalmology; David A. Meissner, Prometric
- 16:00 – 16:15 Break
- 16:15 – 17:00 Plenary Session: ***The Real War for Talent; Identifying Potential at the Bottom of the Pyramid***
- 17:00 – 18:00 Exhibits & Networking

Thursday, 29 September 2011

07:00 – 09:00 Breakfast

09:00– 10:00 Keynote: ***The 500 Million Dream: Building a Nation***
Speaker: Madan Padaki

10:00 – 10:15 Coffee Break

10:15 – 10:45 Breakout Sessions & Discussion Groups

Assessing 21st Century Potential

Speaker: Stefan Bondorowicz, Pearson VUE

Serious Games, Serious Challenges...

Speakers: Chitra Sarmma, INFOSYS TECHNOLOGIES LTD; Aarti Shyamsunder, Infosys Leadership Institute

Best Practices in Developing Fair and Legally Defensible Candidate Agreements, Policies, and Procedures

Speakers: John Fremer, Caveon Test Security; Jennifer A. Semko, Baker & McKenzie LLP

The Value of Innovation in Talent Assessment

Speakers: John Weiner, PSI; Greg Becker, PSI Services LLC

Empower your Security Team through Innovative Technology

Speaker: Ruben Garcia, Innovative Exams, LLC

10:45 – 11:00 Break

11:00 – 11:30 Breakout Sessions & Discussion Groups

Will Students be Ready for Tomorrow's Work in a Global Economy?

Speakers: Joseph Orban and Tim Vansickle, Questar Assessment, Inc.

The Challenges of Large Scale Medical Selection Testing in a Short Event Window

Speakers: Bill Irish, National Recruitment Office for GP Training; Ivan Coutinho, Pearson VUE

Mobile Technology in Education and Assessment - Separating Opportunity from Hype

Speakers: Ron Lancaster and Peter Pascale, Pearson VUE

Sustainable Learning and Testing. Combining New Technology and Scientific Research

Speaker: Marco van Sterkenburg, Drillster BV

Advantages of Citizenship and Integration - the Life in the UK Citizenship Test

Speakers: Denis Saunders, Calibrand; Matthew White, Ufi/learn direct

11:30 – 13:15 **Demo Competition & Lunch with Exhibitors**

Demo 1: *The Multi-Functional Test System TOA*

Stan Broos, Bureau ICE

Demo 2: *Preventing Test Fraud with Global Identity Management*

Mark Poole, Pearson VUE

Demo 3: *Automatically Detecting Job Specific Talent: The Assess-O-Mat*

Achim Preuss, cut-e GmbH

Demo 4: *Innovations in Assessment Delivery: pan 2.0 Test Platform*

Reid Klion, pan--a TALX company

Demo 5: *Mobile Tests and Surveys: Broadening the Reach of Test Publishers*

Bart Hendrickx, Questionmark

Demo 6: *The Skills Readiness Inventory: Helping Students Succeed*

Peter J. Pashley and Linda Reese, Law School Admission Council

Demo 7: *Innovating by Turning the Clock Back: Meeting the Special Demands of Clients Who Do Not Want to Use the Internet for Assessments*

Robert McHenry, OPP Ltd ; Penny Moyle, OPP Ltd and IPAT Inc

Demo 8: *Can We Preserve Pass Rates Over Time and Forms?*

Sean Keeley, Kenexa

Demo 9: *Math Tools to Enhance Assessment Platforms*

Ramon Eixarch, Maths for More

13:15 – 13:45

Breakout Sessions & Discussion Groups

Assessment & Learning – the Yin-Yang of Education

Speakers: Gavin Cooney, Learnosity; Patrick Craven, Cambridge Assessment

Classification Testing Tools You Can Use Tomorrow

Speaker: Lawrence Rudner, GMAC

The Business of Certification - Where are the Opportunities in the Coming Decade?

Speaker: Clarke Porter, Pearson Integral7

The ‘Last Kilometer’ of High-Stakes Test Delivery: Must We Sacrifice Flexibility to Maintain Security – or Can We Achieve Both Now? (1 of 2)

Speakers: Cyndy Fitzgerald, Consultant; Ruben Garcia, Innovative Exams LLC; Barbara Hoogers, Lamark; Eric Shepherd, Questionmark; Susan Martin, SAP

Leadership Journey Series: A New Way of Assessing Leaders

Speakers: Aarti Shyamsunder, Infosys Leadership Institute

13:45 – 14:00

Break

14:00 – 14:30

Breakout Sessions & Discussion Groups

Optimal Performance and Typical Performances: "What's In It for Me?" Educational

Speakers: Bas Hemker and Marie-Anne Mittelhaeuser, Cito

Using Technology to Improve the Validity of Exams

Speaker: David Foster, KRYTERION, Inc.

Don't Shoot the Messenger—Test Invalidation as a Tool to Protect Your Exams

Speakers: Steve Addicott, Caveon Test Security; Amy Rhodes, CFA Institute

The ‘Last Kilometer’ of High-Stakes Test Delivery: Must We Sacrifice Flexibility to Maintain Security – or Can We Achieve Both Now? (2 of 2)

Speakers: Cyndy Fitzgerald, Consultant; Ruben Garcia, Innovative Exams LLC; Barbara Hoogers, Lamark; Eric Shepherd, Questionmark; Susan Martin, SAP

Extended Criteria of Fair Testing for Global Recruiting

Speaker: Achim Preuss, cut-e GmbH

14:30 – 14:45

Break

14:45– 15:30

Plenary Session: ***Is Assessment Really Fit for Purpose in the 21st Century World?***

15:30 – 16:00

Exhibits and Coffee Break

16:00 – 16:30

Breakout Sessions & Discussion Groups

The Global Career Development Facilitator (GCDF): A Global Initiative to Assist People with their Career Goals

Speakers: Shawn O’Brien, Center for Credentialing and Education (CCE); J. Scott Hinkle, NBCC – International

The Impact of State Educational Standard’s Context on Methods and Instruments of Evaluation

Speaker: Victor Ivanovich Zvonnikov, State University of Management

Legal & Regulatory Employment Testing Lessons from the U.S.

Speaker: Jim Sharf, Employment Risk Advisors, Inc.

How Can Serious Gaming Techniques be Applied to High - Stakes Summative Assessment

Speaker: Ivan Coutinho, Pearson VUE

So What's New in Item Development and Analysis: It's all Been Done Before, Hasn't It?

Speakers: Eugene Burke, SHL Group Ltd.; Laurence Rudner, GMAC

16:30 – 17:30 ATP Reception with Exhibitors

18:00 – 19:45 Prometric Sponsored Reception – All are Welcome!

20:30 – 24:00 Cito Sponsored Event – All are Welcome!

Friday, 30 September 2011

07:00 – 09:00 Breakfast

09:00 – 09:30 Breakout Sessions & Discussion Groups

The Importance of Certification for Building Careers and Professional Development in the IT Industry

Speakers: Danny Gooris, CISCO Systems; Mike Hobbs, Pearson VUE

Open Source and Interoperability Standards for Assessment Systems

Speaker: Ingo Barkow, DIPF - German Institute for International Educational Research

How New Assessment Content Standards Can Help

Speaker: Jens Schwendel, BPS Bildungsportal Sachsen GmbH

Twenty First Century Assessment for Twenty First Century Texts

Speakers: Gordon Brown, Scottish Qualifications Authority

Streamlining Business Processes through the Implementation of Innovative Assessment Delivery Models

Speakers: Jeremy Carter, BTL Group Limited; Dave Mellor, AQA

09:30 – 09:45 Break

09:45 – 10:15 Sponsor Sessions

10:15– 10:45 Exhibits and Coffee Break

10:45 – 11:15 Breakout Sessions & Discussion Groups

'Majority' and 'Minority' Languages - Language of Testing in Transnational High-Stakes Recruitment Campaigns

Speakers: Sean Keeley, Kenexa

Cross-Platform Certification Authoring and Monitoring Toolchain

Speakers: Vladimir Minenko and Fabian Bumberger, Nokia

Everything is BIG in India: Lessons in Scalability

Speaker: David Meissner, Prometric

Blending Methodology and Technology to Create Effective Adaptive Assessments

Speaker: Alistair Fryer-Bovill, EnlightKS Limited

How to Screw Up the Development of a Situational Judgement Test in 5 Lessons

Speaker: Michael Tack, Adforum

11:15 – 11:30 Break

11:30 – 12:45 Demo Awards/Closing Keynote
Speaker: Lucian Tarnowski

12:45 – 13:00 Final Consideration
Speakers: Peg Jobst, Erwin van Schaffelaar