



The meeting  
place for **skills  
development &  
lifelong learning**

**2024**

**learning  
conference**

18th-19th of September • Sergel Hub • Stockholm

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MANY THANKS TO THIS YEAR'S PARTNERS:



Interactive





# A WARM WELCOME TO THE LEARNING CONFERENCE

## - The meeting place for skills development and lifelong learning!

In a world where technological advancements are progressing at a rapid pace and global challenges are reshaping the job market, the need to continuously adapt and acquire new skills has become essential. Over the course of two full days at the Learning Conference, we will explore how digital platforms, artificial intelligence, and innovative learning models are transforming both the way we learn and the way we work. We will also highlight how both businesses and individuals can take active responsibility for their own learning, ensuring they are well-equipped to meet the demands of the future.

The Learning & Development and digital learning industries have seen significant growth in Sweden over the past few years. New providers, both domestic and international, are entering the market, and an increasing number of customer segments are making their presence known. To address this growing demand, Hexanova Events, Swedish Learning Association, Promise, and Swedish Edtech Industry have come together to create the Learning Conference – a shared platform and meeting place where customers, providers, government bodies, investors, and other key stakeholders can gather to exchange ideas, discuss innovations, and share experiences related to the challenges facing the industry.

Let's dive into the latest trends together and gain valuable insights on how to best prepare for the future!

**Promise Sverige:** Ulf Annerberg, Ordförande

**Swedish Edtech Industry:** Jannie Jeppesen, VD

**Swedish Learning Association:** Kristian Åsberg, Ordförande

**Hexanova Events AB:** Urban Nilsson, VD. Beatrice de Maré Peterson, Affärsområdeschef. Fanny Solbacken, Projektkoordinator. Martin Nyman, Försäljningsansvarig. Erika Hammarstrand, Marknadsansvarig.

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## WE WOULD LIKE TO THANK EVERYONE WHO CONTRIBUTED TO THE CREATION OF THE PROGRAM FOR THE LEARNING CONFERENCE.

Kristian Åsberg, Anders Lyddbby, Ulf Annerberg, Jessica Lind, Karin Billton, Jannie Jeppesen, Jeanette Almborg, Kristina Mehler, Per Brahm, Teemu Lilja, Kjell-André Steffensen, Victor Ahlbäck, Anders Börde, Joyce Timmerman, Yannick Mattheessens, Filip Langewolf, Tim Hallgren, Hanna Ahlström, Filip Jägerlöv, Urban Nilsson, Beatrice de Maré Peterson, Fanny Solbacken, Martin Nyman.

The event is digitally supported by: **vocean**

# OVERVIEW 18<sup>TH</sup> OF SEPTEMBER

8:00 AM - 8:50 AM	<b>REGISTRATION AND COFFEE IN THE EXHIBITION AREA</b>				
8:50 AM - 9:00 AM	<b>WELCOME TO THE LEARNING CONFERENCE 2024</b> <i>FRITTE FRITZSON &amp; KRISTIAN ÅSBERG, MODERATORS AT THE LEARNING CONFERENCE.</i>				
9:00 AM - 9:40 AM	<b>DR PHILIPPA HARDMAN</b> <i>DR PHILIPPA HARDMAN, CREATOR &amp; FOUNDER, DOMS™.</i>				
9:40 AM - 10:20 AM	<b>THE ART OF ATTRACTING, RETAINING AND DEVELOPING TOMORROW'S EMPLOYEES</b> <i>SOFIA RASMUSSEN, BUSINESS ANALYST, KEYNOTE SPEAKER AND CEO, RASMUSSEN ANALYSIS.</i>				
10:20 AM - 10:50 AM	<b>SWEDISH "FIKA" AND NETWORKING IN THE EXHIBITION AREA</b>		<b>ROUND TABLE DISCUSSION IN THE EXHIBITION AREA, READ MORE ON PAGE 13</b>		
10:50 AM - 11:30 AM	<b>PANEL DISCUSSION: THE FUTURE MODEL FOR SKILLS DEVELOPMENT IN THE WORKPLACE</b> <i>PER HAMMAR, INDUSTRY MANAGER, ALMEGA UTBILDNINGSFÖRETAGEN. ANNA FELLÄNDER, FOUNDER AND CEO, ANCH.AI. MATS ENGSTRÖM, IHM BUSINESS SCHOOL.</i>				
11:30 AM - 12:10 PM	<b>INTEGRATING LEARNING AT THE SPEED OF CHANGE</b> <i>EINAR SCHOW, CHIEF EXECUTIVE OFFICER, APPLY SYNERGIES. CONRAD GOTTFREDSON, CO-FOUNDER AND CHIEF LEARNING STRATEGIST · APPLY SYNERGIES.</i>				
12:10 PM - 12:30 PM	<b>THE PROMISE AWARD - BEST THESIS IN LEARNING &amp; DEVELOPMENT 2024</b>				
12:30 PM - 1:30 PM	<b>LUNCH WITH NETWORKING IN THE EXHIBITION AREA</b>				
<b>BREAKOUT SESSIONS, READ MORE ON PAGE 10-11</b>					
1:30 PM - 2:00 PM	<b>LIFELONG LEARNING</b> <b>LÖSNINGEN PÅ KOMPETENSBRISTEN - INFÖR ETT KOMPETENSAVDRAG.</b> <i>Per Hammar, Branschchef, Almega Utbildningsföretagen. Jonas Jegers, Expert Kompetensförsörjning, Almega.</i>	<b>LEARNING TECH, AI &amp; DESIGN</b> <b>AI-ENHANCED LEADERSHIP: ELEVATING COACHING AND PERFORMANCE</b> <i>Anna Bloth Karling, Founder &amp; CEO of ZebraIn. Ian Blake, Competence Development Manager, Alfa Laval.</i>	<b>LEARNING TECH, AI &amp; DESIGN</b> <b>ENHANCING L&amp;D WITH AI: FROM THEORY TO PRACTICE</b> <i>Kjell-André Steffensen, Managing Director, Attensi.</i>	<b>DIGITAL SKILLS</b> <b>THE VITAL ROLE OF HUMAN SKILLS IN LEVERAGING AI EFFECTIVELY</b> <i>Remy Reurling, Generative Learning Experience Designer, GoodHabitZ.</i>	<b>LEARNING CULTURE, ORGANIZATION &amp; STRATEGY</b> <b>EFFEKTIV LEDARUTVECKLING - SÅ ARBETAR SVENSKA ORGANISATIONER IDAG</b> <i>Johan Lundberg, Organizational psychologist, Devum.</i>
	<b>LEARNING SCIENCES</b> <b>BEHAVIOR CHANGE: THE KEY TO EFFECTIVE TRAINING</b> <i>Andreas Rimala, Lead product designer and psychologist, Attensi.</i>	<b>LEARNING TECH, AI &amp; DESIGN</b> <b>AI REVOLUTION IN L&amp;D: CREATING IMMERSIVE LEARNING CONTENT IN MINUTES</b> <i>Lars-Petter Windelstad Kjos, Co-founder and CPO, We Are Learning.</i>	<b>LEARNING TECH, AI &amp; DESIGN</b> <b>NÅ DIN MÅLGRUPP MED SMARTA VERKTYG FÖR ENGAGEMANG, EFFEKTIVITET OCH SKALBARHET</b> <i>Sara Nyström, Specialist digital utbildning, Lexicon Interactive. Tobias Öqvist, Utvecklingschef, Lexicon Interactive.</i>	<b>DIGITAL SKILLS</b> <b>EMERGING LEARNING TECHNOLOGIES - BEYOND GENERATIVE AI</b> <i>Donald H Taylor, Lead researcher, L&amp;D Global Sentiment Survey.</i>	<b>LEARNING CULTURE, ORGANIZATION &amp; STRATEGY</b> <b>MAKE YOUR OWN DIGITAL LEARNING - CUSTOMER CASE BY A BELGIAN TELECOM PROVIDER</b> <i>Jan Neels, Digital Learning Specialist. Jonas Maerschand, Sales Manager Nordics, Flowsparks.</i>
2:10 PM - 2:40 PM					
2:50 PM - 3:20 PM	<b>UNLOCKING THE POWER OF AI THROUGH INFORMAL LEARNING</b> <i>JOHAN SKOGLÖF, FUTURE LEARNING ORGANISATION.</i>				
3:20 PM - 3:40 PM	<b>SWEDISH "FIKA" AND NETWORKING IN THE EXHIBITION AREA</b>		<b>ROUND TABLE DISCUSSION IN THE EXHIBITION AREA, READ MORE ON PAGE 13</b>		
3:40 PM - 4:20 PM	<b>STOP DOING EDUCATION, START DOING LEARNING.</b> <i>NICK SHACKLETON-JONES, CEO AND FOUNDER, SHACKLETON CONSULTING.</i>				
4:20 PM - 5:00 PM	<b>SÅ SKAPAR VI EN KULTUR DÄR VI ARBETAR TILLSAMMANS - INTE BARA SAMTIDIGT</b> 🇸🇪 <i>LINDA HAMMARSTRAND, KEYNOTE SPEAKER, AUTHOR, COMPANY CULTURE ADVISOR.</i>				
5 PM	<b>THIS YEAR'S MODERATOR FRITTE FRITZSON SUMMARIZES DAY 1</b>				
5:10 PM - 6 PM	<b>MINGLE IN THE EXHIBITION AREA</b>				
7 PM - Late	<b>SWEDISH LEARNING AWARDS</b>				

# OVERVIEW 19<sup>TH</sup> OF SEPTEMBER

8:00 AM - 9:00 AM

REGISTRATION AND COFFEE IN THE EXHIBITION AREA

9:00 AM - 9:10 AM

**THIS YEAR'S MODERATOR, FRITTE FRITZSON, OPENS DAY 2 OF THE LEARNING CONFERENCE**

*FRITTE FRITZSON, MODERATOR AT THE LEARNING CONFERENCE.*

9:10 AM - 9:50 AM

**WHERE IS L&D HEADING?**

*DONALD H TAYLOR, LEAD RESEARCHER, L&D GLOBAL SENTIMENT SURVEY.*

9:50 AM - 10:30 AM

**THE AI EFFECT: EXPLORING THE FUTURE ROLE OF L&D**

*EGLÉ VINAUSKAITE, DIRECTOR AND LEARNING STRATEGIST, NODES.*

10:30 AM - 11:00 AM

SWEDISH "FIKA" AND NETWORKING IN THE EXHIBITION AREA

ROUND TABLE DISCUSSION IN THE EXHIBITION AREA, READ MORE ON PAGE 13

11:00 AM - 11:40 AM

**LIFELONG LEARNING, FOR WHOM AND WHY?**

*ANDREAS FEJES, PROFESSOR OF ADULT EDUCATION.*

11:40 AM - 12:20 PM

**PANELSAMTAL: KREATIV & LÄRANDE ARBETSPLATS** 🇸🇪

*MODERATOR: TITTI ELM, PROGRAMLEDARE P4 ÖSTERGÖTLAND SVERIGES RADIO.*

*PANELISTER: JEANETTE ALMBERG, CHEF FÖR SVERIGES RADIO-AKADEMIN. VIKTORIA RUBIN, DOKTORAND, STOCKHOLMS UNIVERSITET.*

12:20 PM - 1:20 PM

LUNCH WITH NETWORKING IN THE EXHIBITION AREA

BREAKOUT SESSIONS, READ MORE ON PAGE 12-13

	<p><b>LIFELONG LEARNING</b></p> <p><b>CREATING A LEARNING CULTURE</b></p> <p><i>Nick Shackleton-Jones, CEO and Founder, Shackleton Consulting.</i></p>	<p><b>LEARNING TECH, AI &amp; DESIGN</b></p> <p><b>PROMISE "DRAGONS' DEN" PITCH - LEARNING DESIGN</b></p>	<p><b>LEARNING SCIENCES</b></p> <p><b>DISCOVER THE INSIGHTS OF VATTENFALLS INTERACTIVE LEARNING ABOUT INCLUSIVE RECRUITMENT - "LICENSE TO HIRE"</b></p> <p><i>Dorian Plumiers, Country manager - Nordics at Blue Billywig. Linn Rejström, Vice President - People &amp; Culture, Vattenfall.</i></p>	<p><b>DIGITAL SKILLS</b></p> <p><b>SÅ GÖR NI DIGITAL KOMPETENSUTVECKLING EN NATURLIG DEL AV DET DAGLIGA ARBETET</b> 🇸🇪</p> <p><i>Ulrika Hedlund, Productivity Expert / CEO, Storyals.</i></p>	<p><b>LEARNING CULTURE, ORGANIZATION &amp; STRATEGY</b></p> <p><b>AI-LABB: KOM OCH BYGG DIN EGEN AI-KOLLEGA!</b> 🇸🇪</p> <p><i>Christoffer Levak, Senior Manager for Commercial Capabilities på Coca-Cola Europacific Partners. Nima Shams, Learning Designer / Digital utbildningsproducent, Sveriges Radio.</i></p>
1:20 PM - 1:50 PM					
	<p><b>LIFELONG LEARNING</b></p> <p><b>KEY INSIGHTS AND RESULTS OF THE 2024 NORDIC STUDY ON TALENT AND LEARNING</b></p> <p><i>Nikolina Talijan Hinic, Talent &amp; HR Tech Enthusiast and Customer Success Manager, Cornerstone.</i></p>	<p><b>LEARNING TECH, AI &amp; DESIGN</b></p> <p><b>PROMISE "DRAGONS' DEN" PITCH - LEARNING SYSTEMS</b></p>	<p><b>LEARNING SCIENCES</b></p> <p><b>DEVELOPING SKILL-BASED COMPETENCIES</b></p> <p><i>Conrad Gottfredson, Ph.D., RWE. Founding Partner and Chief Learning Strategist, APPLY Synergies. Einar Schow, Chief Executive Officer, APPLY Synergies.</i></p>	<p><b>DIGITAL SKILLS</b></p> <p><b>BAKOM KULISSERNA PÅ FÖRRA ÅRETS VINNARE</b> 🇸🇪</p> <p><i>Robert Trupp, Försvarsmakten. Emelie Ottosson, Projektledare Lexicon Interactive.</i></p>	
2:00 PM - 2:30 PM					

2:30 PM - 3:00 PM

SWEDISH "FIKA" AND NETWORKING IN THE EXHIBITION AREA

ROUND TABLE DISCUSSION IN THE EXHIBITION AREA, READ MORE ON PAGE 13

3:00 PM - 3:40 PM

**BUILDING A MORE HUMAN WORLD OF WORK IN THE AGE OF AI**

*PAULA BJÖRNSTJERNA, DIRECTOR NORTHERN EUROPE, LINKEDIN.*

4:20 PM - 5:00 PM

**THE MAGIC WITHIN L&D**

*JENNY THEOLIN, LUMINEER OF LEARNING (HEAD OF LEARNING), ABRACADEMY.*

*RUBENS FILHO, DIRECTOR OF SPELLS (CO-FOUNDER, CEO) ABRACADEMY.*

4:20 PM - 4:30 PM

**THIS YEARS MODERATOR, FRITTE FRITZSON, SUMMARIZES LEARNING CONFERENCE 2024**

# WEDNESDAY 18<sup>TH</sup> OF SEPTEMBER

🕒 8:50 AM - 9:00 AM

📍 Main Stage



## WELCOME TO THE LEARNING CONFERENCE 2024

Fritte Fritzson is a comedian and podcaster. For over 15 years he has performed stand-up at Sweden's largest comedy clubs and also runs "Oslipat", which produces comedy in six cities. Fritte is heard weekly on the popular science podcast "Allt du velat veta", which has nearly 25 million downloads. Together with Marie Agerhöl, he has won the Swedish TV classic "På spåret" twice. Fritte, who loves to combine entertainment and education, has hosted galas and events all over Sweden. This year he will host the Learning Conference, for the second time!

🕒 9:00 AM - 9:40 AM

📍 Main Stage



## DR PHILIPPA HARDMAN

A summary of AI in 2023 - 2024 - the year we turned from conversation to AI experimentation and execution - covering real use cases and results. More information is coming soon.

*Dr Philippa Hardman, Creator & Founder, DOMS™.*

🕒 9:40 AM - 10:20 AM

📍 Main Stage



## THE ART OF ATTRACTING, RETAINING AND DEVELOPING TOMORROW'S EMPLOYEES

AI, hybrid work models, lifelong learning, and self-leadership - these are some of the trends that are reshaping today's labor market. At the same time, a new generation that is fast-moving, connected and used to receiving immediate feedback is making its entrance. This generation is redefining the expectations from work and leadership, driven by a desire for economic security and work-life balance. Based on Swedish and international research, Sofia delves into the evolving expectations faced by both employers and employees in today's labor market. Sofia bases her presentation on both global and Swedish research as well as results from the annual survey Ungdomsfokus (2015-2023) which has collected data from over 15,000 respondents between the ages of 15 and 29.

*Sofia Rasmussen, Business analyst, keynote speaker and CEO, Rasmussen Analysis.*

🕒 10:50 AM - 11:30 AM

📍 Main Stage



## PANEL DISCUSSION: THE FUTURE MODEL FOR SKILLS DEVELOPMENT IN THE WORKPLACE

Sweden is no longer the world leader in employee training. However, to navigate the transformation in the business sector, we need to invest more in employee skills. What is required for us to return to the top?

Panelists:

*Per Hammar, Industry Manager, Almega Utbildningsföretagen. Anna Felländer, Founder and CEO, Anch.AI. Mats Engström, IHM Business School.*

🕒 11:30 AM - 12:10 PM

📍 Main Stage



## INTEGRATING LEARNING AT THE SPEED OF CHANGE

Traditional approaches to learning and performance are not adaptable to the unpredictable and rapid speed of change. The heart of organizational effectiveness is the capacity of employees to learn at or above the speed of change. We must rethink how we design, develop, and deliver learning solutions to keep up with current and future changes. We must develop dynamic learners: those who are rapid, adaptive, and collaborative in how they learn, unlearn, and relearn. To accomplish this learning must happen at every moment of learning need, beginning with the moment of Apply. Traditional learning models should be immediately transferred and supporting workers in the flow of work with the effective use of available technologies. The time to change performance is a core metric. Our solutions need to be designed as a cohesive system of reinforcing interventions. We need to break down silos and build stronger partnerships between Talent Management, Knowledge Management, and Support teams.

*Einar Schow, Chief Executive Officer, APPLY Synergies.*

*Conrad Gottfredson, Co-founder and Chief Learning Strategist · APPLY Synergies.*

# WEDNESDAY 18<sup>TH</sup> OF SEPTEMBER



🕒 12:10 PM - 12:30 PM

📍 Main Stage

## THE PROMISE AWARD - BEST THESIS IN LEARNING & DEVELOPMENT 2024

The Promise Award has been established to stimulate the development of the learning & development industry through academic research in the field. Nomination for The Promise Award is open to academic students who, during the past academic year, have produced a high-quality thesis or essay related to the area of learning & development. A jury has evaluated and identified the winning thesis, which is granted the award of 10,000 SEK. In this session, we will award the winning thesis of 2024, and receive a presentation from the authors on the key takeaways on how to further develop the L&D arena.

🕒 12:30 PM - 1:30 PM

📍 Exhibition Area

## LUNCH WITH NETWORKING IN THE EXHIBITION AREA

Enjoy a delightful lunch while having the opportunity to network with other participants. Coffee will be served after lunch.

Following lunch, we'll have Breakout Sessions from 1:30 PM to 2:40 PM. Please be aware that some rooms have limited seating and may reach capacity. Please arrive a few minutes early to secure a seat.

🕒 2:50 PM - 3:20 PM

📍 Main Stage

## UNLOCKING THE POWER OF AI THROUGH INFORMAL LEARNING

### Integrating Work and Learning Habits Using AI

In a world where technological advancements are accelerating exponentially, traditional learning methods need to be revised. As we navigate this rapid change, we focus on informal learning—gaining insights through processing information, collaborating with colleagues, and learning from experience. Generative AI amplifies and personalizes informal learning. As a mentor, AI explores alternative perspectives, provides feedback, and supports information processing. It becomes a "backup colleague," always ready to assist, explain, and share additional knowledge.

Moreover, the habits and methods we develop for informal learning are precisely those needed to implement AI effectively in the workplace. This symbiotic relationship between AI and informal learning drives continuous improvement and innovation. Johan illustrates how AI can streamline informal learning and foster a culture of constant improvement, enhancing productivity and competitiveness in today's fast-paced business environment.

*Johan Skoglöf, Future Learning Organisation.*

🕒 3:40 PM - 4:20 PM

📍 Main Stage

## STOP DOING EDUCATION, START DOING LEARNING.

### How to make a measurable difference to performance & experience.

What do you remember from your school days? How much of the content was relevant to the things you cared about? How much do you remember? Quite often, in our organisations, what we do in learning and development resembles what we do in schools, and we wonder why the return on investment is poor, and the engagement often low. In 2016 HBR wrote "senior executives and their HR teams continue to pour money into training, year after year, in an effort to trigger organizational change. But what they actually need is a new way of thinking about learning and development" In this session we will talk about what that new approach is, and how to apply it in practice.

*Nick Shackleton-Jones, CEO and Founder, Shackleton Consulting.*

🕒 4:20 PM - 5:00 PM

📍 Main Stage

🇸🇪 In Swedish

## SÅ SKAPAR VI EN KULTUR DÄR VI ARBETAR TILLSAMMANS – INTE BARA SAMTIDIGT

Linda liknar organisationer vid en stor stafett där varje medarbetare har huvudrollen på sin sträcka. I en värld i ständig förändring är och förblir en lärandekultur avgörande för att stå sig attraktiv som organisation. Hon föreläser passionerat om hur man skapar och driver en engagerad företagskultur där människor arbetar tillsammans - inte bara samtidigt. Att känna sig engagerad, motiverad - och i bästa fall passionerad är en dröm för många, men också en vardag för andra. Frågan är - hur skapar vi det? Det och mycket mer reder vi ut tillsammans.

Linda bjuder inte på en powerpoint festival - hon tar med er på en föreställning ni sent kommer glömma. Föreläsningen är minst sagt en inspirerande upplevelse med underbar energi, många härliga skratt - och givetvis laddad med konkreta verktyg för hur ni ska lyckas skapa en engagerad företagskultur tillsammans! Linda har över 25 års erfarenhet av kommunikation och HR från Stena och Strawberry. Hon har implementerat Stenasfärens värdegrund och affärsfilosofi för koncernens 22 000 medarbetare. Som Director of Passion i Clarion Hotels Ledningsgrupp var det högt ställda målet att göra Clarion Hotel till Nordens mest attraktiva arbetsgivare. Hon har blivit nominerad årets talare två gånger och kommer garanterat lämna er med en oerhört positiv känsla!

*Linda Hammarstrand, Keynote Speaker, Author, Company Culture Advisor.*

# THURSDAY 19<sup>TH</sup> OF SEPTEMBER

🕒 9:00 AM - 9:10 AM

📍 Main Stage

## THIS YEAR'S MODERATOR, FRITTE FRITZSON, OPENS DAY 2 OF THE LEARNING CONFERENCE



Fritte Fritzson is a comedian and podcaster. For over 15 years he has performed stand-up at Sweden's largest comedy clubs and also runs "Oslipat", which produces comedy in six cities. Fritte is heard weekly on the popular science podcast "Allt du velat veta", which has nearly 25 million downloads. Together with Marie Agerh al, he has won the Swedish TV classic "P a sp aret" twice. Fritte, who loves to combine entertainment and education, has hosted galas and events all over Sweden. This year he will host the Learning Conference, for the second time!

*Fritte Fritzson, Moderator at the Learning Conference.*

🕒 9:10 AM - 9:50 AM

📍 Main Stage

## WHERE IS L&D HEADING?



How is learning and development changing today? Join Donald H Taylor as he explores the challenges and opportunities for L&D in the 21st Century. Drawing on case studies and research, Donald will examine why things are changing so fast right now, look at some of the great opportunities and point to the dangers facing those who don't change. He will say that we need to adopt not only new technologies, but also new ways of working with the business and inside the L&D department.

- Why Artificial Intelligence is here to stay – and the difference it will make to L&D
- New tools for delivery, including VR, synthetic video and AI-driven coaching
- Why traditional views of teaching and learning are the greatest enemy to change
- The skills of the 21st century L&D department – and its leaders

*Donald H Taylor, Lead researcher, L&D Global Sentiment Survey.*

🕒 9:50 AM - 10:30 AM

📍 Main Stage

## THE AI EFFECT: EXPLORING THE FUTURE ROLE OF L&D



Mostly contained within the realm of learning content, the impact of AI on L&D has not been fully imagined and appreciated. From the pace of change in the workplace, the vast opportunity cost of inaction, to the possible wide-ranging effects of using AI early in the learning process, L&D is simultaneously deeply impacted by AI yet uniquely placed to be a transformative force in the business.

Where are we now? Where are we going? How will AI affect learning, skills, the workplace and, ultimately, the role of L&D in it? This session will explore the promise of AI, the reality on the ground, and the possible futures ahead of us.

*Egle Vinauskaite, Director and learning strategist, Nodes.*

🕒 11:00 AM - 11:40 AM

📍 Main Stage

## LIFELONG LEARNING, FOR WHOM AND WHY?



Over the past 25 years, lifelong learning has circulated as a key policy concept, with different meanings. From talking about learning in more general terms, to targeting the concept at specific contexts, be it school, adult education, vocational training or working life. In recent years, the concept, not least in the Swedish context, has been linked even more clearly to working life. Here we see, among other things, initiatives in the form of investments in the expansion of higher vocational education, investments in vocational training within the framework of municipal adult education, and ambitions to get universities to offer shorter courses aimed at people in the middle of their working lives. The relationship between education and work becomes central here. This presentation focuses on the shifts that have taken place in what lifelong learning is seen to be, shifts in the view of the relationship between education and work, and which values are thus placed at the center, and which are pushed to the background. Who is lifelong learning for, and why?

*Andreas Fejes, Professor of Adult Education.*



# THURSDAY 19<sup>TH</sup> OF SEPTEMBER

🕒 11:40 AM - 12:20 PM 📍 Main Stage 🇸🇪 In Swedish

## PANELSAMTAL: KREATIV & LÄRANDE ARBETSPLATS

Panelamtal mellan Victoria Rubin, doktorand vid institutionen för pedagogik och didaktik Stockholms universitet och Jeanette Almberg, chef Sveriges Radio-akademin. I det livslånga lärandet har arbetsplatsen en central roll. Panelsamtalet handlar om hur vi kan öka organisationens förmåga att stimulera till lärande och ta tillvara på det lärande som sker hos medarbetarna.

Moderator: **Titti Elm**, Programledare P4 Östergötland Sveriges Radio.

Panelister:

**Jeanette Almberg**, Chef för Sveriges Radio-akademin.

**Viktoria Rubin**, Doktorand, Stockholms universitet.



🕒 12:20 PM - 1:30 PM 📍 Exhibition Area

## LUNCH WITH NETWORKING IN THE EXHIBITION AREA

Enjoy a delightful lunch while having the opportunity to network with other participants. Coffee will be served after lunch.

Following lunch, we'll have Breakout Sessions from 1:30 PM to 2:40 PM. Please be aware that some rooms have limited seating and may reach capacity. Please arrive a few minutes early to secure a seat.



🕒 3:00 PM - 3:40 PM 📍 Main Stage

## BUILDING A MORE HUMAN WORLD OF WORK IN THE AGE OF AI

Paula will share her view on the transformative impact AI will have on work and the role human skills will have in that shift.

Paula has 20 years of experience in the IT and tech industry. She leads LinkedIn Talent Solutions business in Northern Europe, which includes the regions of Nordics and Benelux. Paula was one of the first employees in the Nordic region and has experienced a growth and transformational journey where the network has grown sixfold both in Sweden and internationally. Today, LinkedIn has 1 billion members. In her role, Paula spends time with talent leaders, helping them navigate through the ever-changing world of work and the big changes that are impacting how we attract, recruit, and retain talent.

**Paula Björnstjerna**, Director Northern Europe, LinkedIn.



🕒 3:40 PM - 4:20 PM 📍 Main Stage

## THE MAGIC WITHIN L&D

Join us for a magical session where the ordinary transforms into the extraordinary. As leaders in learning and development, we'll explore how to create experiences that truly inspire and engage. Together, we'll uncover the secret spells for designing impactful moments that spark curiosity, ignite passion, and foster a deep sense of connection. By harnessing the power of transformative moments, we'll unlock the full potential of the magic within L&D.

**Jenny Theolin**, Lumineer of Learning (Head of Learning), Abracademy.

**Rubens Filho**, Director of Spells (Co-founder, CEO), Abracademy.



# BREAKOUT SESSIONS 1

Wednesday 18<sup>th</sup> of September

LIFELONG LEARNING ↓



🕒 1:30 PM - 2:00 PM

📍 Bankfack 3

🇸🇪 In Swedish

## LÖSNINGEN PÅ KOMPETENSBRISTEN - INFÖR ETT KOMPETENSAVDRAG.

Satsningarna på medarbetarnas kompetensutveckling behöver öka för att svenska företag ska fortsätta att vara världsledande. Men tyvärr är vi inte längre bäst på vidareutbildning. Med ett kompetensavdrag blir det samma skatteregler för investeringar i personalutbildning som det är för inköp nya maskiner.



*Per Hammar, Branschchef, Almega Utbildningsföretagen.*

*Jonas Jegers, Expert Kompetensförsörjning, Almega.*

LEARNING TECH, AI & DESIGN ↓



🕒 1:30 PM - 2:00 PM

📍 Bankfack 2

## AI-ENHANCED LEADERSHIP: ELEVATING COACHING AND PERFORMANCE

Explore how AI revolutionizes leadership development, fostering continuous learning and sustainable performance improvement. Discover how AI-powered learning transforms leadership development. This session showcases Zebra's advanced AI coach & Alfa Laval's innovative journey, highlighting AI's role in enhancing coaching support for managers, driven by subordinate feedback. Gain insights into sustainable performance improvement and best practices for continuous learning, with a practical case study and Q&A.



*Anna Bloth Karling, Founder & CEO of Zebra.*

*Ian Blake, Competence Development Manager, Alfa Laval.*

LEARNING TECH, AI & DESIGN ↓



🕒 1:30 PM - 2:00 PM

📍 Bankfack 1

## ENHANCING L&D WITH AI: FROM THEORY TO PRACTICE

Kjell-André Steffensen, Managing Director at Attensi, is a visionary in transforming corporate training with game-based learning and AI. He has collaborated with global giants like ABB, Atlas Copco, KPMG, and Procter & Gamble, creating innovative learning solutions that engage and educate across industries. Attensi Training Platform, a leader in AI-powered gamified simulation training, delivers immersive simulations that drive business transformation and improve performance worldwide. Join Kjell-André at Learning Conference Sweden 2024 for his session on "Enhancing L&D with AI: From Theory to Practice," where he'll explore how AI can build skills, retain talent, and transform training simulations to drive measurable results.

*Kjell-André Steffensen, Managing Director, Attensi.*

DIGITAL SKILLS ↓



🕒 1:30 PM - 2:00 PM

📍 Main Stage

## THE VITAL ROLE OF HUMAN SKILLS IN LEVERAGING AI EFFECTIVELY

Companies worldwide are scrambling to start using AI in and around their business. But amidst this scramble, organizations often overlook the most vital component for business success: human skills. Integrating AI means nothing if your human resources are not up for the challenge. In this talk, we'll make a case for the crucial human skills organizations should invest in to leverage AI effectively. We'll share examples of ways to train employees with and for the use of generative AI.

*Remy Reurling, Generative Learning Experience Designer, GoodHabitz.*

LEARNING CULTURE, ORGANIZATION AND STRATEGY ↓



🕒 1:30 PM - 2:00 PM

📍 Bankfack 4

🇸🇪 In Swedish

## EFFEKTIV LEDARUTVECKLING – SÅ ARBETAR SVENSKA ORGANISATIONER IDAG

En rad internationella undersökningar pekar på effektiv ledarutveckling som en viktig framgångsfaktor. Organisationspsykologen Johan Lundberg har därför intervjuat chefer inom HR och L&D som ansvarar för ledarutveckling för att ta reda på: Hur arbetar svenska organisationer med ledarutveckling idag? Vilka är framgångsfaktorerna och var finns utvecklingspotentialen? Föreläsningen utgår från rapporten "Effektiv ledarutveckling – idag och i framtiden" och bjuder på konkreta exempel och tips, där lösningen ofta handlar om att förädla de insatser som redan finns på plats.

*Johan Lundberg, Organizational psychologist, Devum.*

# BREAKOUT SESSIONS 2

## Wednesday 18<sup>th</sup> of September

### LEARNING SCIENCES ↓



🕒 2:10 PM - 2:40 PM

📍 Bankfack 3

#### BEHAVIOR CHANGE: THE KEY TO EFFECTIVE TRAINING

Andreas Rimala, a seasoned clinical psychologist and lifelong game enthusiast, is at the forefront of transforming training through gamification and behavior change. With extensive experience in the public sector and the Norwegian public school system, he joined Attensi in 2016 to apply his expertise in human behavior and game-based training techniques. Attensi, a pioneer in gamified training solutions, leverages innovative methods to create impactful learning experiences. Their approach focuses on measurable behavior change to maximize the value of training programs. Join Andreas at Learning Conference Sweden 2024 for his insightful session on "Behavior Change: The Key to Effective Training."

*Andreas Rimala, Lead product designer and psychologist, Attensi.*

### LEARNING TECH, AI & DESIGN ↓



🕒 2:10 PM - 2:40 PM

📍 Bankfack 2

#### AI REVOLUTION IN L&D: CREATING IMMERSIVE LEARNING CONTENT IN MINUTES

L&D powered by AI: Creating interactive, immersive training in minutes We Are Learning is revolutionizing learning content creation, with the power of AI. It's no secret that interactive, game-based content boosts engagement, but immersive experiences take it to the next level, making learning stick even more! The problem? Creating this kind of content used to take forever, cost a fortune, and require experts — until now! During this session, Lars-Petter Windelstad Kjos, founder and CPO at We Are Learning, will unveil how anyone, regardless of their background or skill level, can become a content creation hero with We Are

*Lars-Petter Windelstad Kjos, Co-founder and CPO, We Are Learning.*

### LEARNING TECH, AI & DESIGN ↓



🕒 2:10 PM - 2:40 PM

📍 Bankfack 1

🇸🇪 In Swedish

#### NÅ DIN MÅLGRUPP MED SMARTA VERKTYG FÖR ENGAGEMANG, EFFEKTIVITET OCH SKALBARHET

En praktisk workshop om att skapa mikrolärande med generativ AI och innovativa verktyg

*Sara Nyström, Specialist digital utbildning, Lexicon Interactive.*  
*Tobias Öqvist, Utvecklingschef, Lexicon Interactive.*

### DIGITAL SKILLS ↓



🕒 2:10 PM - 2:40 PM

📍 Main Stage

#### EMERGING LEARNING TECHNOLOGIES – BEYOND GENERATIVE AI

There's a lot of noise in the world of learning technologies, and that can make it hard to know what's really happening. In this session we explore several key learning technologies that are emerging – that is, they are new (in some cases revolutionary) but they have also an established track record of use, so they're not all smoke and mirrors. What can help you do your work better, or even transform it? And what is likely to come in the near future? We'll look at the technologies themselves, plus a framework for thinking about them, and a slew of resources to take away for further reading after the talk.

There will be lots of interaction as well as information!

- The new world of accelerated content creation · How learning personalisation is becoming real
- The latest approaches to dealing with skills · Have effective nudges finally arrived for behavioural impact?
- Why tech-supported coaching is ready to explode

*Donald H Taylor, Lead researcher, L&D Global Sentiment Survey.*

### LEARNING CULTURE, ORGANIZATION AND STRATEGY ↓



🕒 2:10 PM - 2:40 PM

📍 Bankfack 4

#### MAKE YOUR OWN DIGITAL LEARNING – CUSTOMER CASE BY A BELGIAN TELECOM PROVIDER

We encourage our subject-matter experts to create their own training modules using simple software. Although they looked simple at start, they immediately proved their worth for our teams. The introduction of FLOWSPARKS elevated the landscape of e-Learning to a heightened level of sophistication. The FLOWSPARKS Authoring Tool is based on the principle of user-generated content, and we see that this leads to cooperation across the various departments, because everyone uses the same tool and sees each other's work. And that's great to see, much nicer than doing it all yourself. Didactically, we have never evolved as quickly as in the past five years.

*Jan Neels, Digital Learning Specialist. Jonas Maerschand, Sales Manager Nordics, Flowsparks.*

# BREAKOUT SESSIONS 1

## Thursday 19<sup>th</sup> of September

### LIFELONG LEARNING ↓

🕒 1:20 PM - 1:50 PM

📍 Main Stage

#### CREATING A LEARNING CULTURE

Is there really such a thing as learning culture? If you do have a learning culture, how can you improve it, and what are the practical steps you can take? In this session Nick will facilitate conversations around learning culture, share examples of initiatives aimed at improving learning culture and suggest some steps that can be taken to improve it.

*Nick Shackleton-Jones, CEO and Founder, Shackleton Consulting.*



### LEARNING TECH, AI & DESIGN ↓

🕒 1:20 PM - 1:50 PM

📍 Bankfack 2

#### PROMISE "DRAGONS' DEN" PITCH - LEARNING DESIGN

Promise has invited three leading learning suppliers to pitch from a given case how their learning design delivers the best solution for set learning objectives, and creates an engaging learning experience. At the end of the session the audience is invited to ask questions, and vote for the best solution.



### LEARNING SCIENCES ↓

🕒 1:20 PM - 1:50 PM

📍 Bankfack 1

#### DISCOVER THE INSIGHTS OF VATTENFALLS INTERACTIVE LEARNING ABOUT INCLUSIVE RECRUITMENT - "LICENSE TO HIRE"

Are you tired of traditional DEI training that doesn't stick? Join us for an interactive workshop where we'll demonstrate the power of scenario-based video learning to transform your recruitment process. Discover how Vattenfall's innovative "License to Hire" program uses real-world scenarios to immerse hiring managers and recruiters in DEI challenges. Learn from the latest research and insights to develop the skills and confidence needed to create a more inclusive and equitable workplace. Key takeaways: Experience the impact of scenario-based learning on DEI training. Discover how to apply DEI principles to real-world recruitment scenarios. Learn from Vattenfall's successful implementation of their "License to Hire" program. Don't miss this opportunity to get the best practices to build a more diverse and inclusive team.

*Dorian Pluimers, Country manager - Nordics at Blue Billywig. Linn Rejström, Vice President - People & Culture, Vattenfall.*



### DIGITAL SKILLS ↓

🕒 1:20 PM - 1:50 PM

📍 Bankfack 3

🇸🇪 In Swedish

#### SÅ GÖR NI DIGITAL KOMPETENSUTVECKLING EN NATURLIG DEL AV DET DAGLIGA ARBETET

Många organisationer har investerat i Microsoft 365 som plattform för sin digitala arbetsplats. Dessa molnbaserade produktivitetstjänster som ständigt utvecklas och förändras ställer helt nya krav på att användare lär sig nya digitala arbetssätt. I den här sessionen får du som jobbar med lärande och kompetensutveckling praktiska tips på hur ni kan nyttja de många verktygen i Microsoft 365 ekosystemet för in kontinuerligt lärande som en naturlig del av det dagliga arbetet. Ulrika Hedlund, svensk EdTech Entreprenör och Microsoft produktivitetsexpert, tar med er på en inspirerande resa och visar hur verktyg som Microsoft Teams, Planner, och Copilot kan användas för att bygga in digital kompetensutveckling från dag ett på jobbet.

*Ulrika Hedlund, Productivity Expert / CEO, Storyals.*



### LEARNING CULTURE, ORGANIZATION AND STRATEGY ↓

🕒 1:20 PM - 2:30 PM

📍 Bankfack 4

🇸🇪 In Swedish

#### AI-LABB: KOM OCH BYGG DIN EGEN AI-KOLLEGA!

På 70 minuter tar vi oss igenom ett dilemma samt en lösning som du själv formulerar och skapar. Vi ser gärna att du har provat några generativa texttjänster (som ex ChatGPT, Claude eller dylikt) tidigare. Krav på att du tar med en egen dator.

Begränsat antal platser.

*Christoffer Levak, Senior Manager för Commercial Capabilities på Coca-Cola Europacific Partners. Nima Shams, Learning Designer / Digital utbildningsproducent, Sveriges Radio.*



# BREAKOUT SESSIONS 2

## Thursday 19<sup>th</sup> of September

### LIFELONG LEARNING ↓

🕒 2:00 PM - 2:30 PM

📍 Main Stage



#### KEY INSIGHTS AND RESULTS OF THE 2024 NORDIC STUDY ON TALENT AND LEARNING

Many HR professionals today face the challenge of creating an attractive organizational culture where skills and talents are developed and given the right opportunities to grow within the organization. To address this, Cornerstone, together with Rasmussen Analys have taken the initiative to conduct a comprehensive independent study in 2024 for the Nordic countries focusing on the art of attracting, retaining and developing the employees of tomorrow. Listen in as we will present the key insights and findings of this result-oriented report.

*Nikolina Talijan Hinic, Talent & HR Tech Enthusiast and Customer Success Manager, Cornerstone.*

### LEARNING TECH, AI & DESIGN ↓

🕒 2:00 PM - 2:30 PM

📍 Bankfack 2



#### PROMISE "DRAGONS' DEN" PITCH - LEARNING SYSTEMS

Promise has invited three leading learning suppliers to pitch how their learning system solution brings learning into the flow of work, based on a given case. At the end of the session the audience are invited to ask questions, and vote for the best solution.

### LEARNING SCIENCES ↓

🕒 2:00 PM - 2:30 PM

📍 Bankfack 1



#### DEVELOPING SKILL-BASED COMPETENCIES

Best Practices for identifying, prioritizing, and implementing skill-based competencies.

*Einar Schow, Chief Executive Officer, APPLY Synergies.*

*Conrad Gottfredson, Co-founder and Chief Learning Strategist · APPLY Synergies.*

### DIGITAL SKILLS ↓

🕒 2:00 PM - 2:30 PM

📍 Bankfack 3

🇸🇪 In Swedish



#### BAKOM KULISSERNA PÅ FÖRRA ÅRETS VINNARE

Tillsammans är vi Totalförsvaret" – vinnare av årets Kompetensinsats 2023. Häng med oss och Försvarmakten när vi reflekterar kring vårt prisbelönta samarbete för att ta fram en utbildning för Sveriges alla gymnasieelever och deras lärare, samt i förlängningen hela civilsamhället. Just nu pågår även framtagandet av ytterligare moduler i utbildningen som riktar sig mot alla Sveriges högskole- och universitetsstudenter.

Vi visar hur vi använder spelifiering och det digitala formatet i kombination med verktyg för samarbete och diskussion för att nå en målgrupp som är född i den digitala eran och har en naturlig vana vid att använda digitala verktyg. Du får även höra hur vi hanterat innehållsutveckling, val av tekniska lösningar och effektiva strategier för storskaliga utbildningsinsatser. Kom och ställ dina frågor direkt till våra projektledare Robert Trupp från Försvarmakten och Emelie Ottosson från Lexicon Interactive!

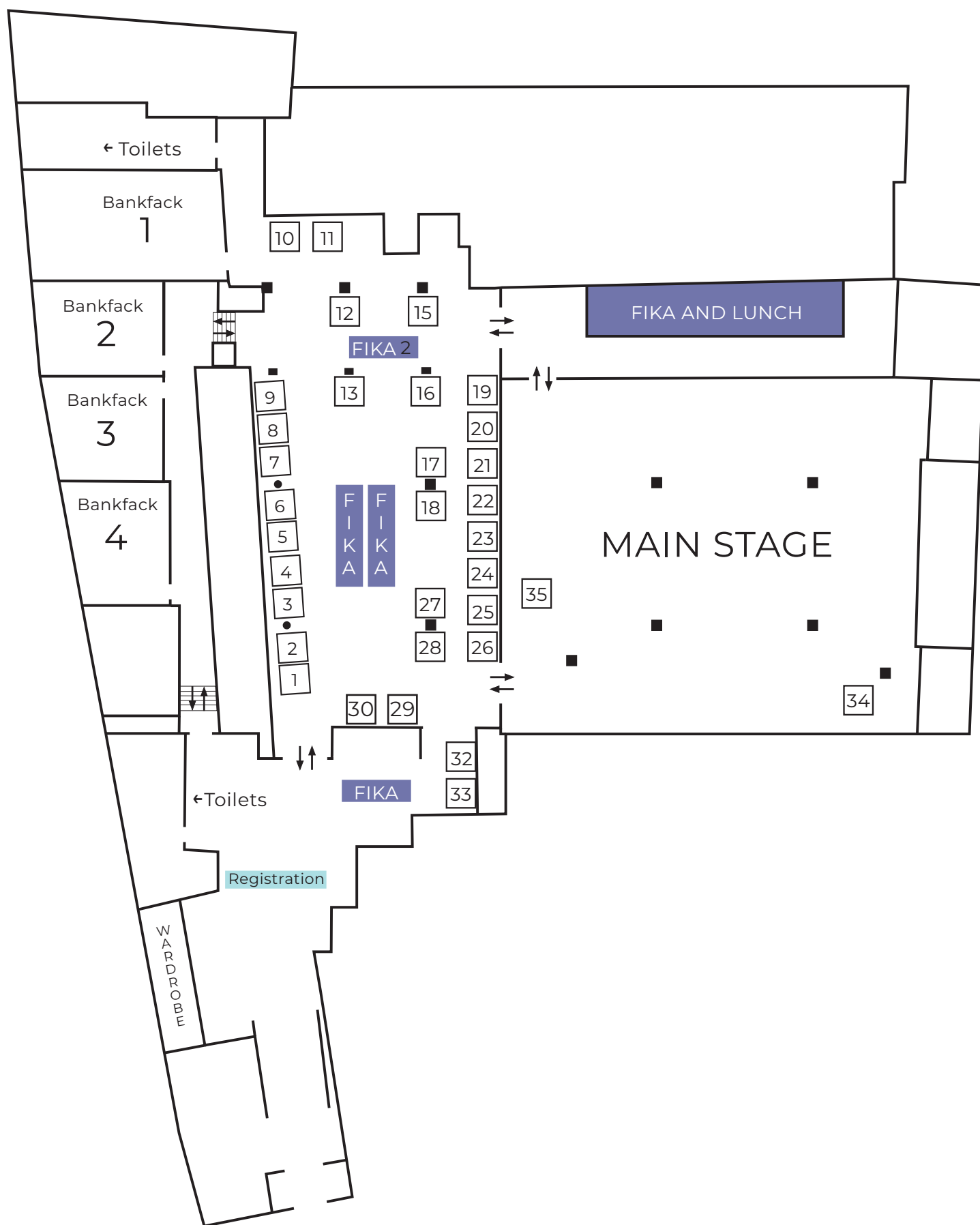
*Robert Trupp, Försvarmakten. Emelie Ottosson, Projektledare Lexicon Interactive.*

### ROUND TABLE DISCUSSION IN THE EXHIBITION AREA

A Round Table is a meeting where participants gather to discuss issues on equal footing, without hierarchical distinctions, ideally with an outside in perspective. They aim to foster open dialogue and collective co-creation.

Digital Skills  
Learning Sciences  
Lifelong Learning  
Learning Culture & Strategy  
Learning Technology & Design

# EXHIBITION AREA



- 1: We Are Learning \_\_\_\_\_ **WE ARE**
- 2: Lexicon \_\_\_\_\_ **LEXICON**
- 3: 360 Learning \_\_\_\_\_ **Interactive 360learning**
- 4: CleverLearning Sweden \_\_\_\_\_ **CLEVER★LEARNING**
- 5: Eduhouse \_\_\_\_\_ **eduhouse°**
- 6: InfoCaption \_\_\_\_\_ **InfoCaption**
- 7: GoodHabitZ Sweden \_\_\_\_\_ **goodhabitZ**
- 8: Bisevo \_\_\_\_\_ **bisevo»**
- 9: Flowsparks \_\_\_\_\_ **FLOWSPARKS®**
- 10: Promise/ Sinf \_\_\_\_\_ **PROMISE Sinf**
- 11: SLA/ SEI \_\_\_\_\_ **SWEDISH LEARNING ASSOCIATION Swedish Edtech Industry**
- 12: YH Akademin \_\_\_\_\_ **Akademin**
- 13: Zebrain \_\_\_\_\_ **Zebrain**
- 15: Learnify \_\_\_\_\_ **Learnify**
- 16: Dataföreningen Kompetens \_\_\_\_\_ **DATAFÖRENINGEN KOMPETENS Utbildar för smartare företag**
- 17: Tic Tac Learn \_\_\_\_\_ **TICTAC® LEARN**
- 18: Fictive Reality \_\_\_\_\_ **fictive reality**
- 19: True Value Software \_\_\_\_\_ **TRUE**
- 20: Grade \_\_\_\_\_ **Grade**
- 21: Visma Talent Solutions \_\_\_\_\_ **Visma Talent Solutions**
- 22: Cornerstone on demand \_\_\_\_\_ **cornerstone**
- 23: Almega Utbildningsföretagen \_\_\_\_\_ | **Almegas Utbildningsföretagen**
- 24: Acolad \_\_\_\_\_ **acolad.**
- 25: AFRY \_\_\_\_\_ **AFRY**
- 26: Attensi \_\_\_\_\_ **ATTENSI**
- 27: INTERMEZZON \_\_\_\_\_ **Intermezzon**
- 28: Storyals \_\_\_\_\_ **Storyals**
- 29: Blue Billywig \_\_\_\_\_ **Blue Billywig Endlessly empowering video visions**
- 30: TTV Media \_\_\_\_\_ **TTV MEDIA**
- 32: Cornerstone \_\_\_\_\_ **Cornerstone**
- 33: Utbildningsnätverket \_\_\_\_\_ **Utbildningsnätverket – för lärande på arbetsplatsen**
- 34: Greendog Innovation \_\_\_\_\_ **GREEN DOG INNOVATION Autonomous video system**
- 35: Vocean \_\_\_\_\_ **vocean**











YOU'RE INVITED TO

# THE SWEDISH LEARNING AWARDS BANQUET

## *Årets kategorier*

ÅRETS INNOVATION  
ÅRETS KOMPETENSAVDELNING  
ÅRETS KOMPETENSINSATS  
ÅRETS DIGITALA PRODUKTION  
ÅRETS VR SATSNING  
ÅRETS UPSKILL/RESKILL  
ÅRETS MIKROLÄRANDE  
ÅRETS ELDSJÄL INOM LÄRANDE  
JURYNS HEDERSPRIS

WEDNESDAY 18TH SEPTEMBER  
SERGEL HUB, STOCKHOLM

PLEASE NOTE: THE BANQUET WILL BE HELD IN SWEDISH



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