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**MidSummit**  
**Reykjavik**  
**8 - 9 June 2017**  
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OEB MidSummit News Release - For immediate release

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### **OEB MidSummit launched: We're all going on a summer holiday... to Iceland!**

**If you're looking for state-of-the-art technology in education, or innovative ideas about how the public sector can work in partnership with private firms to boost learning outcomes, you may want to book a trip to Iceland.**

Rebecca Stromeyer, the organiser of OEB, the global cross-sector conference on technology supported learning and training, has decided to do just that. In June 2017, shortly before midsummer, she will launch "OEB MidSummit", a new event that she describes as "part university, part think-tank, part party," in Reykjavik, the world's most northern capital city and the perfect mid-point between North America with Europe.

The event will bring thinkers, analysts and entrepreneurs from all over the world together for two days of conversation about how learning technology is shaping the future.

"Education is now one of the biggest industries in the world and it's continuing to grow," says Stromeyer. "Every day, technology is pushing the boundaries of what's possible for learners. OEB MidSummit is a new forum for dialogue about what is happening, what it means and what is possible. It's a chance for people from all sorts of different backgrounds and a variety of sectors – not just education – to let their imagination run free and share their thoughts about the future."

The mid-Atlantic event will be very different to OEB, Stromeyer's main event, where the Summit was announced today by Ambassador Martin Eyjólfsson from the Embassy of Iceland in Germany. "Iceland is proud to welcome the leading experts, thinkers and innovators from Europe and North America for OEBs Mid Summit in June 2017, a unique summer event in a truly inspiring environment," says Martin Eyjólfsson, Ambassador of Iceland. "Iceland definitely has a story to tell when it comes to education and technology supported learning, but also will spoil its visitors with midnight sun and a striking nature. My sincere thanks to the organisers, the ambitious OEB team, and a very warm welcome to all of you. See you in June in Reykjavik."

OEB continues to grow from strength to strength with over 2,000 participants worldwide and 80 exhibitors this year. The MidSummit will be "more intimate, more reflective," Stromeyer says. And it will have the advantage of taking place in one of the world's most

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dramatic and inspiring locations, a country which is fast becoming a leader in technology assisted learning. "Midway between Europe and America, it really is a great location for

MidSummit. I am sure that anyone who joins us for this exciting event will come away with a new perspective on the future."

MidSummit will feature a range of exciting new formats designed to stimulate discussion and encourage free thinking in both formal and informal settings. Full details will be released when the programme is published early 2017.

"All I can say at this stage is that it will be unlike any other event. Our aim is to stimulate ideas, creativity and learning. We'll be mixing people from all sorts of backgrounds and asking them to reflect on some of the issues and opportunities which technology is creating. I believe that what we discuss in Iceland will help to set the agenda for the future of learning."

OEB MidSummit will be held at the Hilton Reykjavik Nordica in Reykjavik from June 8 – 9, 2017. For more information about the event, please have a look at [www.oebmidsummit.com](http://www.oebmidsummit.com).

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#### **Notes for editors**

OEB MidSummit is a two day Mid-Atlantic event which will explore the complexity of learning in the digital era through multidisciplinary perspectives.

Organisers: ICWE GmbH, Leibnizstr. 32, 10625 Berlin, [www.icwe.net](http://www.icwe.net)

#### **Contact:**

Ms Rebecca Stromeyer  
[info@online-educa.com](mailto:info@online-educa.com)  
Tel.: +49 (0)30 310 18 18 - 0

#### **Press Contact:**

Ms Juliane Walter  
ICWE GmbH  
Tel.: +49 (0)30 310 18 18 - 0  
Fax: +49 (0)30 324 98 33  
[press-service@icwe.net](mailto:press-service@icwe.net)