

March 20-24, 2022 - Fortaleza • CE • Brazil



27th CIAED PROJECT



MODELS
OF DISTANCE
EDUCATION,
HOW TO AVOID
INSTRUCTIONISM
AND PRIVILEGE CREATIVITY?

March 20-24, 2022 - Fortaleza • CE • Brazil



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REALIZATION:



ABED

ASSOCIAÇÃO BRASILEIRA
DE EDUCAÇÃO A DISTÂNCIA



“Models of Distance Education, how to avoid instructionism and privilege creativity?”

The growing importance of Distance Education (EAD) in Brazil's educational scenario raises several fundamental questions for those involved in its development. Among them is the one that, controversially, asks about the advantages and disadvantages of distance learning and teaching models that are the product not of governmental regulation, which usually creates embarrassment to creativity of those who produce a course or program, but rather the result of practical experience of community of educators and other professionals involved.

It has been almost a century since the car, internationally, rides on four wheels—it's the “dominant standard”, although initially the market offered models with fewer or more wheels. In Distance Education there is still no model whose design is identified, with the proof



of adequate research, as the most effective possible, considering issues such as complexity of the subject to be studied, academic maturity, number of students involved and flexibility, sophistication, and availability of the technology to be employed.

The creation of a Distance Education course today, when so many resources are available to the professionals in charge of producing it, is very similar to the work of the composer of an orchestral symphony, which has at his hand the inclusion of instrument sounds such as strings, wind and percussion, in volumes of sound and speeds of varying time. The quality, sophistication and innovation of music will depend on the conceptions present in composers and musicians, and shared authorship is increasingly recommended – including with the audience.

The differentiated features of a Distance Education course are, among others, synchrony/asynchrony, active/modest role of teacher, degree of importance of material to be read or video to be watched, use of supports, such as simulations, animations, and types of involvement among students (collaboration, group discussion, peer review).

Would one or more groups of ABED associates, representing different sectors (public, private, basic, higher, and continuing education), be able to develop a set of “ideal sheet music” models that would serve to inspire new generations of education professionals in full use of all resources, current and future available for the construction of distance learning courses?

It is not mandatory to follow in detail the models offered, but they will serve as a reminder of features available to the creator of a Distance Education course or program. Each educational institution must have full independence in creation of its face-to-face, distance and hybrid courses. Certainly, a benefit from creation of “reference models” suggested by ABED would be a greater similarity in interface of dialogue between student and the course, provided that many institutions have one of proposed models.

ABED, due to its independence, and the vast capacity and experience of its associates, may be able to contribute, usefully, to the knowledge of those for whom Distance Education is still an academic territory to be fully exploited.

Fredric M. Litto
President of ABED





Goals

A unique opportunity for presentation of scientific papers and dissemination of practical experiences, reporting the integration of different elements that make up the phenomenon called Distance Education in different approaches, national and international.

If opinions are provided with evidence, the more diversity of circular knowledge among professionals, the better the practice of Distance Education. Fortunately, there are many ways to achieve successful results in organizing distance learning programs.

It is important that the “philosophy of teaching and learning” of each institution is widely disseminated and constantly reevaluated through research, to ensure its updating.



Target audience

- Researchers and teachers who wish to report experiences of their educational institutions presenting innovations and developments in Distance Education practices.
- Professionals in open learning and continuing education for adults.
- Technical specialists in communication and education and industrial technology.
- Consultants in training of public and private institutions and companies and representatives of universities, colleges, companies, NGOs, museums, and libraries.
- Higher and high school institutions in public and private areas that aim to disseminate the practices in Distance Education implemented and confront their results with similar institutions.
- Government agencies and their federal, state, and municipal representatives interested in informing the development of their policies and announcing long-term studies for development of education in the country.



EVENT'S PLACE

City

Upon arriving in Fortaleza, the visitor can already feel the contagious climate of the capital of Ceará, one of the most vibrant cities in the country. Modern metropolis, here the sun shines almost all the whole year and reflects on the bluish green of the sea, which runs tame on its beautiful beaches.

Fortaleza has the face of its tourist symbols: the raft, the lobster and the forro, which make the visitor feel at home, surrounded by welcoming and humorous people.

Justification

We believe that one of ABED's important activities is dissemination of the "philosophy of education and learning" of each educational institution. This disclosure facilitates constant reassessment of paths of the institutions, through discussion between peers, and allows their updating. The community's appreciation of contents of institutions' Distance Education programs, the human and technological resources that provide student support, and the forms of learning certification through the assessment of acquired knowledge allow those responsible for distance learning, rectors and pro-rectors of university extension, pedagogical coordinators of colleges and teachers to exchange valuable experiences.

The presentation and exchange of experiences at an international congress promote the exposure of national institutions and academic exercise of production of articles and scientific papers contributes with great relevance to development of the participating institutions.



The tourist force of the city is in its variety of offerings, which includes history, gastronomy, cultural manifestations, entertainment, and lots of joy. It is an effervescence of rhythms, colors and flavors. From Monday to Monday the city does not stop. The night drive offers options for all tastes, pockets, and ages.

Currently, it has a hotel structure with 25,000 beds with appropriate spaces for realization of the most varied types of events. It has the Convention Center of Ceará, which is installed in an area of 15,000 m², being 13,000 m² fully air-conditioned.

Pinto Martins international airport has several flights that exceeds the mark of 27,000, with more than 2.7 million passengers.

Finally, come to Fortaleza and discover the charms of the capital of joy and fun. She waits for you with open arms!

Ceara Events Center

The Ceara Events Center (CEC) is a multipurpose equipment, whose vocation is to host fairs, exhibitions, and other types of events.

The spaces have intelligent air conditioning and lighting, sound proofing, electrical installations and ambient, communication and telephony sound systems.

As for accessibility, all spaces are equipped with ramps with railing, eight elevators, two sets of escalators per floor in each pavilion and tactile floors, among other solutions for people with disabilities to use the CEC.



Ceara Events Center – CEC

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Structure

Activities: lectures in plenary sessions; panel discussions; round tables; minicourses; institutional presentations; Expo-EaD; special track of presentation of partner companies; book release; business round; EaD Talks and open microphone.

Sustainability

Priority for the use of recyclable or reusable materials. Selective collection and the correct disposal of waste generated at the event will be performed.

Social Responsibility

ABED allocates a quota of invitations so that local communities of projects related to education can send their representatives to the congress, in addition to the partnership with schools of the municipal and state public network to visit students to the event.



Inscrições

Registration is online, on the website of the 27th CIAED. There are differentiated values for early registration. Check! <http://www.abed.org.br/congresso2022>

Number of tickets	Discount
10	8%
20	12%
30	17%
40	22%
Over 40	27%

- ACQUISITION OF GROUP REGISTRATIONS: Progressive Discount

TABLE 1
Registration and payments until 30/11/2021

CATEGORY	Congress	Minicourse
ABED Members	R\$ 600,00	R\$ 200,00
Non-Associates	R\$ 1.200,00	R\$ 400,00

TABLE 2
Registration and payments until 28/02/2022

CATEGORY	Congress	Minicourse
ABED Members	R\$ 800,00	R\$ 200,00
Non-Associates	R\$ 1.600,00	R\$ 400,00

TABLE 3
On-site registration and commitment payment

CATEGORY	Congress	Minicourse
ABED Members	R\$ 1.000,00	R\$ 200,00
Non-Associates	R\$ 2.000,00	R\$ 400,00

For commitment payment, the registration fees will always be those in table 3.

The registration will only be considered valid by sending to ABED the copy of the commitment note referring to registration containing name, department, and telephone number to contact who is responsible for payment, as well as the name of who will attend the congress.



Partnership opportunities

Our partners are co-responsible for the success of the event and so we will work closely and permanently together, so that specific objectives of their participation are fully achieved.

The Congress is an exponential event in the sector. The quality and number of participants make the event a unique opportunity to present your company or institution to a high-level audience and in an exclusive and welcoming environment. There, your presence as a partner or exhibitor will awaken in the appropriate interlocutors the interest in your products and services and the perception of your involvement with education.

Categories of partnerships

There are 5 main partnership categories for the event. On page 6 there is a Counterparts table.

Compare benefits across categories to identify what best meets your needs. Contact us if you have another proposal for a specific partnership format. We will help you make your participation project feasible.

- **GOLD:**
Investment of R\$ 102,000.00
- **SILVER:**
Investment of R\$ 51,000.00
- **BRONZE:**
Investment of R\$ 28,000.00
- **LOUNGE INNOVATION:**
Investment of R\$ 8,000.00
- **MERCHANDISING:**
Investment of R\$ 19,000.00



Event Promotion

The Congress and Expo-EaD will be widely publicized in the months leading up to the event.

- Electronic mailing campaign for about 38,000 addresses.
- Promotion, advertisements and calls in internet publications on partner sites.
- Digital newsletters.
- Special website for Congress.
- Disclosure on ABED social networks.



Expo-EaD Institutional Exhibition

In parallel with the activities of the Congress, Expo-EaD will take place, an exhibition with more than 2.5 thousand m² of area where educational institutions will present their Distance Education programs and the suppliers of products and services, their solutions, providing an ideal environment for partnerships and favorable to network. The exhibition area is open to free visitation and aims to show the importance that Distance Education has achieved, expanding its credibility and recognition before the academic society.

Basic Stand model

Stand of 9 m² of exhibition area with: a table, three chairs, a counter cabinet, a trash can, lighting, a banner holder, an electric power point, a wired internet point and an adhesive front with logo.



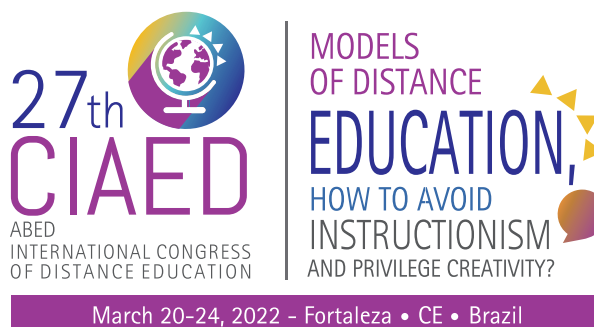


Innovation Lounge

The startups (innovative companies in the early stages) will be present at Expo-EaD Exhibition of Solutions Providers for Distance Education and on the 27th CIAED program.

To participate in the Innovation Lounge, the products, services, or solutions offered by startups must be of interest to Distance Education, serving the audience of the event.

The Organizing Committee of CIAED and the Innovation Committee of ABED will select the Startups that will be part of the exhibition. Interested parties must request a specific form to submit their Startup.



Why be a partner in this event?

- Differentiated public participation.
- Important thematic content for business community.
- Direct actions for a highly qualified public from all over Brazil.
- Brand association.
- Spontaneous editorial media achieved in previous events.
- Strengthening of institutional image.
- Strong articulation with technological instruments.
- Presence and connection with social networks involving subjects of high relevance to society.
- Important registration data.

<div> <div>TABLES OF COUNTERPARTS of investments in the 27th CIAED</div> <div>Gold</div> <div>Silver</div> <div>Bronze</div> <div>Lounge</div> <div>Official Program Announcement</div> </div>					
COUNTERPARTS	R\$ 102,000.00	R\$ 51,000.00	R\$ 28,000.00	R\$ 8,000.00	R\$ 19,000.00
9m² stand of exhibition area with: one table, three chairs, a closet balcony, lighting, a banner holder, power supply electrical and a point of wired internet	3	2	1		
Logo insertion in all promotional material to disclosure produced for the event (printed and electronic). Produced after contract signature partnership.	OK	OK	OK	OK	OK
Material insertion institutional and / or promotional in folders of participants (provided by partner).	OK	OK	OK	OK	OK
Institutional lecture, in one of the rooms of the event. The organization of the event will make the dissemination of this session in the Official Program. During the presentation will be taking place simultaneous sessions, so we suggest to companies that will be presenting the preparation of invitations for insertion in the folders of congressmen.	45'	30'	15'	10'	
Trigger e-mail marketing to ABED mailing (approximately 38,000 e-mail addresses) for institutional dissemination of products or services to EAD. It is the responsibility of the partner to text for dissemination or production of e-mail marketing art.	10	8	6	2	4
Exclusive credentials for activities event officials (not included are social activities, cultural and tourist that will be promoted by the organization of membership event).	80	40	20	5	10
Post on social networks ABED - Publication of posting on networks ABED social media (Stories ABED Fanpage on Facebook and Instagram)	10	8	6	2	4
Thank you at the official opening and closing ceremonies for the master of ceremonies.	OK	OK	OK	OK	OK
Access to the general mailing of the event participants (30 days after the end of the event).	OK	OK	OK	OK	OK
Ad 4 colors A4 format served in the official program of CIAED. The creation and ad artwork are responsibility of the partner.					OK
A balcony cabinet built in joinery and adhesive with the logo, two stools, an electrical power point and a wired internet point.				OK	



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