

## **JOHN BAKER TO DELIVER KEYNOTE ADDRESS AT INTERNATIONAL EDUCATION CONFERENCE**

**Synopsis:** *Desire2Learn President & CEO will deliver message focusing on innovation and the transformation of education at the 17<sup>th</sup> International Congress on Distance Education in Brazil*

**Kitchener-Waterloo, ON, and Igauzu Falls, Brazil September 1, 2011 -**

Desire2Learn Incorporated [[LINK TO http://www.Desire2Learn.com/](http://www.Desire2Learn.com/)]

("Desire2Learn"), a leading provider of enterprise teaching and learning platforms, today announced that John Baker, President and CEO, Desire2Learn will deliver the keynote address on September 2 at the 17th International Congress on Distance Education, hosted by the Brazilian Association for Distance Education (ABED) [[LINK TO http://www.abed.org.br/congresso2010/programa.asp](http://www.abed.org.br/congresso2010/programa.asp)].

This year's Congress, being held in Manaus, Amazonas, Brazil from August 31 – September 2, 2011, will host more than 1,200 attendees from Brazil, Canada, the United States, Turkey, Colombia, Germany, China, Argentina, Spain, and Uruguay, and will feature a collection of scientific and academic presentations, lectures, panel debates and roundtables from distance education specialists from around the world.

**SOMOS ASSOCIADOS**



"This annual conference is an opportunity for Brazilians and other participants to exchange ideas and experiences related to open and distance learning," remarks Dr. Fredric Michael Litto, President, Brazilian Association for Distance Education. "It will enable participants to establish goals and implement distance education programs in educational institutions, or in corporate or governmental entities."

Speaking to a wide-range of attendees including researchers, teachers, consultants, representatives of public and private secondary and higher education institutions, as well as

officials from federal, state and municipal governments, Baker's address is entitled "Innovation and the Transformation of Education," a fitting contribution to the conference's goal of cultivating and increasing knowledge amongst distance education professionals.

"It is an honor to have the opportunity to address the diverse audience at the International Congress on Distance Education," says John Baker, President & CEO, Desire2Learn Incorporated. "Their shared passion and commitment to improving the lives of learners around the world is not only inspiring but also speaks to the benefit of online learning in promoting increased engagement and collaboration amongst users. I look forward to the opportunity to speak about the transformative role that online learning is playing in education globally."

### **About Brazilian Association of Distance Education (ABED)**

The Brazilian Association for Distance Education (ABED) is a non-profit learned society, which, since 1995 has promoted the dissemination of open, flexible and distance education is affiliated to the ICDE International Council for Distance Education and to the SBPC Brazilian Society for the Progress of Science.

### **About Desire2Learn Incorporated**

Desire2Learn Incorporated is a world-leading provider of enterprise eLearning solutions that enable institutions and other organizations to create teaching and learning environments that reflect their vision, goals, and branding. Desire2Learn and its subsidiaries support more than six million learners worldwide. Clients include higher education, K-12, and healthcare as well as associations, government and other leading organizations. Founded in 1999, Desire2Learn has personnel in the United States, Canada, the United Kingdom, and Australia. For more information, visit: [www.Desire2Learn.com](http://www.Desire2Learn.com), call 1.519.772.0325 or toll-free 1.888.772.0325 (within North America), +44 808.234.4235 (U.K. and Europe), 0.800.452.069 (New Zealand) and 1.800.656.210 (Australia).

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