

# Sharing is Caring

This year, we are setting this program virtually!

April 9th 2021



EVENT  
PROGRAM  
2021

## Reaching out in difficult times

It is with great enthusiasm that the Dommel Valley Group announces the Dommel Valley L&D Symposium, 2021 edition. This symposium's theme will be **'Sharing is Caring'**.

Later than hoped and after postponing the in-person event several times, the Dommel Valley Event Committee decided not to wait any longer and organize an online event for you. To make it fun, interactive and educational the event will be hosted on a platform specifically built for online events:

<https://hopin.com/>

Ria van Dinteren will be our key note speaker in the morning, after which we will offer you an afternoon of workshops, networking and best practice sharing between colleagues from different companies, such as Philips, ASML, Thermo Fisher, DAF, Canon and Vanderlande, as well as the TU/e and the Ministry of Defense.

Sponsored by:

**ASML**

**PHILIPS**

**TU/e** EINDHOVEN  
UNIVERSITY OF  
TECHNOLOGY



Ministerie van Defensie

**ThermoFisher**  
SCIENTIFIC

# Host



## Eveline van Rijswijk

Host of the Dommel Valley Event is Eveline van Rijswijk. Eveline van Rijswijk is a presenter, theater maker and science journalist, with a special interest in science, technology and education. As editor-in-chief and presenter of the online program University of the Netherlands, she made hundreds of videos with scientists from various fields. She previously also presented Focus, the history and science radio program of the NTR on NPO Radio 1. You can also know her from her onewoman show "De Première" which is played at multiple theaters, or from her participation in "De slimste mens" last year.



# Keynote Speaker

## Ria van Dinteren

Ria van Dinteren will be our keynote speaker and will let us experience her 'brain principles' on learning in a collaborative session.

Ria van Dinteren is an established author of six books on neuroscience. She finished a master study at the University of Roehampton (UK). Her central themes are leadership, neuroscience, and innovation. She is head editor of TVOO. Ria conducts masterclasses on using brain techniques. In 2017 she received a lifetime achievement award for her work as an innovator of learning. She is also a well-known international speaker and spoke at ATD conferences several times in the United States and Asia.



# Program Schedule

## 9:45 – 10.00 | Walk-in and market place

Log in to Hopin, meet colleagues and prepare for the day

## 10:00 – 10.10 | Welcome & Introduction

Welcome and introduction by your host; Eveline van Rijswijk

## 10:15 – 11:00 | Key Note Ria v Dinteren

Ria van Dinteren will be our keynote speaker and will let us experience her 'brain principles' on learning in a collaborative session.

## 11:15 – 11:50 | Network session

We are here to share and network with each other. Connect with colleagues that you haven't spoken to in a while. During this session we will have the opportunity to connect and share with each other and catch up.

## 12:00 – 13.00 | Lunch / Market Place

While enjoying your BYO lunch, you can visit the booths that our vendors and colleagues have set-up to further inform you on interesting topics in the L&D field.

## 13.15 – 14.00 | Workshop round A\*

Round 1 of workshops where colleagues share their experience within their companies. See workshop schedule for session details

## 14:05 – 14.50 | Workshop round B\*

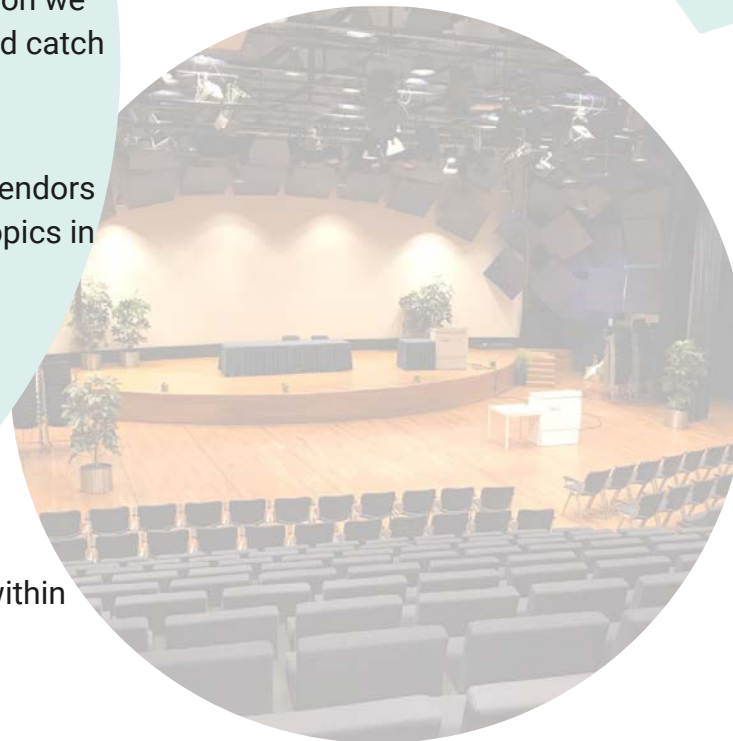
Round 2 of workshops where colleagues share their experience within their companies. See workshop schedule for session details

## 14:50 – ? | Wrap-up and informal drinks

We will wrap up the day after which you are more than welcome to hang around and talk to those colleagues that you missed during the day



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\* Some workshops span both rounds. See the workshop schedule for details

# Workshops



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## Interactive online video: Learn from all the experts in and outside your company! 1

Online video is gaining more and more attention as a means to share knowledge, skills and insights. Everyone has an HD camera and can share knowledge and experiences. Universities and colleges take mass lectures in large numbers. Experts from all over the world deliver their knowledge through TED. In short: we read less and watch more.

With the latest technology, interactive video offers many benefits:

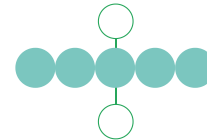
- increases involvement and engagement
- generates relevant data about viewing behavior and use
- connect target groups with your organization, service, product, training program, etc.
- large savings in time and money of post-production on videos

This offers unprecedented opportunities for learning and development. Jeroen Krouwels takes you into the world of online video and demonstrates how online video shapes the new master-companion way of learning.



## Jeroen Krouwels

Jeroen Krouwels (1964) made use of ICT as a tool in education and business training from the start of his career, and specializes in innovative learning materials. He was one of the founders of the Pulseweb learning concept (market leader in e-Learning solutions in the healthcare sector), and helped establish the BrancheVereniging voor LeerTechnologie (BVL). Jeroen enjoys giving guest lectures for Avans and SBO / Euroforum on his favorite subject: learning with the help of technology. Since 2019, he has been the director of hihaho.com specializing in interactive video technology for educational purposes.



## Apply systems thinking in your design to increase ownership in participant's own development 2

In this active workshop, you will take an own case and explore different views on your case. Within ESI (by TNO), we work a lot with architects at our partner's side. (system) Architects need to explore many views in order to understand the problem well and to see what solution space is suitable. To gain different perspectives, they explore various perspectives through views such as the customer view, application view and functional view. You can also apply this technique to your own working situation, by stepping in the shoes of the manager, learning professional and learner. At the end, we will combine these perspectives with your offerings or solutions: where does it match and where doesn't it match?



## Laura van Veen

With 14 years of working experience, Laura developed herself as an extraordinary out-of-the-box professional. She has worked in different environments: science center NEMO, Deloitte and now ESI by TNO. Her current role entails how to make learning & competence development more explicit & cohesive. ESI is a leading Dutch research group for high-tech embedded systems design and engineering. ESI is a so-called Joint Innovation Centre.

# Workshops



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## Knowledge sharing for learning; business opportunity or risk?

3a

Philips field service engineers get hands-on training on healthcare systems at Best, Singapore or Cleveland. Because of the large portfolio hands-on training cannot be facilitated for outdated equipment, installation courses and very expensive tasks like the re-fill of MR-magnets with Helium. Also for the introduction program of new engineers we make use of local engineers to bring them up to speed before they come to a training location for the first time. The training department provides content for these courses but the knowledge sharing is locally organized. It turned out that well organized local service organizations benefit more from this approach than other service organizations. We also found cases in which knowledge sharing triggered unwanted behavior like submitting copied training assignments. Via internal social media engineers share information. Because of internal regulation informal learning is not encouraged always and even made impossible by encrypting documents and limiting access to knowledge and tools. This also limits the option to keep people up to date after formal training. In this workshop we will discuss challenges, risks, opportunities and solutions of knowledge sharing. And what the role of the training department is.



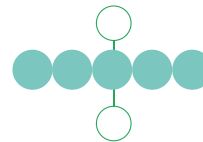
## Sonja Jansen

Sonja is instructional designer at Philips Service Education Programs since 2011. She designs the technical service curriculum for Diagnostic X-ray systems and Digital Pathology. Before she joined Philips, she worked about 10 years as senior consultant in a commercial training organization designing educational solutions for government, vocational training and industry organizations.



## Wendy Ankersmit

Wendy is instructional designer at Philips Service Education Programs since 2015. Here she designs together with developers and trainers the technical service curriculum for Image Guided Therapy (IGT) and Magnetic Resonance (MR). Before joining Philips she worked as consultant for CINOP. As consultant she was responsible for acquisition and execution of projects with focus on education, training and development of professionals in education, enterprises and government organizations.



## Collaborative learning ASML and Dutch Royal Airforce

3b

What can a governmental military organization and an innovative high tech commercial company learn from each other? This question led to a collaborative workgroup with professionals of ASML and the Dutch Royal Airforce. Two companies with different cultures, values and processes but both searching for opportunities to share their knowledge. We've explored the strengths and development issues of our companies, so we can help each other to a higher standard. We found out that we have a lot in common, but there were three strengths about which we can share our knowledge. These are:

1. Leadership Development
2. Project Based work
3. Internal Knowledge sharing

In this workshop the professionals of ASML and the Dutch Royal Airforce will share their experiences and lessons learned in their collaboration and you will experience for yourself how these companies learned about each other and you can learn together with them. In this workshop the professionals of ASML and the Dutch Royal Airforce will share their experiences and lessons learned in their collaboration and you will experience for yourself how these companies learned about each other and you can learn together with them.



## Lex van Ham

Lex van Ham is a HR advisor at the Royal Dutch Airforce. He has more than 10 years' experience in the HR field and has a bachelor degree in Learning & Development in organizations (Opleidingskunde) As a HR advisor he has contributed to the reorganization of Eindhoven air base, he leads leadership development projects at Eindhoven airbase and he is a member of the advice committee on leadership of the Dutch Royal Airforce.



## Jantien van Erve

Jantien van Erve is a Project Management Expert, team coach & facilitator at ASML. She has a Bachelor degree in Business Administration and Facility Management.

# Workshops



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## GPAL: Gamified, Peer-to-peer, adaptive Learning within the Ministry of Defense

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In 2017 the innovation award of the Dutch Ministry of Defense was won by the company 'GPAL'. The presented concept was an app which supports gamified, peer-to-peer, adaptive learning (GPAL). The pilot has been a success and since 2017 the GPAL app is spread within the defense organization. The principle is simple: experts or (experienced) employees post video's in the app in which they give an video instruction at the spot to colleagues. These instructions pop up at the right time and the right place by scanning an i-beacon or an URL code. All the videos are made by the employees themselves and they can react on each other. When they think that new instructions are needed they can put their own videos in the app. This app stimulates a continues improvement on the content and contributes to a continues flow of knowledge construction. The app can replace written instructions, handbooks or can contribute to knowledge sharing within and in between departments. In this workshop you will get an insight on how the GPAL app is implemented in various departments and work floors within the Defense organization. You will also experience how this app works and L&D professionals will tell you what kind of support departments need to implement this app.



### Erik Liet

Erik Liet is the founder and CEO of GPAL, a SAAS platform for learning and knowledge sharing. With a background in consultancy, marketing and learning innovation, he loves to make life easier for the companies he and his company works for. With large customers in government, industry and health he has learned that in order to innovate the way we learn and share knowledge we have to give back the ownership to the employees by facilitating them with the best tools to do so.

## Personalized learning via a Learning Experience Platform

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The world around learning is changing by the minute, so another LXP phenomenon has been added!

A Learning Experience Platform (LXP) is described by Josh Bersin of Deloitte as the next disruption in world of learning. Within LXP all learning for the participant comes together, where personalized learning is the heart and makes learning at and around the workplace attainable. The participant is given the opportunity to create his own Learning Journey with no fewer than 45 different Learning Experiences that are offered.

We will gladly take you on a journey through this new phenomenon with on some practical examples, like VodafoneZiggo.



### Dorien Kleine Rammelkamp

Has a Master in Educational Sciences and is a Learning & Development advisor for the Dutch Royal Airforce. Dorien has many years of experience as a primary school teacher and since 2018 she started as a L&D advisor, her projects focus on implementing new ways of learning within the Airforce.

## Sprint Track for Learning Development @ ASML

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Effective knowledge sharing is an expertise in itself, and crucial in today's knowledge driven society: innovation happens where expert domains meet. At ASML D&E, experts share their own knowledge and create their own learning solutions. With a team of 15 learning experts we support them in reaching their learning goals. In this workshop you will practice a glimpse of the process and templates we use to support our SME's.



### François Walgering

As an educational specialist and consultant for Educational, Governmental and Commercial institutes I act as an advisory and sparring partner within the world of Personalized Learning, Social Learning and Learning Analytics. Received the 227 Learning Innovation Award in 2017.



### Sofie Rogiest

Sofie Rogiest is a Senior Learning Expert at ASML, with a focus on creating learning solutions that embed learnings in the organization. Previously she worked as BU Manager and Academic Director at AMS Business School, and as consultant and program manager on global transformation projects. In her PhD she studied the impact of organizational climate, change process and individual orientation towards leadership on commitment to change. She holds a MSc in Applied Economics and an MBA in Financial Management.

# Workshops



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## Hybrid Teachers at TU/e

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Hybrid teachers combine two interests: working as a specialist in a professional field and a role in education at the TU/e. Hybrid teachers share knowledge, experience and skills they obtained in the industry with students and form the bridge between industry and university. Hybrid teachers and students are enthusiastic about this concept. In this workshop you will hear about the first experiences and you can share your own ideas on the topic.



## Nadia Hagen

Nadia is a project manager at TU Eindhoven. With her enthusiastic and energetic attitude, she leads various projects on service innovations. Nadia enjoys analyzing complex problems, ordering facts, and finding an effective solution while putting the customer central. She always thinking a step ahead: how can something contribute to my company's business, how can we organize things more efficiently and how can we link people or things with each other? She likes to connect the dots and enjoys finding new ways to do so. With her background in communications, she is a big fan of clear messages and captivating stories. Combining all of this with the innovative and entrepreneurial spirit at TU/e, she loves her job.

## How augmented reality proved to be the right technology at the right time for ASML

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As we all know, travel is currently restricted across the world. And while access to the customer fab with even a basic smartphone is usually near impossible, these times also provide opportunities. At a number of customer sites, the Microsoft HoloLens is now allowed in their fabs for providing remote support.

The HoloLens is a kind of smart glasses with a built in camera and microphone & a high resolution screen and audio. This means it's much more than a phone- it enables remote support to see what the HoloLens wearer is seeing, and also to give visual assistance to the engineer via the heads up screen. The potential for ASML and our customers is huge since expert support can be provided remotely; improving collaboration and saving travel time and costs. The HoloLens also supports our production facilities and gets experts and designers into our factories easily for design reviews and production optimization.

So far our impressions are positive, as the ability to directly see and point do really add value. We look forward to having HoloLens deployed to more (customer) sites as part of the new normal!

Training our workforce to use the HoloLens has been a challenge. In this workshop we would like to demonstrate the technology and discuss our training journey so far.



## Jay Dharap

Jay is a Learning Expert for D&E's Technical Training Center.



## Dulce Pumareja

Dulce is a Senior Learning and Knowledge Management Consultant / Architect

# Workshops



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## How to motivate others to start sharing.

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As L&D professionals, we work with SME's that are extremely knowledgeable, but that are also extremely busy, have other priorities and therefore – are not always willing or able to share knowledge for a broader audience.

In this high-pressure-cooker workshop you will team up with a small group of peers and (1) create a shortlist of possible reasons why SME's are (A) not always able or (B) not always willing to share knowledge. After, we will find ways together on how to address these challenges and find a common ground for collaboration. The output of this workshop will be a compilation of the group work that will immediately be shared back with the group.



## Anke Smolders

Anke Smolders Aidam is program manager in the Signify Learning Center of Expertise. In her role, she is responsible for the design and the global deployment of strategic commercial learning initiatives.

Anke has a background in Marketing and Sales, is passionate about learner-centric design and is a certified virtual instructor. Anke is looking forward to share her experiences with you on how work more effectively with SME's making sure the learning vision "everyone is a student – everyone is a teacher" comes to live

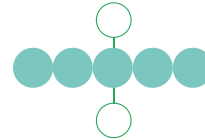
## The role of L&D in a fast growing organization

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Vanderlande is growing fast and needs to adapt to ever changing opportunities and influences. We are growing more and more towards a multinational with global footprint and high ambitions. This brings myriads of challenges for the role of L&D within our organization.

We have split up this session in two parts. In the first part we will introduce Vanderlande's background and our strategy. In the second part we will introduce and discuss 2 cases:

- Employee journey; what have we accomplished so far and what are our current challenges.
- Growth market segment: how can we speed up, scale up to global reach? How can we be flexible and viable as an L&D organization?



## Jean Pierre Louwers

Jean Pierre is Manager Documentation and Training at Vanderlande

## Hanneke van Woezik

Hanneke is Learning Implementation Manager at Vanderlande



## Sanja Wissink Mesić

Sanja is a Senior Learning Consultant at Vanderlande and is Program Manager Onboarding



The three of us collectively (and individually) have years and years of experience in the L&D field in a vast variety of businesses.





# Workshops



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## 13.15 – 14.00 | Workshop round A\*



**Workshop 1** | Interactive online video: Learn from all the experts in and outside your company!



**Workshop 2** | Apply systems thinking in your design to increase ownership in participant's own development



**Workshop 3a** | Knowledge sharing for learning; business opportunity or risk? **\* These workshops are different**



**Workshop 4** | GPAL: Gamified, Peer-to-peer, adaptive Learning within the Ministry of Defense



**Workshop 5** | Personalized learning via a Learning Experience Platform



**Workshop 6** | Sprint Track for Learning Development @ ASML



**Workshop 7** | Hybrid Teachers at TU/e



**Workshop 8** | How augmented reality proved to be the right technology at the right time for ASML



**Workshop 9** | How to motivate others to start sharing. **\* This workshop spans both rounds**



**Workshop 10** | The role of L&D in a fast growing organization



## 14:05 – 14.50 | Workshop round B\*



**Workshop 1** | Interactive online video: Learn from all the experts in and outside your company!



**Workshop 2** | Apply systems thinking in your design to increase ownership in participant's own development



**Workshop 3b** | Collaborative learning ASML and Dutch Royal Airforce



**Workshop 4** | GPAL: Gamified, Peer-to-peer, adaptive Learning within the Ministry of Defense



**Workshop 5** | Personalized learning via a Learning Experience Platform



**Workshop 6** | Sprint Track for Learning Development @ ASML



**Workshop 7** | Hybrid Teachers at TU/e



**Workshop 8** | How augmented reality proved to be the right technology at the right time for ASML



**Workshop 9 Continued** | How to motivate others to start sharing.



**Workshop 10** | The role of L&D in a fast growing organization