

Connect
Educator Conference

The **EdTech Revolution** *in* Higher Education

Accelerating Value Chain Excellence
& a Sustainable Future
with game-based learning

March 30, 2022

Free access exclusively for educators



Highlights of the program:

➤ Academic & Corporate expert panels

➤ Network with peers

➤ Hear from Thought Leaders

➤ **Product Reveal**
of New Sustainability Business Game!

SIGN UP →

TEACHING METHODS

Inchainge Connect prioritizes what's most important in value chain education,

so you can take back strategies and concepts to reinvent or re-establish your course or department. Attendees will be presented with a wide range of actionable ideas—what will you take back to prepare your students for the future?

COMMUNITY

Our community consists of a vast network of educators from more than 700 universities worldwide.

Every year their students compete in the world's #1 Value Chain Management competition; the Global Student Challenge. Only the top teams and their educators advance to the online Global Final. Exchange ideas with experienced business game users and get inspired on how to create an engaging course highly valued by students.

THOUGHT LEADERS

Academic and Corporate Leaders from all over the globe are present at Connect

— These thought leaders are a wealthy source of inspiration for generating new opportunities and ideas. Inchainge Connect sessions are comprised of diverse content presented by some of the most influential leaders in value chain education.

NETWORKING

Network with your peers and industry experts.

Engage and be ready to share knowledge and expertise with people from all over the world. Take part in meaningful and engaging conversations where insights turn into constructive and creative actions.

Program:



Block 1
Morning

Block 2
Afternoon

Block 3
Evening

In support of educators around the globe we are offering **free access to an extended online 3-block program** (morning, afternoon & evening) **accessible to all time zones.**

Join online from any time zone at your own convenience. Take full advantage of our exciting program and attend as many sessions as you find interesting.

Keynote speakers



Prof. Dr. Sara de Freitas

Thought leader in the field of game-based learning and recognized as one of the most Influential Women in Technology. An educator, author, researcher and public speaker with twenty-five years in education

Sara has worked in six universities in Australia and the United Kingdom in various roles from Research Fellow to Deputy Vice Chancellor, with experience in education and research portfolios. Moving into industry as a Director of Education for a PLC company and a School Leader for InterHigh and Academy21, Sara is now Executive Director at StudyGroup focusing on international and trans-national education.

She is a passionate advocate for high quality learning and teaching and applied, translational and discovery research that creates social and economic benefits for local, regional and international growth and renewal. Known for her expertise in education, she has raised research and development funding, set up the Serious Games Institute and supported regional growth and development, innovation and accelerators.

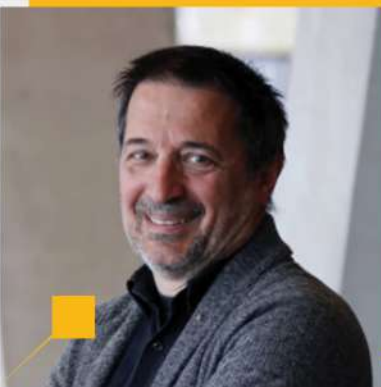
Sara publishes widely in the areas of game-based learning, e-learning and education policy. She has published seven books and 100 peer-reviewed journal articles and conference papers, as well as over 20 book chapters and 100 technical reports and strategies. Her Routledge book series: Digital Games and Learning explores the efficacy of games as learning tool.

Her cross-disciplinary and cross-sectoral influence upon the academic domains of educational technology and higher education policy and leadership development has been fostered by sitting on over 80 programme committees and advisory groups, and undertaking over 160 international keynotes, presentations and public lectures in four continents.

Sara is currently working as a University Governor and holds a Visiting Professorship and Fellowships. She is a thought leader in her field and was recognized as one of the Most Influential Women in Technology by Fast Company.

Discover more about publications of Professor Sara de Freitas

[List of Published Books](#) | [List of Publications](#)



Prof. Dr. Ivo Wenzler

Professor Serious Gaming at the NHL Stenden University of Applied Sciences

Ivo Wenzler is currently holding a position of a professor of Serious Gaming at the NHL Stenden University of Applied Sciences. His focus is on conducting innovative research into the design, implementation, and value contribution of serious gaming, as well as on development of university level curricula with and about serious gaming. Prior to his appointment at NHL Stenden (in 2019) he had a 23-year career as a Senior Principal at Accenture Strategy and was holding a position of associate professor and senior researcher at the Delft University of Technology. Before Accenture he was the Head of Policy Analysis Group at the Radboud University in Nijmegen and Research Associate at the University of Michigan. Throughout his consulting and academic career, he has been focusing on development and implementation of change management, business modeling, workforce planning, and simulation and serious gaming approaches aimed at helping his clients deal with their business transformation challenges. He often presents at international conferences and publish regularly in the field of serious gaming, change management, and simulation-based modeling, with more than 50 publications in professional journals and books.

Keynote speakers



Daniel Stanton

Supply chain executive, entrepreneur, and professor. Known as "Mr. Supply Chain"

Daniel Stanton, PMP, CSCP, SCPro, CSSBB, is an award-winning business educator, a supply chain executive, and entrepreneur. Known as "Mr. Supply Chain," he's the author of best-selling book *Supply Chain Management For Dummies*, which has been translated into several languages. Daniel is also co-founder of a tech startup called SecureMarking and he's a professor at Bradley University. His courses on LinkedIn Learning have been viewed over 1 million times. Daniel believes that supply chains are key to understanding how businesses deliver value to customers, and projects are the way we make improvements to supply chains. You can learn more about his work, and follow him on social media, at danielstanton.com.

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Dr. Eveline van Zeeland

Expert coach of organizations, professionals and students on how to apply design thinking in their everyday practice. University teacher for almost twenty years.

Dr. Eveline van Zeeland uses insights from neuroscience to design better solutions for the fields of marketing, management and education. She is author of the books 'Marketing Design' (awarded with the Dutch Marketing Literature Prize 2020 and elected by MT/Sprout as one of the top 10 best marketing books ever) and 'Basisboek Neuromarketing'. Eveline wrote multiple articles on the neuroscience of trust, which are published in prestigious academic journals. Eveline is an expert in design thinking and coaches organizations, professionals and students on how to apply design thinking in their everyday practice. Eveline has been a university teacher for almost twenty years and was nominated for teacher of the year (2009) at Maastricht University.



Dr. Katherine Whalen

Researcher in Sustainable Business @ RISE Research Institutes of Sweden and creator of In the Loop, the first circular economy board game. Host of the top-ranking circular economy podcast *Getting in the Loop*.

Dr. Katherine Whalen is a circular economy expert, game designer, and podcast host. As a Researcher in Sustainable Business at RISE Research Institutes of Sweden, she focuses on how to implement sustainable and circular business models, especially those that enable products to be used for a long time. In 2015, Katherine founded In the Loop Games with the intention of making circular economy fun and understandable for people of all ages. She created two circular economy games, including the serious board game *In the Loop* which is played in over 30 countries. Recognized as a top sustainability podcast by GreenBiz, Katherine's *Getting in the Loop* podcast uncovers how to transform to a more circular society through interviews with leading action-takers.

Find her free circular economy resources at intheoopgames.com

Keynote speakers



Prof. Dr. Wayne Visser

One of the world's Top 10 most influential faculty thinkers and a top 100 sustainability leader.

Dr Wayne Visser is an idea-monger, storyteller, and meme weaver. He is a globally recognized Cambridge "pracademic" and the author of 40 books, including *Thriving: The Breakthrough Movement to Regenerate Nature, Society, and the Economy*. His work as a champion for thriving, strategy analyst, sustainability academic, documentary filmmaker, and professional speaker has taken him to 77 countries. He is listed as one of the world's top 10 most influential faculty thinkers on social media on issues of responsible business, a top 100 influencer on corporate social responsibility and sustainable business, a top 100 thought leader in trustworthy business, and a top 100 sustainability leader.

Dr. Visser currently serves as head tutor, fellow, and lecturer at the University of Cambridge Institute for Sustainability Leadership, as well as professor of Integrated Value at Antwerp Management School, where he holds the world's first academic chair in sustainable transformation, supported by BASF, Port of Antwerp, and Randstad. He is also a director of the think tank and media company Kaleidoscope Futures and founder of CSR International. Previous roles include director of Sustainability Services for KPMG and strategy analyst for Capgemini in South Africa.



Dr. Julia Wolny

Dr Julia Wolny is a professor in Digital Innovation and Responsible Experience Design at EADA Business School Barcelona and Director of the Postgraduate Program in Sustainable Transformation.

With a PhD on mass customization and formative years in the design and fashion industry in London, she brings together the commercial and creative elements of innovation. Julia is fascinated by the impact of technology on consumers and published on topics such as wearables and eWOM, in top journals (e.g. *Journal of Marketing Management*) and books (e.g. *Routledge Handbook of Consumer Behaviour*). She collaborates with brands on designing responsible marketing practices and is the Founder of New Way Smart Things – a thinking and doing lab for responsible innovators in technology, cultural and creative sectors.

Panels

Expert Panel

Topic: The learning impact of game-based learning in Supply Chain Management courses



Expert Panel Sustainability Into Action

Topic: Juggling the 3PS



Educator Panel

Topic: What's Next in the New Normal?



Speakers



Aicha Manuela-Martijn

TOPIC:

Best Practices
from Data Analytics courses



Dr. Andre Kreie

TOPIC:

Supply Chain Education in
Sub-Saharan Africa



Dr. Andrea Sordi

PANELIST

Expert panel
sustainability into action:
Juggling the 3Ps



Ashish Mendiratta

PANELIST

Educator Panel:
The learning impact of
game-based learning in Supply
Chain Management courses



Björn Claes

PANELIST

Educator Panel Part I & II:
What's Next
in the New Normal?



Dr. Christiaan de Goeij

TOPIC:

Does everyone win in Supply
Chain Finance?



Dr. Christopher A. Boone

PANELIST

Educator Panel Part I & II:
What's Next
in the New Normal?



**Corine
van der Sloot**

TOPIC:

The EdTech Revolution in
Higher Education
Interactive workshop:
Experience Supply Chain
Game, The Fresh Connection



Dr. Denyse Julien

PANELIST

Expert panel
sustainability into action:
Juggling the 3Ps

Speakers



Ed Weenk MSc PDEng

TOPIC:

Masterclass: how to get the richest and most engaging in-class Value Chain experience for your students

Masterclass: how to get the richest and most engaging in-class Circular Economy experience for your students



Egge Haak

TOPIC:

Business Game Reveal:
The Triple Connection
Lessons from Experiential
Teaching of Data Analytics
Data Analytics Hands On



Felisa Preciado Higgins, Ph.D.

MODERATOR

Panel Part I & II: What's Next in the New Normal?



Gaby Neumann

TOPIC:

Best Practices
from Data Analytics courses



Hans Kremer

TOPIC:

How S&OP
can build crisis muscle!



Dr. Hans van der Drift

TOPIC:

S&OP competency
development: the power
of simulation



Prof. Igor Lopes

PANELIST

Educator Panel Part I & II:
What's Next
in the New Normal?



Luca M. Gelsomino Ph.D.

TOPIC:

Nexus supplier: why looking
at your suppliers is not
enough anymore



Dr. Kaushik Ghatak

PANELIST

Educator panel:
The learning impact of
game-based learning in Supply
Chain Management courses

Speakers



**Khan Muhammad
Saqiful Alam**

TOPIC:

Lessons from Experiential
Teaching of Data Analytics



Nick Vyas

TOPIC:

The Future Outlook of
Global Supply Chain 2025



Noah Schaul

MODERATOR

Expert panel
sustainability into action:
Juggling the 3Ps



Oliver J. Ntenje

PANELIST

Educator Panel Part I & II:
What's Next
in the New Normal?



Peter van Grinsven

PANELIST

Expert panel
sustainability into action:
Juggling the 3Ps



**Prof. Dr. Ir. Pieter
Klapwijk**

TOPIC:

Deep-Tier-Supply-Chain-Finance



Dr. Rajiv Aserkar

PANELIST

Educator panel:
The learning impact of
game-based learning in Supply
Chain Management courses

MORNING PROGRAM – BLOCK 1

ALL TIMES ARE ACCORDING TO AMSTERDAM TIME ZONE / UTC+2

8 ⁰⁰ AM	Session	The EdTech Revolution in Higher Education - Accelerating Value Chain Excellence & a Sustainable Future with game-based learning Speaker: Corine van der Sloot		
8 ³⁰ AM	EDUCATOR PANEL	The learning impact of game-based learning in Supply Chain Management courses Moderator: Corine van der Sloot Expert Panel: Rajiv Aserkar Kaushik Ghatak Ashish Mendiratta		
9 ⁰⁰ AM	KEYNOTE SPEAKER	Eveline van Zeeland, PhD	<i>Topic:</i> Creativity is intelligence having fun - Innovative learning in 2030	
9 ⁴⁵ AM	Session	Supply Chain Education in Sub-Saharan Africa Speaker: Dr. Andre Kreie		
10 ¹⁵ AM	KEYNOTE SPEAKER	Prof. Dr. Wayne Visser	<i>Topic:</i> Thriving – the breakthrough movement to regenerate nature, society and the economy	
11 ⁰⁰ AM	Session	Deep-Tier-Supply-Chain-Finance Speaker: Prof. Dr. Ir. Pieter Klapwijk		
11 ⁴⁵ AM	KEYNOTE SPEAKER	Dr. Katherine Whalen	<i>Topic:</i> Winning at complexity: Using games to create a circular economy	
12 ³⁰ AM	MULTI-TRACK BREAKOUTS	Interactive workshop: Experience Supply Chain Game, The Fresh Connection Speaker: Corine van der Sloot	Interactive workshop: Experience Circular Economy Business Game, The Blue Connection Speaker: Kirill Chelimitko	Data Analytics Hands On (Certified Educators only) Speaker: Egge Haak

NB: Some updates to the program may still occur.

AFTERNOON PROGRAM – BLOCK 2

ALL TIMES ARE ACCORDING TO AMSTERDAM TIME ZONE / UTC+2

1 ³⁰ PM	KEYNOTE SPEAKER	Prof. Dr. Sara de Freitas	Topic: Game over for Education as we know it?
2 ¹⁵ PM	MULTI-TRACK BREAKOUTS		
	Does everyone win in Supply Chain Finance? Speaker: Dr. Christiaan de Goeij	The European Forum of Logistics Education, who we are and what we do Speaker: Jan Jansen	
3 ⁰⁰ PM	Session		
	Best Practices from Data Analytics courses Speaker: Gaby Neumann and Aicha Manuela-Martijn		
3 ⁴⁵ PM	SPECIAL PREMIERE & INTRODUCTION EXPERT PANEL SUSTAINABILITY INTO ACTION		
	Product Reveal of New Sustainability Business Game: The Triple Connection Speaker: Egge Haak		
4 ¹⁵ PM	EXPERT PANEL SUSTAINABILITY INTO ACTION		
	Juggling the 3Ps		
	Moderator: Noah Schaul	Expert Panel:	Dr. Denyse Julien Prof. Dr. Andrea Sordi Peter van Grinsven
5 ⁰⁰ PM	KEYNOTE SPEAKER	Dr. Julia Patrycja Wolny	Topic: Designing responsibility into circular experiences
5 ⁴⁵ PM	MULTI-TRACK BREAKOUTS		
	Lessons from Experiential Teaching of Data Analytics Speaker: Saqif Khan and Egge Haak	Nexus supplier: why looking at your suppliers is not enough anymore Speaker: Dr. Luca Gelsomino	

NB: Some updates to the program may still occur.

EVENING PROGRAM – BLOCK 3

ALL TIMES ARE ACCORDING TO AMSTERDAM TIME ZONE / UTC+2

6 ³⁰ PM	KEYNOTE SPEAKER	Prof. Dr. Ivo Wenzler	<i>Topic:</i> What is serious gaming and why should we bother?
MULTI-TRACK BREAKOUTS			
7 ¹⁵ PM	Masterclass: how to get the richest and most engaging in-class Value Chain experience for your students <i>Speaker:</i> Ed Weenk		Interactive workshop: Experience Business Gaming with The Cool Connection <i>Speaker:</i> Kirill Chelombitko
MULTI-TRACK BREAKOUTS			
8 ¹⁵ PM	EDUCATOR PANEL: Panel Part I (introduction Panelists): What's Next in the New Normal? <i>Moderator:</i> Felisa Preciado Higgins, Ph.D. <i>Expert Panel:</i> Bjorn Claes, Igor Lopez, Oliver J. Ntenje, Dr. Christopher A. Boone		Integrated Business Planning (IBP) competency development: the power of simulation <i>Speaker:</i> Dr. Hans van der Drift
MULTI-TRACK BREAKOUTS			
8 ⁴⁵ PM	EDUCATOR PANEL: Panel Part II (Discussion & Interaction audience): What's Next in the New Normal? <i>Moderator:</i> Felisa Preciado Higgins, Ph.D. <i>Expert Panel:</i> Bjorn Claes, Igor Lopez, Oliver J. Ntenje, Dr. Christopher A. Boone		Masterclass: how to get the richest and most engaging in-class Circular Economy experience for your students <i>Speaker:</i> Ed Weenk
9 ⁴⁵ PM	KEYNOTE SPEAKER	Daniel Stanton	<i>Topic:</i> Supply, Demand, and Consumption: How to respond to tomorrow's supply chain disruptions
Session			
10 ³⁰ PM	Key to success with game-based learning: Best practices with Chuck and Tracy <i>Moderator:</i> Corine van der Sloot <i>Speakers:</i> Chuck Nemer, Tracy L. Cheetham		
Session			
11 ¹⁵ PM	The Future Outlook of Global Supply Chain 2025 <i>Speaker:</i> Nick Vyas		
Networking			
12 ¹⁵ AM	The End		

NB: Some updates to the program may still occur.