



## Learning by embracing challenges.

Are today's students fully prepared for the professional world of tomorrow? Join us for this year's Education Leadership Summit and learn how you can empower students by giving them a more hands-on, collaborative way to find solutions to real-world problems.

During this event, you'll hear from thought leaders on how technology is transforming education both in and out of the classroom. You'll also network with other top educators and hear success stories from schools that have created engaging learning environments.

### Featured speakers

**John Couch** is Vice President of Apple Education and a former school administrator. John will discuss how schools can realize a truly integrated learning environment where technology, content, and pedagogy merge to create new teaching and learning possibilities.

**Chip Heath** is coauthor of *Switch: How to Change Things When Change Is Hard* and is a professor at Stanford Graduate School of Business. Chip will explain how successful changes follow a specific pattern and how understanding that pattern will enable you to transform your school.

**Nigel Barlow**, author of *Re-Think: How to Think Differently*, helps individuals and organizations to be more adventurous and creative in their goals. Nigel's session will challenge you to take everything you've learned during the conference and actually make change happen.

### Partner schools

We will also share student work from four partner schools in Geneva that each have incorporated Challenge Based Learning projects into their curriculum.

Collège Champittet  
Institut Florimont

Institut International de Lancy  
Le Rosey

### April 27–29, 2012 Geneva, Switzerland

**April 27, 2012**  
Welcome Dinner  
CERN

**April 28, 2012**  
All-Day Agenda  
Institut Florimont

**April 29, 2012**  
Morning Agenda  
Institut Florimont

The Education Leadership Summit is an invitation-only event and space is limited. Please make your reservation as soon as possible in order to ensure your attendance.

Visit [www.seeuthere.com/apple/geneva2012](http://www.seeuthere.com/apple/geneva2012) to register. If you have questions during your registration, please contact [emeia\\_meetings@apple.com](mailto:emeia_meetings@apple.com). Or if you have any questions about the agenda, please contact [geneva2012@apple.com](mailto:geneva2012@apple.com).

Apple would be happy to host you for meals directly associated with this event. Please consult your business conduct, ethics, or registrar of interests official, as appropriate, to ensure that no laws, regulations, or institution policies prevent you from attending this event or accepting this associated expenditure.

**We look forward to seeing you in Geneva.**