

DAY 1	<b>Friday November 10, 2017</b>	Subject to change
08:00 - 09:00	<b>Registration</b>	
09:00 - 09:30	<b>Opening Remarks</b> Habib Sayegh, CEO, Sayegh Companies Karim Daoud, Senior Executive, Pearson	
09:30 - 11:00	<b>Theme 1. Effective Formative Assessment</b> Effective Baseline and Formative Assessment With Exploring Science KS3, GCSE and International GCSE Sciences. Dr Mark Levesley	
11:00 - 11:30	Coffee break	
11:30 - 13:00	<b>Theme 1. Effective Formative Assessment</b> Using Formative Assessment and Summative Assessment With Exploring Science KS3, GCSE and International GCSE Sciences. Dr Mark Levesley	
13:00 - 14:00	Lunch	
14:00 - 14:30	<b>Theme 2. Online School Encyclopaedia in Arabic</b> Online Arabic Encyclopedia for Student Research Camille Chedid	
14:30 - 15:30	<b>Theme 3. Panel Discussion - Critical Thinking</b> Is Critical Thinking essential in the acquisition of knowledge in K-12? How do we foster this? Moderator: Camille Chedid, Educational Expert  Panellists: Enas Bkayrat, Head of Foreign Programmes, Jordanian International School, Jordan Amal Anadoly, Founding Principal, Cosmopolitan School, Lebanon Wendy Routledge, Head of Primary, British International School Madinaty, Egypt	

**DAY 2**

**Saturday November 11, 2017**

Subject to change

09:00 - 10:00	<p><b>Theme 4. The International Arab Baccalaureate</b></p> <p>Bridging the Education Gap</p> <p>Dr Bassem Kandil</p>
10:00 - 11:00	<p><b>Theme 5. Project-based Learning</b></p> <p>The Big Question with Interactive Science</p> <p>Pierre Atallah</p>
11:00 - 11:30	<p>Coffee break</p>
11:30 - 12:30	<p><b>Theme 5. Project-based Learning</b></p> <p>Maths in Action with Envision Maths</p> <p>Pierre Atallah</p>
12:30 - 13:15	<p><b>Theme 6. Reading Arabic for Native Speakers</b></p> <p>Arabic Reading Objectives in Modern Education and their Foundation</p> <p>Khouloud Issa Al Mouallem</p> <p><b>المحور ٦. القراءة باللغة العربية للناطقين بها</b></p> <p>أهداف القراءة في التربية الحديثة والأسس التي نبنى عليها</p> <p>خلود المعلم</p>
13:15 - 13:30	<p><b>Wrap-up and Closing Notes</b></p>
13:30 - 14:30	<p>Lunch</p>



## **Habib Sayegh**

*CEO, Sayegh Companies*

Habib Khalil Sayegh is CEO of Sayegh Companies, based in Lebanon with associated companies in more than 18 countries.

Habib Khalil Sayegh graduated from the University of Cambridge in the UK with a Master's degree in Business Administration in 1994, a Master's degree in Arts in 1990 and a Bachelor's degree in Arts (Hons) in 1987.

At present, the Sayegh group employs over 650 highly-trained personnel. The cornerstone of Sayegh's pride is its famous collection of over 700 dictionaries and encyclopedias, published by Librairie du Liban, founded in 1944 by Habib's father, the late Dr Khalil Sayegh, and his late brother Georges Sayegh. Other major achievements are the York Notes, the number one guide to English literature in the UK, the publication of the superb Ladybird series in Arabic, the Butterfly series, the publication of complete works of authors of leading Arabic literature including Nobel Prize winner Naguib Mahfouz, and others.

Since 1999, Sayegh's contribution to the field of education has increased significantly with the establishment of the Educational Research Centre (ERC). ERC participates in a number of projects with governments.

Sayegh is closely associated with the world's leading education company, Pearson. Sayegh and Pearson have established an enduring strategic relationship which began in 1945 between the founder Dr Khalil Sayegh and Longman & Green.

In the last five years ERC has launched a number of ambitious Pan-Arab initiatives, the flagship programme of which is the International Arab Baccalaureate (IAB), and has invested heavily in the development of e-learning and e-assessment platforms and materials.



## **Dr Mark Levesley**

*Science Education Writer*

Dr Mark Levesley has a BSc degree in Biochemistry and a PhD in Molecular Genetics, and he has trained as a research scientist before moving into teaching. For the last 20 years he has written and developed science education materials, with a particular interest in the 11-16 age group. He has worked for most of the major UK publishers: Pearson (including Edexcel, Heinemann & Longman), Nelson Thornes (now part of Oxford University Press), Hodder Education and HarperCollins. He is also the series editor of a number of publications, including Exploring Science and Edexcel 9-1 GCSE Sciences, and has led a panel looking at curriculum design for Pearson.



## **Karim Daoud**

*Senior Executive, Pearson*

Karim Daoud is a Senior Executive with more than 20 years of experience in the fields of telecommunication, media, technology and education. Born and raised in Lebanon, educated in France and working in the Middle East since 1998, Karim is currently serving as Managing Director for Pearson's Middle East Hub covering the Gulf, Levant and Turkey.

Pearson is the world's largest learning company present in more than 70 countries, with a mission to help people make progress in their lives through learning. Karim is responsible for Pearson's business in the Middle East, overseeing a team involved in the design, development, marketing and sales of education solutions to schools, universities and governments. Karim's mandate is to help introduce new print and digital products that enable better teaching and learning at scale.

Prior to joining Pearson in November 2013, Karim was CEO of Intigral, a Dubai-based digital joint venture between Saudi Telecom, Astro and SRMG. Intigral's mission is to provide world-class digital content to Saudi Telecom subscribers across television, mobile and web.

Prior to that, Karim acted as Commercial and Development Director for twofour54 when it was just being set up in 2008, responsible for bringing onboard media and content partners into the newly created zone.

Before coming to the UAE in 2008, Karim was Head of Strategy and Business Development at LBC, a Pan-Arab Beirut-based broadcaster that can be credited for bringing innovative programming into the Middle East such as Star Academy. One of his most salient accomplishments was in Iraq where he led a team of TV professionals to re-build the State TV network "Al Iraqiya" following the war in 2003.

Earlier in his career, Karim was a Management Consultant with Booz Allen Hamilton, assisting several private and public sector clients in solving their most pressing challenges around strategy, organisational transformation, or new business development. Karim earned an MBA from INSEAD in 1998 and has a dual Master's degree in Science from Telecom Paris (1995) and the Ecole Polytechnique (1998). He is based in Dubai where he has been living for 8 years with his wife and three children. He is only 3 hours away from the Lebanese Mountains where he often escapes to practise his favourite sports: cross-country skiing and mountain biking.



## **Camille Chedid**

*Educational Expert*

Camille Chedid started as a teacher in 1997, then became a school principal for three years. After that, he expanded his path to become an Education and Management trainer in 2015, and that's when DPL (an Education and Management company) was established.

Camille has also been working on several projects in Lebanon and the Middle East, helping many schools and organizations identify their needs and design strategies. Furthermore, Camille occupies various roles and positions within Lebanese and international NGOs. He is currently a Program Manager of the Professional Development component of QITABI project. This project is funded by USAID, board members of several NGOs in Lebanon and consultants for many organizations in Lebanon and the Middle East.

Camille holds a Master's degree in NGO Management, a Master's degree in Education, and a Master's degree in Human Resource Management.



### **Dr Bassem Kandil**

*Director of the Centre of Professional Development at the Makassed Association in Beirut*

Dr Bassem Kandil is an instructor and an active researcher in the fields of Educational Assessment, Quality Assurance and STEM Education. Currently, he is Director of the Centre of Professional Development at the Makassed Association in Beirut.



### **Pierre Atallah**

*Pearson Middle East Training and Integration Manager*

Pierre Atallah is an educational professional with 15+ years of experience in the educational arena. With expertise across various disciplines, he is mainly focused on Maths and Science education, and educational leadership and management. Driving his passion is commitment for community and social development through learning. He enjoys working with people in educational contexts bringing out their potential and enabling them to grow in the face of challenges through impacting their work cultures and behavioural routines. He finds himself influential in policy development, management sustainability, and efficiency and integration of technology in leadership and management as tools of institutional effectiveness. Pierre holds a Master's degree in International Education Policy and Management from the University of Birmingham, England and a Bachelor's degree in Physics from the Lebanese University, Lebanon.



### **Khoulood Issa Al Mouallem**

*Trainer at the Lebanese University  
Faculty of Education - Arabic Language  
Teaching, Curriculum Coordinator at a  
private school*

Khoulood Issa Al Mouallem has over 20 years of experience in the field of education, as a teacher of the Arabic language and as a school leader in Lebanon and Kuwait. She currently works as a teacher trainer in the Faculty of Education at the Lebanese University.

Al Mouallem has a particular interest in special education for students with learning difficulties, and she ran the Special Education Section at her last school. In recent years, she has also volunteered with Syrian refugees, assisting in relief work, and with the Artisanat Syndicate, helping with training and writing a book about the programme.

# PANELISTS



## **Enas Bkayrat**

*Head of Foreign Programmes, Jordanian International School, Jordan*

Enas Bkayrat has been in the educational field for almost 18 years. She graduated with a Bachelor's degree in Biological Sciences and Medical Analysis, as well as a Master's degree in Forensic Toxicology.

Enas began her career path as a biology teacher in Rosary School, and progressed to a coordinator at the Philadelphia National School, then an educational advisor at the Modern Montessori School, and finally settling as a Vice Principal of the International Programmes Department at the Jordanian International School.

Enas is a very passionate pursuer of the highest educational standards, and this is achieved through a culture of respect, engagement and a positive relationship with teachers and students.



## **Amal Anadoly**

*Founding Principal, Cosmopolitan School, Lebanon*

Her educational career started 25 years ago as a teacher. During her educational journey she has occupied various middle and senior leadership roles and positions in Lebanon and abroad, such as NNSB Deputy Director, Chairperson of NNS Steering Committee for accreditation.

She is currently a founding principal of Cosmopolitan School, Cheouifat, Lebanon. Also, she has been a founding principal of International Academic School (IAS) in Abu Dhabi, UAE.

Nonetheless, as a member of the CIS accreditation visiting team, she has participated with CIS Team in evaluating and accrediting private international schools in the Middle East region, which had an additional value to her strategic vision for international standards.



## **Wendy Routledge**

*Head of Primary, British International School Madinaty, Egypt*

Currently Head of Primary at the British International School Madinaty in Cairo, Egypt, Ms Wendy Routledge has 30 years of experience working in Primary schools and children's centres in the UK and internationally. A strong advocator of Active Learning (a HighScope UK endorsed trainer) with a passion for creating learning environments where children feel secure and motivated to explore and challenge thoughts and ideas. Wendy is leading the Primary team at BISM to approach learning and teaching from a Growth Mindset where children are actively involved in their own learning journey and are challenging themselves to exceed their expectations.