

PRESS RELEASE**THE THIRD EDITION OF THE
IBERIC-AMERICAN CONGRESO ESCUELA+BEGINS**

With five thematic core areas and outstanding speakers, the event will take place on October 9 and 10 in Medellin, Colombia, participants will have the opportunity to discuss and learn about digital transformation in the classroom.

October 8, 2019. How will students learn in the upcoming decades? What will classrooms look like? What would a teacher's role be? These are some of the questions that will be discussed at the III Iberic-American Congreso Escuela+, which will be held on October 9 and 10 in Medellin, Colombia. The focus will be the digital transformation in the world of education.

During the Congreso Escuela+, organized by DIRECTV Latin America and SKY Brazil, with the support of Disney, National Geographic, Discovery, Torneos and Take Off Media, international academy exhibitors, researchers, education and technology specialists will meet as well as representatives of the private sector. They will lead the conversation about digital transformation through a series of plenary sessions and workshops that will allow debate and deepen on topics related to education and technology.

Workshops with focus on five topics: Digital media and innovation in education; Rural education and digital media; Redefining the limits in education; Competence and appropriation of media in education and audiovisual contents for education in the 21st century.

"These biennial congresses have the purpose of generating a space to update, debate, reflect and share experiences on the field of communication and education in the region. They have a fundamental role by giving visibility to academic and educational work and validating the multiple practices that are developed in educational spaces," added Sandro Mesquita, Vice President of Social Responsibility and Sustainability of AT&T / DIRECTV, for Latin America.

The five workshops that will take place in the morning at the conference will focus on "Innovation in Teacher Training", led by Jorge Ríos, Undersecretary of Education of the Mayor's Office of Medellín; "Digital Literacy in Rural Education" with Glenis Álvarez Quiroz, Doctor in Social Sciences, Children and Youth, and Juan Carlos Martínez, project specialist and planning expert; "Educating in the culture of entertainment.", by Joan Ferrés i Prats, Doctor of Information Sciences and Teacher (Pompeu Fabra University of Barcelona); "Communication and education: a way of thinking and organizing formative tasks", by Marco Jaramillo, who leads Academia Escuela+. At the end of the morning, there will be a panel of teachers from Brazil, Colombia, Uruguay and Ecuador in which an analysis of the contents will be made and the needs and requirements towards audiovisual producers will be explained.

The morning will close with a plenary session on Digital Transformation in the new

world

of communications, led by Kelem Butts, Director of the AT&T Foundation and Angel Melguizo, Vice President of External and Regulatory Affairs of AT&T / DIRECTV Latin America.

In the afternoon, the second round of workshops will begin, with topics such as "Didactic proposals through digital media", by Andrés Chiappe, Senior Researcher and evaluation partner of COLCIENCIAS; "Digital transformation in the rural school" by Jorge Delgado, Director of the Department of Educational and Ceibal Technology of the Council of Initial and Primary Education of the ANEP; "The place of entertainment in education", by Valerio Fuenzalida, professor and researcher at the School of Communications of the Pontifical Catholic University of Chile; "Teachers and technological appropriation: an approach from neuroscience", led by Daniela Passarella, who coordinates and develops the training area at Academia Escuela+; and "National Geographic - Art and music for environmental education," dictated by Janni Benavides of Jacana, National Geographic Explorer.

The closing of the first day will be in charge of Jessica Rothenberg-Aalami, Founder and CEO of Cell Ed and Eugenio Severín, CEO of Tu Clase, Tu País who will focus on Digital Transformation in Teacher Training.

The second day opens with a conference on "Audiovisual content for education", by Belén Urbaneja, Director of Corporate Citizenship & Brand Management for The Walt Disney Company Latin America and Joan Ferrés i Prats, Doctor of Information Sciences and Teacher, Pompeu Fabra University of Barcelona.

The third round of workshops begins with two panels led by professors who will be discussing about "Digital resources in the classroom" and "Media experiences in the rural classroom". At the same time, at 10:00 am, Ignacio Bazzano CEO of Takeoff Media, will talk about "Games, Apps, social networks: digital platforms at the service of education", followed by Nélida Montoya Ramírez, Professor and researcher at the Faculty of Communication, Advertising and Design of the Luis Amigó Catholic University of Medellín, with its conference "Media competences in education". The last workshop of the morning will deal with "Transmedia Narratives: When Children are the Creators", by Disney. The morning plenary on "The power of digital influence" is in charge of Omar Rincon, Doctor of Human and Social Sciences, National University of Colombia.

In the fourth round of workshops, we will talk about "Digital transformation in teacher training", by Eugenio Severín, Co-founder and CEO of Your Class, Your Country; "Digital media in the rural school" with Limber Santos, Director of the Department of Education for the Rural Environment of the Council of Initial and Primary Education, of Uruguay and Juan Carlos Martínez, project specialist and planning expert; "Digital media at the

service of school inclusion: the Medellín experience”, led by Diana Castañeda Pareja, of Cybercolegio; and "Didactics and media", by Diego Montoya, Mg. Universidad EAFIT. This workshop's round will close with "Sport and its role in learning" by Dolores Moreno, teacher, education specialist and responsible for social investment programs in the area of Sustainability and CSR of Tournaments. Additionally, Discovery will offer an experiential

space for attendees during the two days of the congress.

The closing will be in charge of Melina Furman, Biologist graduated from the University of Buenos Aires and PhD in Education from Columbia University, who will lead a talk on Innovation and Digital Media at the School of the 21st Century.

To see the full agenda, and to obtain more information about the speakers and to register for the congress, you just have to visit www.congreso2019.escuelaplus.com/ Live streaming will be available on this website during the event.

About Vrio:

Vrio is a leading provider of digital entertainment services in South America and the Caribbean with 13.5 million subscribers in 11 countries and 10,000 employees across the region. Vrio's best-in-class entertainment includes premier sporting events, international content and exclusive programming. Vrio offers services in Brazil through the SKY brand and in Argentina, Barbados, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Uruguay and Venezuela through the DIRECTV brand. More information is available at: www.vriocorp.com Vrio is part of AT&T Inc. (NYSE: [T](#)).

About ESCUELA+: Escuela + is an educational program created by DIRECTV, which receives the contribution of Disney, National Geographic, Discovery, Tournaments and Take Off as main partners, and which aims to contribute to the improvement of the quality of education and to shorten the technological and educational gap between the rural and urban world in Latin America.

The initiative, which has already reached more than 2 million students in the region, combines technology, excellent content, an innovative methodology and permanent monitoring for the success of the program. Escuela+ supports the educational work of teachers in 9,500 schools in Argentina, Brazil, Chile, Colombia, Ecuador, Peru, Puerto Rico, Uruguay and Venezuela in a joint effort with the Ministries of Education of each of these countries. In its entirety, the program impacts more than 15 thousand teachers per year.

Take the content to unpublished places highlighting the Amazon, Antarctica in Argentina or Juan Fernández Island (Chile). Added to this we count with the presence of Escuela+ Solar, which operates with energy through solar panels, in areas such as El Impenetrable, in the province of Chaco in Argentina, Colombia, Chile, Peru and Uruguay.

The Walt Disney Company is one of the partners, which provides content from its two brands: Disney and National Geographic. Through Escuela+, The Walt Disney Company shares entertaining, appropriate, safe, inclusive and quality content for children and young people, consistent with the values it promotes and with the highest quality standards pursued, which contain great educational value. In addition, it develops pedagogical records, which propose activities that aim at the development of skills in children. Some of the contents offered are from Aulanatgeo.com, a free and open access platform for the entire educational community, with more than 35 hours of high quality educational and pedagogical content, with the highest standards of research in key topics as social sciences, history, geography, culture, natural sciences, mathematics, among others.

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