



Moving Beyond Content

Creating Better Learning Experiences in the Age of AI
An EdTech Leadership Summit

For, C-Level Leaders from the Indian EdTech Industry from Hyderabad



Introduction

EdTech companies face a key challenge: how to maintain competitive advantage in an AI-driven environment.

As AI democratizes content creation, the EdTech industry is navigating an increasingly complex landscape. In this shift, the real advantage is moving away from content delivery and toward **authentic application**, where critical thinking, creativity, and real-world problem-solving take centre stage. This event will explore the transition from **content-driven education to experience-driven learning** and help you position your business at the forefront of this shift.

A recent report found that only 42% of Indian graduates are employable (India's Graduate Skill Index, 2025). **The Centre for Learning Design (CLD) at Woxsen School of Arts & Design** is committed to improving employability by driving innovation in learning experiences and fostering thought leadership in education technology.

In collaboration with international learning design agency Ding Learning, The CLD is organizing an **EdTech Leadership summit**. This event coincides with the visit of Dr. Tony Reeves, MD of Ding Learning, UK, and Phil Gomm, Director of Learning Experiences at Ding Learning.

This event will convene an exclusive group of **C-Level leaders from India's EdTech industry** for a high-impact discussion on the evolving **landscape of EdTech**. With his extensive experience in the **UK and USA EdTech sectors**, Dr. Reeves will facilitate the dialogue, offering a global perspective on industry trends, challenges, and collaborative opportunities.

Woxsen University

<https://woxsen.edu.in/>

Woxsen University is a unique effort, that has been designed to reimagine education and learning. Established in 2014, Woxsen University is the flag-bearer of the first private universities of the young state of Telangana. With a strong belief in creating a highly invigorating knowledge platform that transcends traditional academic boundaries,

Woxsen University is built on the 4 core pillars of Academic Excellence, Applied Learning, Global Exposure, Diversity & Inclusivity. Pioneers in bringing new-age programs in various fields, Woxsen University is creating robust platforms for learners to power through change and embrace disruptive technology. Whether in Management, Technology, Design or Architecture, Woxsen is leading a new paradigm in education that has adaptability & resilience at its core.

Ding learning

<https://ding.global/>

Ding Learning believe in the power of effective courses to transform lives. They partner with organizations that share a commitment to impactful education and learning design.

Many courses fail to prepare learners for the workplace, and there is a growing need to bridge education and employment by equipping learners with AI-era skills. Ding's projects close the gap between education and business by fostering workplace competencies, skills, and behaviours.

Ding specialize in scenario-based learning and end-to-end learning design. Having collaborated with top EdTech firms and universities in the UK and US, they look forward to exchanging insights with experts in India.

Centre for Learning Design (CLD)

<https://centreforlearningdesign.com/>

CLD is an initiative by Woxsen University's School of Arts & Design, in collaboration with Ding Learning, UK, aimed at enhancing learning experiences in Indian higher education. Through training, research, and meaningful discourse, CLD brings together key stakeholders from the higher education sector to drive innovation in learning design.

Ding Learning, an international partner of Woxsen University, plays a key role in developing India-specific projects, and fostering cross-border collaboration to shape the future of education and training.

Objectives

The **EdTech Leadership Roundtable** aims to:

-  Initiate a dialogue on the challenges and opportunities for Edtech in 2025
-  Explore ways to differentiate learning products and platforms in response to impact of AI.
-  Share insights for designing impactful learning experiences.
-  Enable partnerships and collaborations with like-minded professionals and businesses.

Event Format (Tentative Agenda)





Duration: 2 hours 30 minutes

1. **5 mins: Welcome Address** – Setting the context for the event.
2. **25 mins: 2-min introduction by each EdTech leader** – Sharing the key challenges/ changes/ learning since the adoption of AI.
3. **30 mins: Panel discussion 1:** Challenges and opportunities of AI for Indian Edtech businesses
4. **10 Mins:** QNA based on the Panel one
5. **20 mins:** Break and networking
6. **30 mins:** Panel discussion 2: Differentiating learning products and platforms in the AI era
7. **10 mins:** QNA based on the Panel Two
8. **10 mins:** Introduction of Ding Learning and CLD by Dr. Tony Reeves, Phil Gomm and Dr. Adity Saxena
9. **5 mins:** Any Questions
10. End.

Key Discussion Points

- **Impact of AI on EdTech ecosystems** in India, UK and USA
- **The role of EdTech** in bridging skill gaps
- **Emerging trends & innovations** in EdTech and learning design
- **Challenges in finding product market fit for EdTech solutions**
- **Building global partnerships for EdTech innovation**

Expected Outcomes

-  **Knowledge exchange:** Insights from global and local EdTech leaders.
-  **Strategic partnerships:** Identifying win-win opportunities for collaboration
-  **Innovation roadmap:** Strategies to inform future development of EdTech solutions.
-  **Networking:** Strengthening relationships among key players in the EdTech industry.

DR. TONY REEVES

Managing Director
Ding Learning Ltd.



Tony Reeves is Managing Director of Ding Learning. As Managing Director at Ding Learning, he collaborates with businesses and organisations to increase the value and impact of courses and learning products.

Tony helps businesses harness the complex dynamics of learning to create impact and engagement. He has worked with universities, training providers, tech companies and local governments to show how better course design can help them achieve their outcomes and unlock hidden potential.

His previous experience as a course leader and PhD in Technology Enhanced Learning underpin his ability to design engaging learning experiences. Tony's postgraduate course in Creative Education achieved 100% satisfaction in the National Student Survey.

His pragmatic approach to using technology in learning runs through every Ding project. Using a deep knowledge of learning theories and digital engagement, he constructs AI-enabled learning experiences spanning physical and digital spaces. His approach is grounded in inclusivity, universal design and accessibility.

Tony has worked with clients in business and higher education. Previous clients include Multiverse Apprenticeships, Arts University Bournemouth, Kingston University, IO-Sphere Accelerators and Olive Media.

RESOURCE PERSON'S PROFILE

PHIL GOMM

Director of Learning Experiences
Ding Learning Ltd.



Phil Gomm is Director of Learning Experiences at Ding Learning. He has over 20 years' experience in the successful design, delivery and dissemination of creative education, and is an expert project-manager of ambitious multi-participant collaborations.

At Ding, Phil leads on the design and implementation of new courses and works with clients to scope, design and deliver new learning products. He is a staunch advocate of using plain English and getting things to make sense for learners.

His previous experience as a course leader has given him extensive experience of governance and quality assurance in higher education, and he has led multiple course validations, periodic reviews and credit frameworks implementations. Phil's course in Computer Animation Arts achieved 100% satisfaction in the National Student Survey for 10 consecutive years.

Phil is also an award-winning writer, director and producer and has devised and delivered a series of ambitious interdisciplinary collaborations. His EU-funded projects have enabled him to lead conductors, musicians and visual artists to produce high-quality research outcomes.

Phil has worked with clients in business, higher education and the charities sector. Previous clients include Amnesty International, Ruskin Mill Centre for Practice, The Open College of the Arts, Measurelab Analytics, and the National Film and Television School.

Organised by
Woxsen University, Centre for Learning Design

Knowledge Partner
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Date: **April 2, 2025**
Time: **3 PM to 5:30 PM**