10 Key Lessons

From the Magic EdTech Summit 2024

1

Prove It or Lose It
The Future Belongs to Evidence

Show Data-Driven Results
Schools demand proof of impact—only solutions that show measurable success will survive.

Long-Term Gains
Prioritizing value can lead to lasting partnerships and higher revenue.

2

Using AI for Product Development?
Speaker: Ken Brooks, President, Treadwell Media Group

Continuous Improvement
Use AI to move from static content updates to real-time testing and smarter product revisions.

Efficiency Boost
Automate routine tasks with AI, freeing up time for strategic innovation

3

Make Accessibility a Growth Driver

Speakers: Kelly Hermann, VP of Accessibility, Equity & Inclusion, University of Phoenix; Julia Betancourt, Educator, Archdiocese of NY

Team Responsibility
Make accessibility everyone's role—training and awareness across your team are essential.

Design from the Start
Embrace universal design principles to avoid costly, frustrating retrofits.

4

Build the Workforce of Tomorrow
Speaker: Juanita Soranno, Head of Impact, Cengage

Skip the Fluff
Help learners gain relevant skills faster by focusing on what they need to know, not what they already do.

Partner Power
Collaborate with local experts and organizations to deepen learner support and stand out.

5

Smart Data, Smarter Decisions
Speaker: Brent Lloyd, President, Aeries Software

Mission-Driven Integration
Start with clear goals—whether it's boosting outcomes or improving interventions.

Better Insights
Integrate fragmented data systems to create actionable insights for smarter decisions.

6

AI's True Potential for Education
Speaker: Siya Raj Purohit, Education GTM, OpenAI

Start Small, Scale Smart
Focus on quick wins that address immediate challenges before expanding.

Context Matters
Give AI clear business goals and context for best results and highest ROI.

7

Beyond the VR and AI Hype
Speaker: Deborah Serri, Fractional Chief Product Officer, Deborah Serri Consulting

Craft the Experience
Engagement is about design—sometimes simpler tools like videos can be more effective than VR.

Focus on Outcomes
Use the right tools to improve learning retention, saving time and money on remediation.

8

Real EdTech Game-Changers
Speaker: Michael Campbell, President, Advancing Global EDU; Joshua McGhee, Sr. Technical Program Manager, 1EdTech

Smart Outsourcing
Scale effectively by outsourcing and aligning with specialized partners.

Transparency Wins Trust
Be open about data practices—schools want to know how their information is handled.

9

Frictionless User Onboarding
Speaker: Carrie Vail, Founder, CANYMA Consulting

Master One Problem
Aim to be the best at one specific solution instead of trying to solve everything.

Partner for Growth
Build alliances to enter new markets and offer schools support in data use, not just new tools.

10

Lessons from the Classroom Evolution
Speaker: Luyen Chou

AI as a Collaborator
Educators embracing AI are improving engagement and finding better work-life balance.

Focus on Human Skills
The future is in creativity, ethical reasoning, and critical thinking—skills AI can't replicate.

Got Questions?
Talk to us at marketing@magicedtech.com

Digital Learning for Everyone