



## PEARSON VUE CONFIRMED AS GOLD SPONSOR OF EUROPEAN ASSOCIATION OF TEST PUBLISHERS CONFERENCE

**July 2009**

E-Assessment leader Pearson VUE will be supporting the inaugural European Association of Test Publishers (E-ATP) Conference as a Gold Sponsor.

The event, which will be held in Brussels from 30 September to 2 October 2009, is the first conference of its kind in Europe, and is aimed at all those involved in the business of testing people, whether they already have an established testing programme or they are considering using assessment for the first time.

Pearson VUE joins other confirmed sponsors such as Hogan Assessment Systems, Cito, Questionmark and CTB/McGraw-Hill. As part of its support package, Pearson VUE has supported ATP in the organisation of the event, which promises to cover the full spectrum of testing from an introductory level through to a showcase of the most advanced technologies and methods.

Attendees from across the continent are expected to include representatives of Ministries of Education, test publishers and vendors, academic and professional awarding bodies, curriculum authorities and policy makers, as well as those from any organisation that has a responsibility for training and testing people's skills, competencies and knowledge.

Suzana Lopes, Pearson VUE EMEA VP Sales and Marketing, comments:

"The theme of this event, 'Growing Talent in Europe: Gaining Advantage Through Assessment', is a close fit with our own area of expertise, and we have always maintained a close working relationship with the Association of Test Publishers and its European division. We are always keen to ensure that Pearson VUE maintains a representation on the board of the Association, because as a body it raises the profile of assessment, from which we and our peers in the industry stand to benefit."

For more information, or to register for the event, visit <http://eatp.designingeventsonline.com>.

**Ends.**

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**Notes to editors:** Pearson VUE ([www.pearsonvue.co.uk](http://www.pearsonvue.co.uk)) is a global leader in computer-based testing for information technology, academic, government and professional testing programmes around the world. Pearson VUE provides a full suite of services from test development to data management, and delivers exams through the world's most comprehensive and secure network of test centres in 165 countries.



Pearson VUE is a business of Pearson (NYSE: PSO; LSE: PSON), the international media company, whose businesses include the Financial Times Group, Pearson Education and the Penguin Group.

**About The Association of Test Publishers:** Founded in 1992, The Association of Test Publishers (ATP) is a non-profit organisation representing providers of tests and assessment tools and/or services related to education, employment, certification/licensing or clinical uses. ATP's US conference, Innovations in Testing, celebrated its 10th year in 2009. The conference brings together executives from all aspects of the testing industry to collaborate and share insight about advancements in the ever-changing assessment industry.

E-ATP, ATP's European division, provides suppliers of tests and assessment tools in Europe with a collective voice to positively influence consumers. The founding of the European division of ATP is a natural step towards ATP's mission of becoming a worldwide trade association for the testing industry.

The European Division of ATP will assist governments in Europe and the European Union with establishing policies and guidelines that are advantageous to all the stakeholders in the testing process. A European presence creates more business opportunities for ATP members and will allow them to play a part in establishing worldwide policies and guidelines for the testing industry.