



PEARSON VUE TO SHOWCASE E-ASSESSMENT AT IP WEEK 2009

January 2009

PEARSON VUE has announced that it will be exhibiting for the first time at the IP Week 2009 event, which is being held at One Great George Street, London, from 16-19 February.

Pearson VUE is the world leader in computer-based testing, also known as e-assessment, and aims to showcase the many benefits of electronic test delivery in assessment programmes. Hosting the company's stand will be Patrick McMurray, who handles business development in the Oil and Gas sector. He explains why Pearson VUE has chosen to attend this event:

"The Energy industry is a particularly technologically sophisticated sector. Large organisations need to ensure that their workforce's skills and knowledge measure up to their stringent standards, and one way in which to do this is through regular assessment. In addition, this industry by its very nature often employs an increasingly transient workforce, often with long periods of time spent in remote locations such as rigs or other challenging environments, so being able to ensure that they are able to access their training and assessment programmes is important.

"Pearson VUE has proven their ability to deploy high-stakes assessments in the most demanding of locations; for instance, we have mobile testing centres throughout the world in remote locations such as island communities, aircraft carriers and war zones. Pearson VUE also has successfully delivered computer-based assessments on behalf of large organisations such as the Driving Standards Agency and US Military in similarly challenging settings.

"We understand that the Energy industry clearly requires a far more advanced training and assessment programme than traditional classroom methods can offer. Much is invested in advanced learning and development, for instance employing psychometric approaches and e-learning; e-assessment is a natural extension to the learning process."

IP Week's delegates will have the opportunity to discuss their assessment needs and learn more about the benefits of e-assessment when they visit the Pearson VUE stand. They will be able to

ask questions about our test development, test registration, test delivery and security. Patrick McMurray will be available throughout the exhibition to highlight how harnessing technology to develop and deliver tests can offer the candidate a much richer and more interactive test experience. There will also be a demonstration of the different 'item types' (i.e. questions) that are currently possible and how these can be utilised to better represent the skills being tested and ascertain the candidate's true abilities.

Pearson VUE will also use the event to showcase the many security aspects of e-Assessment, including e-encryption and item banks with features like item pooling and randomisation. This means that, from the creation of every item, through test delivery to the final reporting of results, there is minimal risk either of content leaking, candidates cheating, or test-takers' data going astray.

Pearson VUE's exhibit at IP Week 2009 will be located at Stand 7.

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Media contacts: Oliver Chesher or Jessica Hope at Gyro International, (+44 161 876 5522), oliver.chesher@gyrointernational.com / jessica.hope@gyrointernational.com

Notes to editors: Pearson VUE (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 largest and most secure network of test centres in 162 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 IP Week: IP Week 2009 (www.energyinst.org.uk/ipweek), otherwise known as International Petroleum Week, is the largest event of its kind in Europe.

The key theme for IP Week 2009 will be the continued need for sustainable fossil fuel supplies and the efficiency of industry operations. Other challenges to be discussed are exploration, refining and the cost of alternative fuels and. The event will also discuss how demand affects the oil and gas industry and what the economics of security of supply are.