



PEARSON VUE TO HOST FIRST PSYCHOMETRIC WORKSHOP IN DUBAI

October 2009

COMPUTER-based assessment company Pearson VUE will host its first free psychometric workshop in Dubai, to be hosted at The Crowne Plaza on Sheikh Zayed Road.

The sessions are intended to help those involved in, or getting started in the creation of assessments, to develop tests that are a better and more reliable reflection of the abilities they are intended to measure. They are equally suitable for individuals from certification organisations, educational establishments or government bodies.

The sessions will guide participants through the essential components of developing a valid and reliable testing programme. They will cover test development, test validity, test and item analysis and factors to consider when transitioning to computer-based testing.

The workshops, to be held on the 25th and 26th October, will be hosted by Pearson VUE's experienced in-house content development and measurement experts and will be informal and interactive, allowing participants to examine a variety of aspects of test development and to ask questions.

Day One

Kathleen A. Gialluca, Director of Measurement and Research Services at Pearson VUE who will be hosting the sessions, explains: "The first workshop is for those who are new to test development or item writing. The morning session discusses determining what and how to measure to ensure the test is as valid as possible. The afternoon session will focus on writing good test questions and on computer-based testing."

Day Two

Kathleen Gialluca continues, "Day two of the workshop will cover Item Classical Test Theory focusing on reliability. Areas such as Standard Setting will also be explored, looking into the importance of doing so along with the types of Standard-Setting Studies available. This will be



demonstrated through a break-out exercise that will allow delegates to participate in a Standard-Setting exercise using the Angoff Method.”

Previous psychometric workshops have been met with enthusiasm from attendees. Peter Watkins, Director of Education at CFA UK, described them as “Excellent, truly relevant,” while Patrick Haverty, e-Assessment Manager at ICAEW, said, “Very enjoyable and informative, really good presentation, I particularly enjoyed the informal approach.”

Those wishing to register for their free delegate pass for these events should visit www.pearsonvue.co.uk.

Ends.

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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 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.