



CEdMA Conference, 8th – 9th May, 2008
Marriott Forest of Arden

Welcome and Introduction

Phil Lawman

Chairman of the Board

CEdMA Europe

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CEdMA Europe - Who are we?

The Managers of Training Businesses that exist to support the hardware and software products manufactured by our companies.



CEdMA Europe is:

A European-based industry-led forum for hardware and software manufacturers to:

- Raise the profile of training within both the parent and client organisations
- Provide a source of information to influence the perception of industry and to raise intelligence for members
- Develop and maintain high standards in the industry
- Advise on and support the improvement of professional standards
- Share our successes and failures honestly.



CEdMA Europe is NOT:

- A closed market for opportunity exchange
- A ‘personnel’ exchange
- A Cartel
- Competitive with other organisations
- An excuse for a trip
- A waste of your time.



CEdMA History

1991 - CEMA (later CEdMA) founded in the USA

22nd Sep 93 - first meeting of CEdMA Europe (Oracle UK, Software AG UK, IBM UK, Sun, Sybase, Novell, WordPerfect)

19th Jul 94 - CEdMA Europe legally born

15th Sep 94 – 1st conference: IBM La Hulpe

15th Mar 05 - 1st workshop: SAP Bedfont

8th Nov 07 - 26th conference: Oxford “Optimising your P&L”

12th Jan 08 – 12th workshop: CA Datchet

12th Mar 08 – 13th workshop: HP Bracknell

8th May 08 – 27th conference: Forest of Arden “Routes to Market”

CEdMA Europe Board of Directors (May 2007)

Chairman	Phil Lawman (<i>HP</i>)
Secretary	Simon Maskrey (<i>Sun</i>)
Treasurer	Jasmine Huxtable-Wright (<i>Symantec</i>)
At Large	Hans Hirschi (<i>Autodesk</i>)
At Large	Justin McCarthy (<i>Sybase</i>)
At Large	Norman Buckberry (<i>Autodesk</i>)
At Large	Neil Gregory (<i>SPSS</i>)
Key contributors:	
Business Devt	Mike Dowsey
Secretariat	Penny Farrington



Conference Logistics

- Discussion sessions, not presentations
- No handouts - please take notes
- There is very little competition in this room
- The more you put in, the more you get out
- Coffee breaks and Lunch
- **Mobile phones**
- Please be ready to start each session on time



Agenda – Thursday 8th May

- 0930 Coffee and Welcome – *Phil Lawman, HP, Chairman*
- 0945 Introductions and Pulse/”Hot Topics” – *Mike Dowsey*
- 1030 Coffee
- 1100 Routes to Market – What works for you? – *Mike Dowsey*
- 1130 Working with Sales Channels – *Steve Macfarlane, CA*
- 1230 Lunch
- 1330 Accountability without Authority – *David Pinnock, Epicurean*
- 1500 Break
- 1530 Accountability without Authority (continued)
- 1630 Marketing Collateral – what, when, why, whose? – *Claire White, IBM*
- 1730 Close
- 1830 “Blind” Wine-tasting
- 2000 Dinner



Agenda – Friday 9th May

- 0900 CEdMA Business Update – *Phil Lawman/Hans Hirschi*
- 0930 Telesales can Work! – *Justin McCarthy, Sybase*
- 1100 Coffee
- 1130 The Rise of the Web– *Justin Collins, SUN/Neil Gregory, SPSS*
- 1300 Lunch
- 1330 Hot Issues/Topics – *Mike Dowsey*
- 1430 Planning the events for the rest of 2008 - Workshops and Conferences - *All*
- 1530 Coffee and Close

Who's here and who's who?

Airwide Solutions	David McBain
Apple	Reiner Deichmann
AspenTech	Charles Lilker
Autodesk	Hans Hirschi, Norman Buckberry
BMC Software	Kate Lipmann
Business Objects	Karen Lawton
CA	Steve MacFarlane, Mike Honer
Cognos	Lynn Tracey-Harris
EMC	Simon Powell
ESRI	Petra Brown
HP	Phil Lawman, Helen Ives
IBM	Alastair Jeffrey, Julie Hollway, Claire White
Lawson Software	Noel Cocker
McAfee	David Henshall
NorthgateArinso	Sarah Walker, Stephanie Wilkins
Red Hat	Jens Ziemann
SAP	Neill Crump
SPSS	Neil Gregory
Steljes	Fran Williams
SUN	Justin Collins, Simon Maskrey
Sybase	Justin McCarthy
Symantec	Jasmine Huxtable-Wright