

CEdMA Europe Conference Agenda

14-15 October 2014

Bristol City Centre Marriott

Tuesday 14 October 2014 “What Customers Want - Social, Informal and 70:20:10?”

Time	Topic	Leader
1000	Welcome and Introduction	<i>Philip Bourne, Chairman</i>
1030	Market Barometer Update Your input to the 14Q2 Market Barometer has been collated but only the highlights will be presented	<i>Mike Dowsey, CEdMA Europe</i>
1045	<i>Break</i>	
1115	Keynote: 70:20:10: strategies and practices that work in the technology training world Clear trends are emerging in the global training and learning industry. Demands are increasing to extend support beyond the classroom and workshop. New technologies are driving innovation in learning and training. The demand for speed to capability is placing increasing pressure on learning services. At the same time learning content is being transformed for easier consumption through an increasing number of delivery channels. All of these drivers have resulted in the urgent need for straightforward strategies and practices that extend learning into the workflow and help build an agile and resilient workforce. Charles will explain the principles behind the 70:20:10 framework and how it is being used to help address these needs.	<i>Charles Jennings</i>
1300	<i>Lunch</i>	
1400	Breakout: What do WE think Customers Need?	<i>All</i>
1530	<i>Break</i>	
1600	Keynote: Informal Learning – What, Why & Why Bother Informal learning is something that many organisations talk about, but often find hard to define. Assuming an organisation can explain what they mean by informal learning, can they actually deliver it? If it is delivered, isn't it formal? At the end of this session, you'll have had chance to determine your own approach to informal learning based on what it is, what it isn't and how informal learning could help and how – on occasions – it most definitely does not.	<i>Robin Hoyle</i>
1800	<i>Close</i>	
1900	<i>Drinks before dinner</i>	<i>All</i>
2000	<i>Dinner</i>	<i>All</i>

Wednesday 15 October 2014 “What Customers Want - Social, Informal and 70:20:10?”

Time	Topic	Leader
0900	CEdMA 2 Update and Discussion	<i>Philip Bourne</i>
1030	<i>Break</i>	
1100	Case Study – Where Social Fits in Our Delivery Model In 2012 SAP Education launched a cloud-based learning portal, SAP Learning Hub, and added at the beginning of 2014 significant social learning capabilities with so-called Learning Rooms. During the Learning Rooms pilot in Q1 2014 a lot of feedback was collected from instructors, learners, customers and partners to standardise this new delivery format which is now being pushed out globally as a real substitute for classroom training. The change from classroom to social learning represents a significant change in SAP Education’s delivery model and it is being used as a change catalyst to transform the entire business. The case study will discuss the business rationale, key strategy aspects, successes and lessons learned from the product launch during 2014 as well as current projects and next steps. It will also review in detail how change management was addressed within the organisation and share lessons learned.	<i>Arnold Petersen-Jung, SAP</i>
1230	<i>Lunch</i>	
1330	Breakout: Social, Informal and 70:20:10 - Next Steps	<i>All</i>
1500	Conference Summary	<i>Philip Bourne</i>
1515	<i>Close</i>	

Events in 2014**Tue 2 Dec**, half-day Workshop

Keynote Speakers' Biographies – Charles Jennings

Charles Jennings is a leading thinker and practitioner in innovative learning and capability development. He has more than 35 years' experience in strategic learning and performance improvement. Charles spent many years researching innovative approaches in these areas as a university professor and researcher. Over the past 20 years he has held senior roles in business, as a chief learning officer and member of leadership and management teams in global companies, and as an independent consultant.

His career includes the role as **Chief Learning Officer for Reuters and Thomson Reuters** where he had responsibility for developing learning strategy and leading a 350-strong team of learning professionals for the firm's 55,000 workforce. He led Reuters learning organisation through a transformation from a traditional training department to an integrated business-aligned learning and workforce development function using the 70:20:10 model. The result was increased impact, value and effectiveness, as well as >70% reduction in cost.

Charles was also **Head of the UK National Centre for Networked Learning**, and a **Professor at Southampton Business School**. After leaving academia he held senior business roles for global companies, including **Strategic Technology Director for Dow Jones Inc.** and as an **evaluator for the European Commission's learning, performance and eCommerce research initiatives**. He has also been a consultant with leading organisations and sits on steering groups and advisory boards for national and international training, learning and business bodies including the **European Learning Industry Group (ELIG)**, the **European Foundation for Management Development (EFMD)**, **Online Educa**, **iVentiv** and others.

To date Charles has worked with more than 100 organisations across the world to help them develop their strategy and implement the **70:20:10 Framework**. Charles is a Fellow of the Royal Society for Arts (**FRSA**) and of the British Institute for Learning & Development (**FBILD**).

Keynote Speakers' Biographies – Robin Hoyle

Robin Hoyle has worked as a training manager and trainer for 28 years. For the last 20 years he has been primarily involved in developing learning strategies and designing award winning training programmes. These blend technology, coaching, on the job activities and classroom sessions to create joined up, learner centred programmes delivering real performance improvement.

Robin was head of production and subsequently chief learning architect at ebc from 1993 to 2006 producing television programmes for the BBC, CD Roms and latterly bespoke eLearning projects. From 2007 to 2011, he was head of learning at learning design agency Infinity Learning Ltd, writing learning strategies, creating innovative programmes and courses and designing and specifying an award winning Learner and Learning Management System.

In 2012 Robin decided to branch out on his own as a writer and trusted adviser to major corporations. He is the author of **Complete Training: from recruitment to retirement** which was published in 2013 by international business publisher, Kogan Page.

Robin regularly writes for industry publications and speaks at international training and workforce development events. In 2014 he will Chair the World of Learning Conference at the NEC in Birmingham, UK.