CE*d*MA Europe Conference Agenda

9-10 April 2019

Tuesday 9th April 2019 *"Technical Training Management"*

Time	Topic	Leader
0930	**Welcome, Introduction, Conference Structure**	*Kevin Streater, Chairman*
1000	**Keynote: Technical Training Management – A Rich Spectrum of Opportunities** Learning in the 21st century places new demands on learners to use technology to access, analyse and organise information. It places responsibility on learning providers to establish an environment that supports creativity, innovation, communication, collaboration, problem solving, decision making and engagement with the learner, to ensure learning occurs within the context of the real-world environment they are involved with.	*Philip Bourne, CEdMA Europe*
1030	*Break*	
1100	**Business Strategy and Execution** Successful training organisations require a clear strategy and business execution plan in order to achieve, monitor and control the attainment of their goals and objectives. We'll look at a typical approach, including the associated components and activities required to develop the strategy that can be used to develop an executable plan.	*Kevin Streater ForgeRock; Faez Ahmed ServiceNow*
1230	*Lunch*	
1330	**Barometer Update** Feedback from the 18q4 barometer with EMEA versus WW comparisons	*Mike Dowsey*
1345	**Sales and Marketing** Establishing, growing and maintaining a training business as it moves forward requires strong skills in business development and awareness of marketing management. This session covers the key elements of implementing and executing a sales and marketing strategy.	*Nick Beard VMware; Dan Johnson Cloudera*
1515	*Break*	
1545	**AGM**	*All*
1600	**Training product lifecycle management** This is a process used to manage the lifecycle of a training offering involving seven stages commencing with a concept phase and then feasibility, design and planning, development, verification, release and maintenance. This session explores the seven stages in releasing a training offering.	*Dirk Braune BMC Software; David Day Palo Alto Networks*
1730	*Close*	*All*
1830	*Drinks*	
2000	*Dinner, which includes the Impact Award Winner Announcement*	*All*

Wednesday 10th April 2019 *"Technical Training Management"*

Time	Topic	Leader
0900	**Impact Award Presentation by Winner**	*?????*
1000	**Offerings and Modalities** Training offerings can be considered in terms of what is being taught, whereas a training modality is the way in which the training is delivered. This session looks at the various options available.	*Julia Allen Qlik; Joachim Worf Dell-EMC*
1100	*Break*	
1130	**Financial Management** Financial management is based on the planning, organising, directing and controlling of all relevant financial activities associated with the running of the training department. It encompasses capital budgeting, staffing and operational costs, with requirements to deliver an agreed fiscal result. The role of the training manager is to be able to measure financial metrics to justify and validate overall business effectiveness, with the key metrics being sales, revenue, costs and profit.	*Faez Ahmed ServiceNow; Kevin Streater ForgeRock*
1230	*Lunch*	
1330	**3T: Technologies, Trends, Talent** The world of change is accelerating, and technology is in the driving seat. How is it shaping our future? What are the trends that are making waves and are shifting how we do business? Why are talent and skills the key to our future? The presentation will make us think about how technology is altering how we think, work and learn. The session looks at the pace of change, some of the emerging technologies that are impacting learning and how social spaces are affecting how we engage our learners, workers and customers of tomorrow.	*Matthew Poyiadgi, Pearson*
1430	**Subjects for future meetings**	*All*
1445	**Conference Summary**	*Kevin Streater*
1500	*Close*	

Future Events

Tue 4 Jun, half-day Workshop
Tue 10 Sep, half-day Workshop
Mon 14 Oct, joint workshop with BCS L&D Group) *provisional*
Tue/Wed 15-16 Oct, Conference   ) *dates*
Tue 3 Dec, half-day Workshop