

CEdMA Workshop, 04 October 2005

SUN, Camberley

***"20th century Learning Systems for 21st Century
learners - R we out of touch?"***

Welcome and Introduction

**Mike Dowsey
Business Development Manager
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.

Note: there is very little competition in the room!



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 Board of Directors (Mar 2005)

Chairman

Phil Lawman (*HP*)

Secretary

Lisa Clark (*SAP*)

Treasurer

Sue Vine (*IBM*)

At Large

Simon Maskrey (*Sun*)

At Large

Steve Moody (*COGNOS*)

At Large

Justin McCarthy (*Sybase*)

At Large

Isabelle Miller (*AspenTech*)

Key contributors:

Business Dev

Mike Dowsey (*IOF*)

Secretariat

Penny Farrington (*Paper Chain*)



Agenda – Tuesday 04th October

1300	Coffee and Networking
1330	Introduction – <i>Mike</i>
1345	<i>Prof Steve Molyneux, Director of the Learning Lab</i>
1445	Break and Networking
1515	<i>Steve - continued</i>
1615	Open Discussion
1645	Summary – <i>Mike</i>
1700	Close and Networking



Who's here and who's who?

Avid

**Jeremy Welch, Adrian Shepard, Karl Williams,
Charlie Raynsford**

HP

Phil Lawman, Denis Spiller

IBM

Helen Dalton

Northgate

Steve Rycroft

Red Hat

Jasmine Huxtable-Wright

SAP

Martin Roche

SUN

Simon Maskrey

Sybase

Justin McCarthy, Ommad Sheikh

Infinity I/O

Peter Coleman

Learning Lab

Steve Molyneux

CEdMA Europe

Mike Dowsey



Forthcoming Events

Autumn Conference, Initial Style Conference Centre at Horsley,
10-11 November:
“Getting Ready for Business in the Future”

Workshop, TBA, 25 January PM:
“This is your chance to tell me who and what you want!” with
Your Very Own Choice

