

CEdMA Workshop, 24 January 2006

Avid, Pinewood Studios

“Trends in e-Learning Course Development”

Welcome and Introduction

**Norman Buckberry
Manager – Organizational Learning
Reynolds and Reynolds International**

Norman_buckberry@reyrey.com



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 (Jan 2006)

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Isabelle Miller (*AspenTech*)

Key contributors:

Business Dev

Mike Dowsey (*IOF*)

Secretariat

Penny Farrington (*YAA*)



Agenda – Tuesday 24th January

- 1300 Coffee and Networking
- 1330 Introduction – what the surveys are saying, what’s new in e-learning, what’s rapid e-learning – *Norman Buckberry, Reynolds*
- 1415 Education psychology, memory science, engaging minds - *Andy Macpherson, Caspian Learning*
- 1500 Break and Networking
- 1530 Learning-based games – a hands-on reality check for corporate training – *Graeme Duncan, Caspian Learning*
- 1645 Summary – *Norman*
- 1700 Close and Networking



Who's here and who's who?

Autodesk

Fergus Quinn

Avid Technology

Adrian Shepard, Karl Williams, Peet Grunert, Ian Middleton

Red Hat

Jasmine Huxtable-Wright

Reynolds

Norman Buckberry

Symantec

Max McLellan

Progress

David McBain

Steljes

Judith White, Martine Dodwell-Bennett

Caspian Learning Andy Macpherson, Graeme Duncan



Forthcoming Events

Tue 14 March PM, Workshop: *“End-user assessment with Learning Analytics feedback”*, SAP Bedfont

Thu 11 May – Fri 12 May, Spring Conference: *“How to improve Education Sales”*, Initial Style Conference Centre near Oxford

Tue 13 June PM, Workshop: *“Introduction to Learning Management Systems and Learning Content Management Systems”*, Sybase Maidenhead

