

CEdMA Workshop, 14 March 2006

SAP, Bedfont

***“End-user assessment process with Learning Analytics
feedback”***

Welcome and Introduction

**Mike Dowsey
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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 2006)

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Justin McCarthy (*Sybase*)

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Isabelle Miller (*AspenTech*)

Key contributors:

Business Dev

Mike Dowsey (*IOF*)

Secretariat

Penny Farrington (*YAA*)



Agenda – Tuesday 14th March

- 1300** Coffee and Networking
- 1330** Introduction and overview of Learning Analytics— *Mike*
- 1415** Break and Networking
- 1430** *SAP Presentation - Martin Roche, SAP Education Manager*
- 1545** Break and Networking
- 1600** *HP Presentation - Phil Lawman, HP Education Director*
- 1645** Open Discussion
- 1700** Close and Networking



Who's here and who's who?

Avid

Ian Middleton, Adrian Shepard, Karl Williams

HP

Phil Lawman

Red Hat

Jasmine Huxtable-Wright

Reynolds and Reynolds

Norman Buckberry

SAP

Martin Roche

SUN

Simon Maskrey

Sybase

Justin McCarthy

Business Objects

Neil Gregory

Engenio (LSI Logic)

Andy Woodgate

Oracle

Terri North

SAS

John Raddon, Ruth Talbot

CEdMA Europe

Mike Dowsey



Forthcoming Events

Spring Conference, Initial Style Conference Centre at Minster Lovell, near Oxford, 11-12 May:
“How to improve education sales”

Workshop, Sybase Maidenhead, 13 June PM:
“Introduction to Learning Management Systems and Learning Content Management Systems” with Fiona Leteney of Feenix

