

CEdMA Workshop, 13 June 2006

Sybase, Maidenhead

*“Introduction to Learning Management Systems and
Learning Content Management Systems”*

Welcome and Introduction

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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 Board of Directors (June 2006)

Chairman	Phil Lawman (<i>HP</i>)
Secretary	Simon Maskrey (<i>Sun</i>)
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At Large	Justin McCarthy (<i>Sybase</i>)
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At Large	Hans Hirschi (<i>Autodesk</i>)

Key contributors:

Business Dev	Mike Dowsey
Secretariat	Penny Farrington



Agenda – Tuesday 13th June

1300	Coffee and Networking
1330	Introduction - <i>Mike</i>
1345	Introduction to LMSs and LCMSs - <i>Fiona Leteney, MD, Feenix</i>
1515	Break and Networking
1545	Open Discussion
1645	Summary
1700	Close and Networking



Who's here and who's who?

Avid	Ian Middleton, Jeremy Welch
HP	Colin Livingstone
Kronos	Jane Price
McAfee	Fred Novak
Northgate IS	Steve Rycroft
SUN	Simon Maskrey
Sybase	Justin McCarthy
CEdMA Europe	Mike Dowsey



Forthcoming Events

Workshop, Cognos Bracknell, 26th September PM:
“Internal Selling Experiences” with CEdMA Europe Members

Autumn Conference, Verve Conference Centre at New Place,
Hampshire, 9th - 10th November (**DATE CHANGE**)
“How to improve education marketing”

