

CEdMA Workshop Cognos Bracknell 26 Sep 2006 "Internal Selling Experiences"																
Session																
Overall		4.9	5	5	5	4		5			5	5	5	5	5	5
Open Discussion		4.9		5	5	4	5				5	5	5	5	5	5
What topics would you like to see presented in future CEdMA Workshops?																
How do we measure the true cost of delivering training																
Which companies are providing accredited courses/courseware to schools and colleges? Success?																
Why do customers buy training?																
How do we get customers to better understand the value of training?																
Training Operations v Training Sales - how to successfully allocate resources																
Grey Market - who/how/what can we do to counter																
Grey Market																
How do you attract/keep good quality trainers when in the industry education is considered the poor relation to consulting?																
a) Marketing tricks b) Measuring the value of training - to internal and external customers c) follow-up on this workshop successes																
a) Online learning pricing/supply b) Post-course evaluation																
a) How to forecast b) Big ideas that bombed c) Certification d) Finding external training venues e) Acquisition and integration f) Revenue recognition																
a) Training collateral b) New training methods																
a) Customising courses b) Education Consulting																
What speakers would you like to see present at future CEdMA workshops?																
View from customers and sales people																
Futuristic/visionary organisation/individual with predictions on "the Classes/Education of the Future"																
Marketing organisations																
Sales person giving their view on Services																
Why aren't MicroSoft and Oracle here???																
How about a session in the conference to feed back key points raised In workshops??																