

CEdMA Workshop, 26 September 2006

Cognos, Bracknell

“Internal Selling Experiences”

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 (*HP*)

Secretary

Simon Maskrey (*Sun*)

Treasurer

Jasmine Huxtable-Wright (*Red Hat*)

At Large

Isabelle Miller (*AspenTech*)

At Large

Justin McCarthy (*Sybase*)

At Large

Norman Buckberry (*Reynolds and Reynolds*)

At Large

Hans Hirschi (*Autodesk*)

Key contributors:

Business Dev

Mike Dowsey

Secretariat

Penny Farrington



Agenda – Tuesday 26th September

- 1300 Coffee and Networking
- 1330 Introduction - *Mike*
- 1345 Internal Selling Experiences
- *Simon Maskrey, SUN Microsystems*
 - *Jasmine Huxtable-Wright, Red Hat*
 - *Neil Gregory, Business Objects*
- 1515 Break and Networking
- 1545 Open Discussion
- 1645 Summary
- 1700 Close and Networking



Who's here and who's who?

Avid	Karl Williams, Jeremy Welch
BEA	Rob Taal
Business Objects	Neil Gregory
CA	Steve MacFarlane
Cognos	Dominic Myles
ESRI	Petra Brown
Genesys	Tessa Connolly, Helma Kruithof, Oliver Nicholson
IBM	Julie Hollway, Laura Greenwood
Mercury	Helen Ives
Northgate IS	Sarah Walker, Stephanie Wilkins
Progress Software	David McBain
Red Hat	Jasmine Huxtable-Wright
SAS	John Raddon, Jeremy Clarke
Steljes	Judith White
SUN	Simon Maskrey, Kevin Streater, Nick Beard
Sybase	Justin McCarthy
The Trinity Grp	Patrick Wyburd



Forthcoming Events

Autumn Conference, Verve Conference Centre at New Place,
Hampshire, 9th-10th Nov

“How to improve education marketing” – BOOK NOW

2007 Workshops: 30th Jan, 27th Mar, 26th Jun, 25th Sep
Subjects and venues TBA

2007 Conferences: 10th-11th May, 22nd-23rd Nov
Themes and venues TBA

