

CEdMA Workshop, 30 January 2007

IBM Bedfont

“The Future of Education”

Welcome and Introduction

Mike Dowsey
Business Development Manager
CEdMA Europe

mike@dowsey.net



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 (May 2006)

Chairman	Phil Lawman (<i>HP</i>)
Secretary	Simon Maskrey (<i>Sun</i>)
Treasurer	Jasmine Huxtable-Wright (<i>Red Hat</i>)
At Large	Isabelle Miller (<i>AspenTech</i>)
At Large	Justin McCarthy (<i>Sybase</i>)
At Large	Norman Buckberry (<i>Reynolds and Reynolds</i>)
At Large	Hans Hirschi (<i>Autodesk</i>)
Key contributors:	
Business Dev	Mike Dowsey
Secretariat	Penny Farrington



Agenda – Tuesday 30th January

- 0930 Coffee and Networking
- 1000 Introduction
- 1015 **Readiness for the Unexpected: There's no future if the past is present.**
- 1200 Lunch and Networking
- 1300 **"C-ing the Future": convergence of Content, Competencies , Context**
- 1430 Break and Networking
- 1500 **Collaborative Session**
- 1630 Summary
- 1645 Close and Networking



Who's here and who's who?



AspenTech	Charles Lilker
Autodesk	Jan Morgan, Hans Hirschi, Wayne Hodgins
Avid	Karl Williams, Jeremy Welch, Adrian Shepherd
BEA	Rob Taal, Carl Tanner
BMC Software	Paul Green, Kate Cody
CAPS Sol/ESRI	Mark Kennion, Petra Brown
Cognos	Mark Holme, Keith Spencer
Genesys	Helma Kruithof
HP/Mercury	Colin Livingstone, Janice Burwood, Phil Lawman, Helen Ives
IBM	Julie Hollway, Laura Greenwood, Alastair Jeffrey
Ingres	Fiona White
McAfee	David Henshall
Northgate IS	Stephanie Wilkins
Progress Software	David McBain
Red Hat	Jasmine Huxtable-Wright, Jens Ziemann
SPSS	Neil Gregory
Steljes	Judith White, Martine Dodwell-Bennett, Gary Cove, Gary Dixon
SUN	Simon Maskrey
Tideway	Steve Watts

Forthcoming Event

"Basic Financials of and ROI for the Customer Training Business"

13 March 2007

1330-1700

SAP Bedfont

All you need to know about Financials

Taking the mystery out of Training ROI:

The CEEdMA Europe Toolkit for Measuring ROI

