

CEdMA Workshop SAP Bedfont, 13 March 2007, "Basic Financials for the Customer Education Business"																			
Session																			
Overall	4.3	5		5	4	4	4			4	4	5		5	4		4	4	
All you need to know about financials	4.2	5	5	4	4	4	4			4	4	4		4	5		4	4	
Taking the mystery out of training ROI	4.5	5	5	4	4	5	4			5	4	5		4	5		5	4	
The CEdMA Europe Toolkit for Measuring ROI	4.4	4	5	5	5	5				4	4	5		4	3		4	5	
Mike Dowsey	4.6	5	5	5	5	5	4			4	4	5		5	4				
Norman Buckberry	4.6	5	5	5	5	5	4			4	4	5		5	4		5	4	
What topics would you like to see presented in future CEdMA Workshops?																			
Recruiting training sales people																			
Selling the value of training, getting the sales people on board																			
Partners																			
Managing remote countries																			
Internal training																			
"Growing the business"																			
Maintaining relationships with partners																			
Post course evaluation - methods, reasons, benefits																			
Certification																			
e-learning v simulation software v ILT																			
Education products (support packs, books, guides) - what sells, what doesn't																			
What speakers would you like to see present at future CEdMA workshops?																			
Learning Skills Council? HR Depts of Larger Organisations?																			
Customer																			