



CEdMA Workshop, 13 March 2007

SAP Bedfont

“Basic Financials and ROI for the Customer Training Business”

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 (Mar 2007)



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



Agenda – Tuesday 13th March

- 1300** Coffee and Networking
- 1330** Introduction
- 1345** **Financials for the Training Business - Mike**
- 1415** Break and Networking
- 1300** **Taking the Mystery out of Training ROI – Mike and Norman**
- 1515** Break and Networking
- 1530** **The CEdMA Europe Toolkit for Measuring Training ROI - Norman**
- 1630** Discussion and Summary
- 1700** Close and Networking

Who's here and who's who?



Avid

Cognos

EMC

HP

IBM

Ingres

Interwoven

Mercury

Northgate IS

Reynolds/Reynolds

SAP

SAS

Steljes

SUN

Sybase

Karl Williams, Jeremy Welch

Mark Holme

Steve Rycroft

Janice Burwood

Julie Hollway

Fiona White, Michael Flower

Simon English

Helen Ives

Sarah Walker

Norman Buckberry

Martin Roche

Jeremy Clarke, Elaine Clayton

Judith White, Martine Dodwell-Bennett

Simon Maskrey

Justin McCarthy

Forthcoming Event

“How to Define and Sell the Value of Training”

10-11 May 2007

Marriott Meon Valley Hotel and Country Club

“Hot Topics”

Who are our audiences?

Internal Selling Experiences

What are our Value Propositions?

Expressing our Value Propositions

Building Customer Case Studies

**Selling Value Internally and
Externally (Huthwaite)**

More Issues/Hot Topics

Planning the rest of 2007

AGM