



CEdMA Workshop, 12 June 2007

Steljes Bagshot

“Working with Partners”

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 (Jun 2007)

Chairman	Phil Lawman (<i>HP</i>)
Secretary	Simon Maskrey (<i>Sun</i>)
Treasurer	Jasmine Huxtable-Wright (<i>Symantec</i>)
At Large	Hans Hirschi (<i>Autodesk</i>)
At Large	Justin McCarthy (<i>Sybase</i>)
At Large	Norman Buckberry (<i>R&R</i>)
At Large	Neil Gregory (<i>SPSS</i>)
Key contributors:	
Business Dev	Mike Dowsey
Secretariat	Penny Farrington



Agenda – Tuesday 12th June

- 1300** Coffee and Networking
- 1330** Introduction
- 1335** **Using Partners in the Selling Process** – Jasmine Huxtable-Wright
- 1430** Break and Networking
- 1445** **Using Partners in the Delivery Process** – Simon Maskery
- 1540** Break and Networking
- 1555** **Training, Accrediting and Certifying Partners** – Norman Buckberry
- 1650** Discussion and Summary
- 1700** Close and Networking

Who's here and who's who?



BEA	Rob Taal
BMC Software	Kate Cody, Paul Green, Michael Andersen
Engenio	Andy Woodgate
ESRI	Petra Brown
HP	Helen Ives, Janice Burwood, Phil Lawman
IBM	Julie Hollway, Laura Greenwood
Ingres	Fiona White
McAfee	David Henshall
Progress	David McBain
R&R	Norman Buckberry
SAP	Martin Roche
SAS	Jeremy Clarke
SPSS	Neil Gregory
Steljes	Gary Dixon, Martine Dodwell-Bennett, Neil Deakin
SUN	David Alderton, Dave Cooke, Simon Maskrey
Sybase	Justin McCarthy
Symantec	Jasmine Huxtable-Wright, Michel Simoni

Forthcoming Events

Tuesday 18 September, “Emerging Technologies”, venue TBA

Thu/Fri 8-9 November, “Optimising your P&L”, venue TBA

Subjects to be covered include:

- Targets v Resources
- Internal pressures
- ROI to develop and run courses
- Prioritisation
- Resourcing (instructors, consultants, partners, contractors, outsourcing)
- Quality
- The role of IITT and TAP

Tuesday 29 January, "Increasing Penetration in the Installed Base“, venue TBA