



CEdMA Workshop, 18 September 2007

HP Bracknell

“Emerging Technologies”

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!

Who's here and who's who?



Apple

Chris Broad

Autodesk

Norman Buckberry, Fergus Quinn

Avid

Adrian Shepard, Peet Grunert, **Craig Wilson**

BEA

Rob Taal

BMC Software

Paul Green, Dan Greenway

Business Objects

Karen Lawton, **Mandy Bentley**

ESRI

Petra Brown, **Tim Burnham**

HP

Phil Lawman, Colin Livingstone

IBM

Alastair Jeffery

Ingres

Fiona White, Michael Flower

Northgate

****Kevin Sterling****

SPSS

Neil Gregory

(Inovare

Phil Wood)



CEdMA Europe Board of Directors (Apr 2007)

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At Large	Justin McCarthy (<i>Sybase</i>)
At Large	Norman Buckberry (<i>Autodesk</i>)
At Large	Neil Gregory (<i>SPSS</i>)
Key contributors:	
Business Dev	Mike Dowsey
Secretariat	Penny Farrington



Agenda – Tuesday 18th September

- 1300** Coffee and Networking
- 1330** Introduction
- 1345** **Emerging Technologies: e-Learning 2.0?** – Steve Rayson, Kineo
- 1515** Break and Networking
- 1545** **Show and Tell plus Discussion** – Participants
- 1655** Summary
- 1700** Close and Networking



Forthcoming Events

Thu/Fri 8-9 November, “Optimising your P&L”, Steventon, nr Oxford

Subjects to be covered:

- The Business of Training, including online survey feedback
- Reducing Classroom Delivery Costs
- An ROI Approach to Curriculum Development – Jeff Berk, KnowledgeAdvisors
- Resourcing Choices (instructors, consultants, partners, contractors, outsourcing)
- Case Study – Improving Profitability at Computer Associates
- What can be centralised or “near-shored”?

Wednesday 23 January, "Increasing Penetration in the Installed Base“, venue TBA