



CEdMA Workshop, 23 January 2008

CA Datchet

“What will be the next big thing for the Training Market?”

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	Reiner Deichmann
Autodesk	Norman Buckberry, Fergus Quinn
Avid	Adrian Shepard
BEA	Rob Taal, Alex Masters, Carl Tanner
CA	Gill Lowry, Anne, Belgrave, Adrian Mesbah
Canonical	Billy Cina
EMC	Sue Element, Judith White
HP	Christopher Braddy, Colin Livingstone
IBM	Alastair Jeffery, Julie Hollway, David Cox
Progress	David McBain
Salesforce.com	Amy Harbin
SAS	John Raddon
SPSS	Neil Gregory
Steljes	Martine Dodwell-Bennett, Fran Williams, Ali Watts
Sybase	Justin McCarthy, Judie Grant
Symantec	Jasmine Huxtable-Wright, Dave Rogers, Giles Storrie



CEdMA Europe Board of Directors (Apr 2007)

Chairman	Phil Lawman (<i>HP</i>)
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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
- 1335** **Trends and possible surprises....** – David Pardo, IT Skills Research
- 1500** Break and Networking
- 1545** **Second Life and its relevance to Training** – Dave Taylor, Imperial College
- 1655** Summary
- 1700** Close and Networking



Forthcoming Events

Wed 12 Mar, "Increasing Penetration in the Installed Base", SAP Bedfont

Thu/Fri 8-9 May, "Routes to Market", Marriott Forest of Arden

Wed 11 Jun, "Coping with Change", Symantec Reading

AOB We need a compiled list of good quotes.....