

CEdMA Europe Workshop Agenda

12 March 2008

SAP Bedfont

Wed 12 March 2008 "Increasing Penetration in the Installed Base"

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Mike Dowsey CEdMA</i>
1345	What Works for the Installed Base Let's look at bundled legacy training, advanced topics training, certification bundles, upgrade release packages , "Ask the Expert "or "Training Support" programs, "Evangelist" programs, and so on. Participants will be encouraged to contribute their own personal experience in these areas.	<i>Mike Dowsey</i>
1500	<i>Break and Networking</i>	<i>All</i>
1530	What Works for the Installed Base (continued) There must be other good ideas that you have seen work, so please contribute.	<i>Mike Dowsey</i>
1645	<i>Summary</i>	<i>Mike</i>
1700	<i>Close and Networking</i>	<i>All</i>

Forthcoming Events:

Thu/Fri 8-9 May, Conference "Routes to Market", Marriott Forest of Arden Hotel and Country Club

Wed 11 June, half-day Workshop "Coping with Change", Symantec Reading