

CEdMA Europe Workshop Agenda

11 June 2008

Symantec Reading

Wed 11 June 2008 "More on How to Market Education"

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Mike Dowsey CEdMA</i>
1345	Campaign Management	<i>John Claricoates, quantum technology marketing</i>
1500	<i>Break and Networking</i>	<i>All</i>
1530	Campaign Management Discussion	<i>All</i>
1645	<i>Summary</i>	<i>Mike</i>
1700	<i>Close and Networking</i>	<i>All</i>

quantum technology marketing (quantum tm) is the UK's premier specialist B2B telemarketing agency, exclusively supporting the technology markets. Founded in 1999, quantum tm remains a privately owned and UK registered organisation and operates from a 200 seat call centre based in the centre of Reading, Berkshire, supporting blue-chip technology vendors such as:

- Symantec Corporation
- SAP
- IBM
- Microsoft Corporation
- InfoPrint (Ricoh, IBM)
- Capgemini
- RIM
- BT
- Cognos
- EDS
- Computacenter

Quantum has supported Symantec for the past 8 yrs as preferred supplier of telemarketing services to the EMEA regions and most recently was selected to deliver campaigns into North America.

Forthcoming Events:

Wed 1 October, half-day Workshop "Operational Metrics, Measurements and Evaluation", TBA

Thu/Fri 6-7 November, Conference "Focus on the Customer", Bristol