



CEdMA Workshop, 11 June 2008

Symantec Reading

“More on How to Market Education”

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!

Who's here and who's who?

BMC	Ann Taylor
CA	Mike Honer, Adrian Mesbah
HP	Christopher Braddy, Helen Ives, Steve Rycroft
IBM	Kate Heald, Claire White
Lawson Software	Elliot Firth
McAfee	David Henshall
SPSS	Hannah Marriott
Sybase	Justin McCarthy
Symantec	Jasmine Huxtable-Wright, Giles Storrie



CEdMA Europe Board of Directors (Apr 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>Autodesk</i>)
At Large	Neil Gregory (<i>SPSS</i>)
Key contributors:	
Business Devt	Mike Dowsey
Finance	Penny Farrington



Agenda – Wednesday 11th June

- 1300** Coffee and Networking
- 1330** Introduction
- 1335** **Campaign Management – John Claricoates, quantum tm**
- 1500** Break and Networking
- 1545** **Discussion: Facilitators Justin McCarthy and Jasmine Huxtable-Wright**
- 1655** Summary
- 1700** Close and Networking

Forthcoming Events



Wed 1 October, “Metrics and Measurement”, Sybase Maidenhead

Thu/Fri 6/7 Nov, “Focus on the Customer”, Marriott Bristol Royal