



CEdMA Workshop, 21 January 2009

Apple London W1

“Apple and the Apple Training Model” and “Economic Indicators”

Welcome and Introduction

Mike Dowsey
Executive Director
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?



Apple

Reiner Deichmann, Brenda Brierley

Avid

Trevor Boden, Jason Plews, Adrian Shepard

Avid/DigiDesign

Tim Mynett, Chris Woodland

BMC Software

Eric Cramer, Dan Greenway

CA

Mike Honer

HP

Phil Lawman

IBM

Julie Hollway, Alastair Jeffery

IITT

Alan Bellinger

Ingres

Michael Flower

LSI

Andy Woodgate

Lawson Software

Judith White

MIT

Petra Brown

Salesforce.com

Chris Rauch

Steljes

Fran Williams

Sybase

Justin McCarthy

Symantec

Philip Bourne

Toolwire

Steve Gilroy



CEdMA Europe Board of Directors (Nov 2008)

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:	
Executive	Mike Dowsey
Finance	Penny Farrington

Agenda – Wednesday 21st January

- 1300** Coffee and Networking
- 1330** Introduction
- 1345** **Apple and the Apple Training Model – Reiner Deichmann**
- 1500** Break and Networking
- 1515** **Understanding Economic Indicators – Steve Gilroy**
- 1645** Summary
- 1700** Close and Networking



Forthcoming Events

Wed 18 March, Half-day Workshop “Online Learning in 2010 – The Emperor’s New Clothes”, SAP Bedfont

Thu/Fri 7-8 May, Conference "Getting Ready for Training in 2010", Marriott Meon Valley Country Club

Wed 17 Jun, half-day Workshop, TBA, HP Bracknell

Wed 16 Sep, half-day Workshop, TBA, TBA

Thu 5 Nov – Fri 6 Nov, Conference, TBA, Marriott Royal, Bristol