

CEdMA Europe Workshop Agenda

8 September 2010

SAS Marlow

Wed 8 September 2010 "Using Social Media in Training"

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Philip Bourne, Chairman</i>
1340	Where are Social Media Today and Where are they Going? Social Media are at work in Marketing, Sales, Delivery and Creating/Maintaining learner communities within training. Let's look at which tools are being used for these, what are the expected returns and the challenges in implementation, who in the customer makes the adoption decisions, and how CEdMA companies might move forward. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Hanif Sazen, CEO Saffron Interactive</i>
1500	<i>Break and Networking</i>	<i>All</i>
1530	Social Media in Learning at Autodesk Richard will outline Autodesk's research, practical experience, future plans and ideas related to the use of social media in learning, including the use of Twitter, Facebook, YouTube, Discussion Groups and Wikis, reflecting on external drivers, lessons learned and opportunities. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Norman Buckberry, Autodesk</i>
1610	Integrating Social Media in Support of Technical Training Dave will outline the approaches and direction that they are taking to integrate the use of social media to support technical product enablement for employees, partners and customers. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Dave Rogers, Symantec</i>
1650	<i>Summary</i>	<i>Philip Bourne</i>
1700	<i>Close and Networking</i>	<i>All</i>

Forthcoming Events:

Thu 4 Nov – Fri 5 Nov, Conference, "The Future of the Training Department", Bournemouth Marriott

Wed 19 Jan, half-day Workshop, TBA, TBA

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