

CEdMA Europe Workshop Agenda

28 June 2011

Symantec Reading

Thu 17 March 2011 "From Seats to Solutions - Blended and Integrated Offerings"

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Philip Bourne, Chairman</i>
1345	A Blended Approach with e-Learning and ILT In response to customers' demands for less time people are away from the job to attend training, Apple has built a blended approach for e-learning and ILT. Reiner will give insights on audience type and size, rollout plans and business impact.	<i>Reiner Deichmann, EMEA Training Director, Apple</i>
1500	<i>Break and Networking</i>	<i>All</i>
1530	Integrating Offerings into the Project Lifecycle BMC Software has moved from seats to solutions by integrating offerings into the project lifecycle. <i>"With three out of four IT projects failing to realize value on their return on investment, a recent survey indicated the most important factor for realizing value is user adoption. Integrating Education into a project plan is critical to ensuring user acceptance of the new technology - by creating a detailed plan for project team training and certification, raising awareness of the project objectives and expected benefits, and explaining how staff roles will change. Project risks can be reduced in relation to solution adoption."</i>	<i>Mike Honer, EMEA Training Director, BMC Software</i>
1645	<i>Summary</i>	<i>Philip Bourne</i>
1700	<i>Close and Networking</i>	<i>All</i>

Forthcoming Events:

Thu 15 Sep, half-day Workshop, TBA, TBA

Wed 2 Nov – Thu 3 Nov, Conference, TBA, Lingfield Park