

CEdMA Europe Workshop Agenda

2 December 2014

Informatica, White Waltham, near Maidenhead

Tue 2 Dec, “Subscription Models - Members' Experiences and Requirements”

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Philip Bourne, Chairman</i>
1335	What are the key elements of a subscription model?	<i>Philip Bourne</i>
1345	A subscription model experience - VMware	<i>David Day</i>
1415	Break-out discussions: <ul style="list-style-type: none">• What are the business drivers to move to a subscription model? (Note: what are the goals? Incremental market?)• What is the asset mix you would include?• What are the challenges in creating a subscription model? (Note: if releasing content, will people use the subscription library instead of ILT?)	
1445	Review/Summarise discussions	<i>All</i>
1500	<i>Break and Networking</i>	<i>All</i>
1530	A subscription model experience – Bentley Systems	<i>Glenn Belchamber</i>
1615	General discussion: <ul style="list-style-type: none">• Open Discussion looking at Success Metrics, Renewals, Course utilisation, increased attendance at ILTs, mindshare, continues engagement with learners?• Building a Subscription Model Template that CEdMA members can use going forward	<i>Philip Bourne</i>
1700	<i>Close and Networking</i>	<i>All</i>

Events in 2015

Tue 27 Jan, 1100-1700, “Design Thinking Workshop”, SAP

Tue 10 Mar, half-day Workshop

Tue 21 Apr – Wed 22 Apr, Conference

Tue 9 Jun, half-day Workshop

Tue 13 Oct – Wed 14 Oct, Conference

Tue 8 Dec, half-day Workshop