

# CEdMA Europe Workshop Agenda

13 March 2018

[1 Principal Place, 115 Worship Street, London EC2A 2FA](#)

## “How the Business Views Education Services”

Time	Topic	Facilitator
	Trained customers renew licenses and often add more features and seats. But how does Education Services help in that process? How often does education products and services get removed from the initial proposal? Are sales reps incented enough to include them? What about product renewals? All this points to the need for Education Services to turn other Business Units, especially Sales, from sceptics to advocates. We have to make it easy for them to do business with us. This workshop will address these questions and provide practical experience and answers.	
1300	<i>Gather and Networking</i>	<i>All</i>
1330	<i>Welcome</i>	<i>Tony Coates, Chairman</i>
1340	<b>What is “Attach” and how is it measured?</b>	<i>Julia Allen, QlikTech</i>
1420	<b>Comp Plans</b>	<i>Tony Coates, Assima</i>
1500	<i>Break and Networking</i>	<i>All</i>
1530	<b>From sceptics to advocates</b>	<i>David Day, Palo Alto Networks</i>
1600	<b>A view from a member</b>	<i>Mark Pesticcio, Infor</i>
1630	<b>Are renewals a different challenge?</b>	<i>Faez Ahmed, ServiceNow</i>
1700	<i>Close and Networking</i>	<i>All</i>

### Events in 2018

**Tue-Wed 17-18 Apr**, Conference, Marriott Waltham Abbey

**Tue 12 Jun**, half-day Workshop

**Mon 8 Oct**, half-day joint workshop with BCS L&D Group

**Tue-Wed Oct 9-10**, Conference

**Tue 4 Dec**, half-day Workshop