

CEdMA Europe Conference Agenda

24-26 April 2023, [Heathrow Renaissance](#)

[Attendees](#)

[Sponsors](#)

Monday 13th Nov 2023

Time	Topic	Leader
1400	CTTM Exam for anyone who dares If you want to attempt the CTTM exam, register first at www.webassessor.com/cedma . It is better done beforehand, and we'll set you up for your free attempt when you come.	<i>Angie Jourdan</i>
1530	<i>Break</i>	
1600	Super User Networks for Software Projects: Best practices for training and change management Jayne Mather, a renowned expert in digital transformation, will share best practice methods to accelerate digital transformation, implement new technology, and adopt new ways of working into an organisation. Drawing from her extensive experience as a leader in software training and change management, Jayne will showcase the proven and valuable Super User model, a methodology for large transformational projects. With her expertise, she will provide you with the tools, techniques, and theory needed to develop a comprehensive plan for how Super Users can add value at each phase of your project, from software design, change management, testing, training, and through to the transition into business as usual. If your organisation is investing in new technology, Jayne's insights on the power of Super Users are invaluable to enable you to drive change, promote excellence, enhance capability, and ensure end-user adoption to deliver a successful software implementation. Don't miss this opportunity to learn from an industry expert and accelerate your organisation's digital transformation journey. She is the author of the book "Super User Networks for Software Projects" published by the BCS, The Chartered Institute for IT.	<i>Jayne Mather, Blue Prism</i>
1730	<i>Break</i>	
1830	<i>Drinks</i>	
2000	<i>Dinner</i>	

Tuesday 14th Nov 2023 “Experiences with AI, Techstack, Subscriptions and More”

Time	Topic	Leader
0915	Welcome plus Introduction to our sponsors	<i>Kevin Streater, Chairman</i>
0945	<p>Keynote: Rethinking AI and impact on Business and Humanity Daniel provides a radical new framework for thinking about AI, and discusses how organisations can practically adopt these technologies and avoid being seduced by the hype. He argues that whilst these technologies are incredible at creating growth and streamlining operations, for companies to stay innovative they need to also use AI to unlock the creative capacity of their workforce. Daniel also covers the macro impact these technologies may have over the coming decades.</p>	<i>Daniel Hulme, Satalia</i>
1030	<i>Break</i>	
1100	<p>Panel – Members’ Experience with AI plus Breakout Discussions</p>	<i>Members plus host Dan Johnson</i>
1230	<i>Lunch</i>	
1330	<p>Guest: The power of partnership: from quick wins to game-changing innovation Alan connects the dots between powerful product core capabilities, its radical extensibility, and our mission to serve organizations that train and educate external learners. He’ll highlight examples of how Ti has partnered with customers to:</p> <ul style="list-style-type: none"> • Unburdened lean learning and development teams mired in cumbersome processes and mounting tech debt to function as nimble strategists driving growth and differentiation of their businesses. • Solved intractable problems driving learner and account churn. • Unlocked new revenue streams. • Delivered “new to the world” learning experiences that drive market share growth. <p>plus Breakout discussion based on session</p>	<i>Alan Hiddleston, Thought Industries</i>
1445	<p>Members’ experience with Subscriptions plus Breakout Discussions</p>	<i>Members plus host Joachim Worf</i>
1545	<i>Break</i>	
1615	<p>Guest: The Training Tech Stack of the Future The training technology we depend on is changing rapidly. The rapid rise of generative AI is capturing all of our attention, but it is only one part (and maybe a lot smaller than you think) of the future training technology stack. In this session, John will:</p> <ul style="list-style-type: none"> • Explain the market forces driving CLOs to consider new technologies • Reveal how popular AI tools really work, and why they may not work very well for most of us • Explore the tech stack of the future - one that is customizable, composable, and headless. <p>plus Breakout discussion based on session</p>	<i>John Peebles, Administrat</i>
1730	Important discussion about the future of CEEdMA	<i>Chairman</i>
1800	<i>Rest/Pause</i>	
1830	<i>Drinks</i>	
2000	<i>Dinner</i>	<i>All</i>

Wednesday 15th Nov 2023 “Experiences with AI, Techstack, Subscriptions and More”

Time	Topic	Leader
0915	<p>Guest: Leveraging AI for Customer Training: Enhancing Revenue and Fostering Loyalty</p> <p>This session explores the transformative impact of AI on customer training. Discover how AI facilitates hyper-personalization, aligning training methods seamlessly with evolving consumer learning habits. Furthermore, it significantly reduces costs through the automation of tasks such as translation and content creation.</p> <p>Join us for an insightful exploration of real-world applications and success stories, shedding light on the extensive opportunities AI presents for revenue growth and steadfast customer loyalty.</p> <p>plus</p> <p>Breakout discussion based on session</p>	<p><i>Steve Dineen, Fuse Universal</i></p> <p><i>Members with Carl Tanner</i></p>
1030	<i>Break</i>	
1100	<p>Panel – Show and tell with Techstack</p> <p>plus</p> <p>Breakout discussion based on session</p>	<p><i>Members plus host Kevin Streater</i></p>
1215	<i>Lunch</i>	
1300	Impact Award Winner Presentation	<i>The winner</i>
1330	<p>Guest: Value of a Certification Program to the C-Suite</p> <p>Based on conversations with our clients and industry data, we will explore the value of the certification back to the business, especially for organisations that may not have strict accreditation requirements. Most important will be to share your experiences and the data that matters to your business. We will cover how you can leverage a product certification program to build brand credibility, increase product adoption, improve customer retention, reduce customer support costs, and generate more revenue.</p> <p>Utilizing AI Certification Techniques to Improve Performance Assessments</p> <p>Transitioning from strategic insights to practical application, we will explore the possibility of using AI learner monitoring technology from certification invigilation to improve outcomes in lab and other performance assessments. We will discuss use cases that do not require high stakes certification but may benefit from some level of AI verification and monitoring. Your participation will be critical to uncover the pros and cons of using AI in these scenarios.</p> <p>plus</p> <p>Breakout discussion based on session</p>	<p><i>Buzz Walker, Kryterion</i></p> <p><i>and</i></p> <p><i>Faez Ahmed, Kinaxis</i></p> <p><i>Members</i></p>
1445	Conference Summary	<i>Kevin Streater</i>
1500	<i>Close</i>	