

# CEdMA Europe Conference Agenda

5 and 6 May 2005

IBM Warwick

**Thursday 5 May 2005** “Training in the 21<sup>st</sup> Century”

Time	Topic	Speaker / Facilitator
0930	Coffee and Welcome	Phil Lawman, Chairman
1000	<b>Introduction and Pulse of the Industry</b> Please come prepared to share your current hot topics, and to give a quick summary of the state of your business, and the key issues you face today. This session is intended to help introduce everyone, and help with networking during the event, as individuals explain what their key interests are. It will also help to finalise the final session of this conference and identify potential topics for future conferences.	Mike Dowsey, CEdMA Business Devt
1130	Coffee	
1145	<b>A 21<sup>st</sup> Century Vision of Learning</b> "The greatest challenge we face is that the very nature of innovation itself is changing; the basis of innovation is less focused on things, and more on ideas, collaboration and expertise." - Sam Palmisano, Chairman and CEO, IBM. What factors shape the future of learning? Will it be driven by Market Factors, Technology, Learner Lifestyle? We shall discuss the possibilities and look at what collaborative learning means for our businesses. <i>Please come prepared to contribute your views.</i>	SueVine, IBM
1300	Lunch	
1345	<b>Influencing across the Organisation without Authority</b> In the role of Education Manager, we are rarely in the position of being the main owner of the relationship with our customers. The more likely scenario is that a colleague from elsewhere in the organisation takes on this role. This dependency on someone else who, in the main, will have very different KPIs than our own, requires us to have excellent influencing skills. In the first instance we need to be able to influence the individual to ensure that they are considering Education, even though the benefits to them might not be immediately obvious. We need them to be able to understand the component parts of the Education solution and be able to articulate the value proposition. In this session, we shall get an opportunity to discuss and review influencing models.	Mandy Geal, Learning Partners
1515	Tea	
1530	<b>Influencing across the Organisation without Authority (cont)</b> Following on from what we have just learnt, we shall get the opportunity to apply the models.	Mandy Geal
1730	Close	
1830	Evening Event – Wicked Tour of Warwick	All
2000	Dinner	All

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## Friday 6 May 2005

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Time	Topic	Speaker / Facilitator
0900	<b>Measuring the ROI on Training</b> Demonstrating a return on training investment is a high priority for many of our customers. Jeff Berk is working with SAP in this area and will present case studies setting out the approach.	<i>Jeff Berk, Knowledge Advisors</i>
1030	<i>Coffee</i>	
1045	<b>Marketing Training in the 21<sup>st</sup> Century</b> Tidal-Wave will introduce the idea of "trigger-based" communications and share the status of how this concept is benefiting HP Education Services. Trigger-based communications is a new way to engage the end user that for the first time brings together advances in Variable Data Printing, IP technologies and traditional marketing expertise to <u>deliver results</u> in a <u>predictable</u> and above all <u>accountable framework</u> . Tidal-Wave will introduce its CONNECT service and demonstrate how it is being applied to increasing the awareness, volume and penetration of HP's training courses from existing HP Direct sales motions. This case study will lift the bonnet on CONNECT, it will show the process undertaken, the benefits of this type of communications and ultimately the results being delivered. They will also demonstrate how CONNECT allowed them to apply an ROI based cost model to the campaign which means that there is shared risk and that HP Education Services is paying a fee based on Tidal-Wave delivering results!	<i>Jeremy Keohane, Tidal-Wave</i>
1215	<i>Lunch</i>	
1300	<b>What can we do to raise the value of CEEdMA Europe?</b> We have introduced our Newsletter and half-day workshops in 2005, as well as updating and extending our website. However, we really want to know what <b>you</b> our members think we might do to raise the value of CEEdMA Europe to you.  <i>Please come prepared to contribute your views.</i>	<i>Mike Dowsey</i>
1400	<b>Planning the next conference (10-11 Nov in TBA, UK)</b>	<i>Phil Lawman, HP</i>
1430	<b>Annual General Meeting</b>	<i>All</i>
1500	<i>Coffee and Close</i>	

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