

CEdMA Europe Conference Agenda

10 and 11 May 2007

Marriott Meon Valley Hotel and Country Club, nr Southampton

Thursday 10 May 2007 “How to Define and Sell the Value of Training”

Time	Topic	Speaker / Facilitator
0900	Coffee and Welcome	Phil Lawman, CEdMA
0930	Introduction and “Hot Topics” Please come prepared to share your current hot topics (which you will be asked in an online survey in advance along with the other “Pulse” input), and to describe the key issues you face today, and initial thoughts on this conference’s theme. This session is intended to help introduce everyone, and help with networking during the event, as individuals explain what their key interests are. Please limit your summary to two minutes with one speaker per company.	Mike Dowsey, CEdMA Business Devt
1030	Who are our Audiences (discussion session)? For some of us it’s the customer through our direct sales force, but for others it’s our hardware/software channel or partners or both. <i>This is a discussion session so please come prepared to contribute your views.</i>	Phil Lawman, HP
1115	Coffee	
1145	Internal Selling Experiences (discussion session) Let’s revisit the best practice that came out of our recent workshop: <ul style="list-style-type: none">• Who are we talking about and what rewards and remuneration can we use?• What are the outside influencing factors?• What are the mechanisms and tactics we can use to engage?• How do we support and how do we measure success?	Simon Maskrey, SUN
1230	Lunch	
1330	What are our Value Propositions for these Audiences (discussion session)? Are we confusing our Activities with our Value Proposition? We must rethink the description of our Value Propositions. Competitive threats often help to bring our value propositions into focus. It also depends upon whether our customers are external or internal. In the breakout session, you will get the chance to create your own Value Propositions.	Phil Lawman, HP
1530	Tea	
1600	Expressing our Value Propositions (discussion session) Can we all make the 20-second elevator pitch? Or others? Let’s find out.	Justin McCarthy, Sybase
1700	Building customer case studies (discussion session) Bring your own examples along, good or bad. We can all learn from each other.	Norman Buckberry, R&R
1800	Close	
1900	Group Event followed by Dinner	All

Friday 11 May 2007 *“How to Define and Sell the Value of Training”*

Time	Topic	Speaker / Facilitator
	Selling Value Internally and Externally	
0900	Value propositions describe the generic advantages of your training offerings to the broad market. Turning those propositions into persuasive benefits, with measurable value for a specific set of internal colleagues or a customer, is a difficult and complex task. And once that value has been convincingly built with the customer, capturing it in the process of negotiation presents a further degree of complexity. This session takes a high level look at some processes and skills for increasing the likelihood of success. Some time will be devoted to exercises that will involve your direct participation.	<i>David Freedman, Huthwaite</i>
1030	<i>Coffee</i>	
1100	Selling Value Internally and Externally (cont)	<i>David Freedman</i>
1230	<i>Lunch</i>	
	Hot Issues/Topics	
1330	This session takes the input sent in advance by attendees which then gets qualified during Pulse and is discussed at length along with any other conference-specific outcomes. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Mike Dowsey</i>
1415	CEdMA Annual General Meeting	<i>The Board</i>
1430	Planning the events in the rest of 2007 – Workshops and Conferences	<i>Phil Lawman</i>
1530	<i>Coffee and Close</i>	

Next Event

Tue 12 Jun, half-day Workshop "Working with Partners (including certification and accreditation)", Steljes Bagshot