



CEdMA Conference, 7th – 8th May, 2009
Marriott Meon Valley, Southampton

Welcome and Introduction

Phil Lawman

Chairman of the Board

CEdMA Europe

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CEdMA Europe - Who are we?

The Managers of Training Businesses that exist to support the hardware and software products manufactured by our companies.



CEdMA Europe is:

A European-based industry-led forum for hardware and software manufacturers to:

1. Raise the profile and understanding of the business benefits of training within member organisations
2. Be a source of information and expertise on matters affecting the IT training industry to help members identify and address current and future IT training trends and issues
3. Share our successes and failures honestly
4. **Maximise the value to members through support and services essential to their professional development**
5. **Provide value to members by building relationships with industry bodies** to:
 - Contribute to and maintain high standards in the industry
 - Advise on and support the improvement and integrity of professional standards in the IT training industry.

MoU with IITT – Areas of Collaboration

- The development and promotion of professional standards for members at both organisational and individual level
- The recognition of professionalism of members at both organisational and individual level
- The sharing of appropriate market intelligence
- Support of each others' programme of conferences, workshops and seminars
- Synchronised PR and market positioning programmes
- Collaboration on content of value to the members of both
- Focusing collaborative efforts on Europe as a whole, not just the UK.



CEdMA Europe is NOT:

- A closed market for opportunity exchange
- A ‘personnel’ exchange
- A Cartel
- Competitive with other organisations
- An excuse for a trip
- A waste of your time.



CEdMA History

1991 - CEMA (later CEdMA) founded in the USA

22nd Sep 93 - first meeting of CEdMA Europe (Oracle UK, Software AG UK, IBM UK, Sun, Sybase, Novell, WordPerfect)

19th Jul 94 - CEdMA Europe legally born

15th Sep 94 – 1st conference: IBM La Hulpe

15th Mar 05 - 1st workshop: SAP Bedfont

6th Nov 08 – 28th conference: Bristol “Focus on the Customer”

21st Jan 09 – 16th workshop: Apple W1 “Apple Trg”/“Econ Indicators”

18th Mar 09 – 17th workshop: Postponed

7th May 09 – 29th conference: Meon Valley “Getting Ready for 2010”

CEdMA Europe Board of Directors (April 2009)

Chairman	Phil Lawman (<i>HP</i>)
Secretary	Simon Maskrey (<i>Sun</i>)
Treasurer	Jasmine Huxtable-Wright (<i>Symantec</i>)
At Large	Hans Hirschi (<i>Autodesk</i>)
At Large	Neil Gregory (<i>SPSS</i>)
At Large	Norman Buckberry (<i>Autodesk</i>)
At Large	Philip Bourne (<i>Symantec</i>) *
Key contributors:	
Executive	Mike Dowsey
Secretariat	Penny Farrington



Conference Logistics

- Discussion sessions, not presentations
- No handouts - please take notes (but see website afterwards)
- There is very little competition in this room
- The more you put in, the more you get out
- Coffee breaks and Lunch
- **Mobile phones**
- Please be ready to start each session on time



Agenda – Thursday 7th May

- 0900 Coffee and Welcome – *Phil Lawman, HP, Chairman*
- 0930 Introductions and Pulse/”Hot Topics” – *Mike Dowsey*
- 1030 Coffee
- 1100 Hot Topics, What did you do since Nov 08?, What are Customers’ Buyers saying? – *Philip Bourne/ Jasmine Huxtable Wright*
- 1230 Lunch
- 1300 Strategic Planning Assumptions– *Neil Gregory/Hans Hirschi*
- 1430 Break
- 1500 Making Change Happen– *Karen and Heather of Kinetic Future*
- 1800 Close
- 1930 Reception in Bar for Dinner at 2000



Agenda – Friday 8th May

- 0900 The Business/Public Value of Training – *Alan Bellinger, IITT*
- 1030 Coffee
- 1100 More for Less - Credit Crunch Survival Manual – *Steve Rayson, Kineo*
- 1230 Lunch
- 1330 Where do you go from there? – *Norman Buckberry and
Simon Maskrey*
- 1430 Planning the events for 2009/10 - Workshops and Conferences - *All*
- 1500 Coffee and Close

Who's here and who's who?

Apple	Reiner Deichmann
Autodesk	Norman Buckberry, Hans Hirschi
Avid	Claire Humphries, Michael Sylvester
CA	Amy Lester, Robert Taal
HP	Phil Lawman, Richard Haines
IBM	Julie Hollway, Alastair Jeffrey
Lawson Software	Noel Cocker, Simon Truran
LSI	Andy Woodgate
MIT	Petra Brown, David Henshall
NorthgateArinso	Stephanie Wilkins, Shirley Beer
Red Hat	Jens Ziemann
SPSS	Neil Gregory
Steljes	Fran Williams, Shahina Burnett
SUN	Simon Maskrey
Symantec	Jasmine Huxtable-Wright, Philip Bourne
Toolwire	Tim Preston
Kinetic Future	Karen Moyse, Heather Simpkin
IITT	Alan Bellinger
Kineo	Steve Rayson
CEdMA Europe	Mike Dowsey

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(First CEdMA Europe Meeting)