



**CEdMA Conference, 7th – 8th May 2009
Meon Valley Country Club**

**What Themes and Subjects do
we want in 2009-2010**

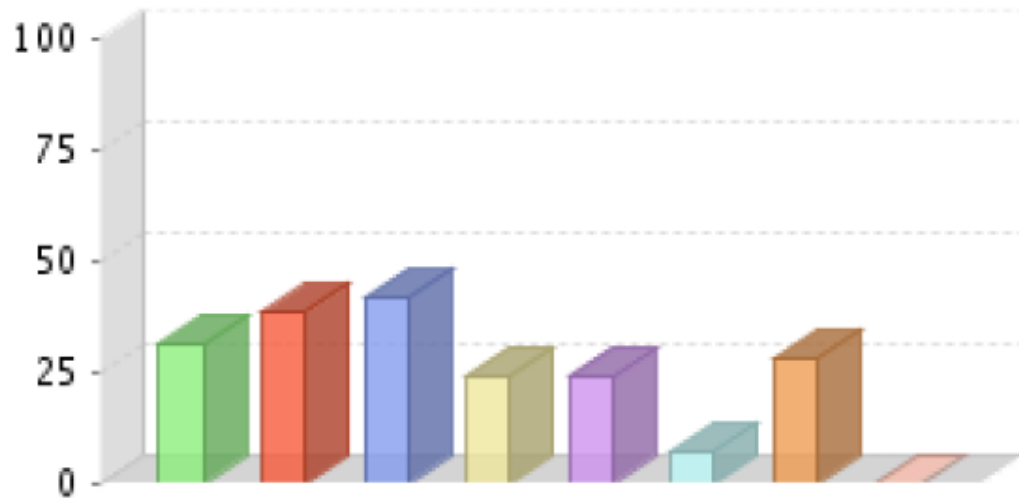
Phil Lawman

Chairman of the Board

CEdMA Europe

info@cedma-europe.org

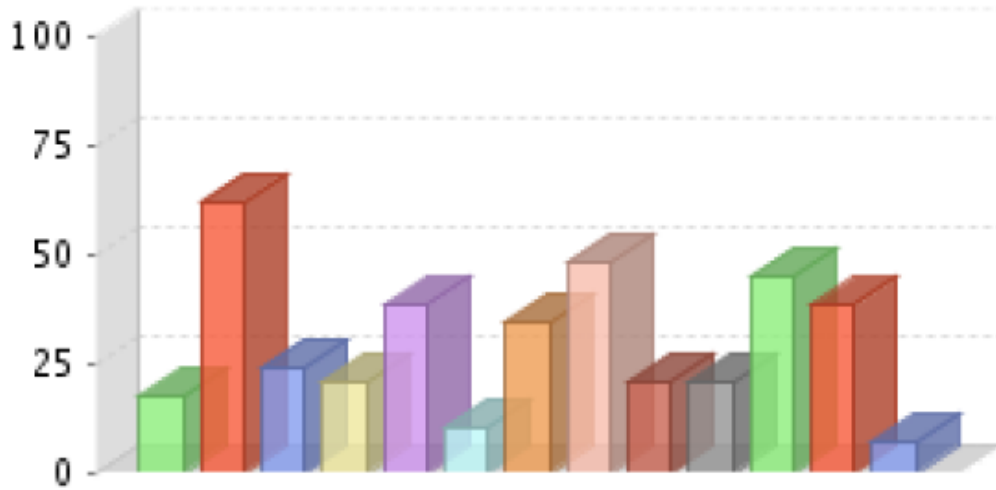
As we plan to have conferences in Nov 09 and May 10, please choose two themes from those listed.



1 - Training Sales	31.03% (9)	2 - Training Marketing and Business Development	37.93% (11)
3 - The Value of Training	41.38% (12)	4 - The Future of Training	24.14% (7)
5 - Training in the Current Economic Climate	24.14% (7)	6 - Taking Care of Costs	6.9% (2)
7 - The Customer	27.59% (8)	8 - Other	0% (0)

Response: 29

As we plan to have four workshops in Jun, Sep, Jan and Mar, please choose four topics from those listed.



1 - Instructor development and management	17.24% (5)	2 - Working with partners	62.07% (18)
3 - Trends in course development	24.14% (7)	4 - End-user projects	20.69% (6)
5 - The future of learning	37.93% (11)	6 - LMS and LCMS update	10.34% (3)
7 - Internal selling experiences	34.48% (10)	8 - Emerging technologies (postponed from Mar 09)	48.28% (14)
9 - Measuring ROI	20.69% (6)	10 - Resource models	20.69% (6)
11 - Selling training on the web	44.83% (13)	12 - Training in the current economic climate	37.93% (11)
13 - Other	6.9% (2)		

Response: 29

Others were Telesales and Certification



Results of Discussion

Workshop, Wed 10 Jun

“Working with Partners”, SUN Microsystems, Camberley

Workshop, Wed 16 Sep

“Selling Training on the Web”, TBA

Conference, Thu/Fri 5-6 Nov

“The Value of Training”

-Why customers buy from us/our competitors + Perceived value of different modalities

(Customer = “Service Birmingham”)

- Ability to differentiate between Training and Consulting

- Differentiate between us and Grey Market

- What tools are we using and what successes are we having to position and sell the value of training?

- Do our “go to market” understand the value of training and how to communicate this to customers?

- What did you do following the actions discussed at the last conference?