

CEdMA Europe Conference Agenda

6 and 7 May 2010

Portsmouth Marriott

Thursday 6 May 2009 “How to market more effectively with the same or less resources”

Time	Topic	Leader
0900	<i>Coffee and Welcome</i>	<i>Philip Bourne, Chairman</i>
0915	Introduction, “Hot Topics” and Routes to Market – What Works for You? (You will be asked in an online survey in advance for Hot Topics along with the other “Pulse” input.) Your input to the online survey has been collated and will be presented during this session. This will highlight the key issues and market challenges that you face today . The aim is to aid your understanding of the other companies in the group and facilitate networking discussions during the course of the event.	<i>Mike Dowsey, Executive Director</i>
1030	<i>Coffee</i>	
1100	Defining an Appropriate Marketing Strategy <ul style="list-style-type: none">• A model for marketing and the strategic and tactical tools at our disposal• The customer perspective• A case study• The importance of Positioning	<i>Francis Wyburd, Where You Stand + Facilitators</i>
1200	Defining an Appropriate Marketing Strategy (cont) <ul style="list-style-type: none">• How the market for products differ - the 2X2 training product segmentation model• Where’s your focus? What are your market challenges?• Workshop 1: People interested in the same quadrant get together in teams to discuss how to better engage with customers and compete• Teams report back and present their market problems, their headline objectives, market situation, competitive frame and tell the group how they will position themselves to better appeal to their market (the strategic position they will take up)	<i>Francis and Facilitators</i>
1300	<i>Lunch</i>	
1400	Creating an Effective Marketing Plan <ul style="list-style-type: none">• Now it’s about actions. What actions will you take to make that positioning meaningful? What changes need to be made to the product, its pricing, distribution, promotion and packaging?• Review the marketing plan template• Workshop 2: Putting it all together into a plan - where and how you will deploy your resources	<i>Francis and Facilitators</i>
1600	<i>Break</i>	
1630	Maximising Sales Channel Performance A Practical guide to improving performance of internal and external sales channels	<i>Philip Bourne, Symantec</i>
1800	<i>Close</i>	
1930	<i>Reception</i>	<i>All</i>
2000	<i>Dinner</i>	<i>All</i>

Friday 7 May 2010 “How to market more effectively with the same or less resources”

Time	Topic	Leader
0900	Moving From Theory to Practice - how to build a compelling action plan that will succeed We are not usually short of ideas - the challenge is to figure out what will work, and how to make it happen. Using practical tools and techniques, Justin will take us through the four "must do" steps that make the difference between having a wish-list and actually getting things done. At the end of this session we will not only have individual action plans to take our marketing forward but will be able to apply the same effective techniques to other areas of our business. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Justin McCarthy, Saxon Coaching</i>
1100	<i>Coffee</i>	
1130	Marketing Collateral – what, why, when, whose? What is marketing collateral today? In many cases, local catalogues have disappeared, or are greatly reduced, other marketing collateral has become too expensive, and some companies use either global printed materials, or just the web. Often, we are just a component of the company's marketing collateral. Is this true for everyone? Time to discuss. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Neil Gregory, IBM/SPSS and Stacy Ives, Red Hat</i>
1230	<i>Lunch</i>	
1330	The Role of Social Media in Education Marketing This session was slotted in following discussions between several attendees on the subject. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Phil Lawman, HP</i>
1430	Board Update plus Planning the events for the rest of 2010 – Workshops and Conferences The online survey asked you to consider a wide range of possible future topics, but this is your chance to make the decisions. (Ed. The provisional program is shown below.)	<i>Philip Bourne</i>
1500	<i>Coffee and Close</i>	

Next Events in 2010

Wed 9 Jun, half-day Workshop, “Virtual Classroom and Virtual Labs”, CA, Datchet

Wed 8 Sep, half-day Workshop, “The Role of Social Media in Education”, SAS, Marlow

Thu 4 Nov – Fri 5 Nov, Conference, “The Future of the Training Department” (provisional), Bournemouth Marriott