



CEdMA Conference, 6th – 7th May, 2010
Portsmouth Marriott

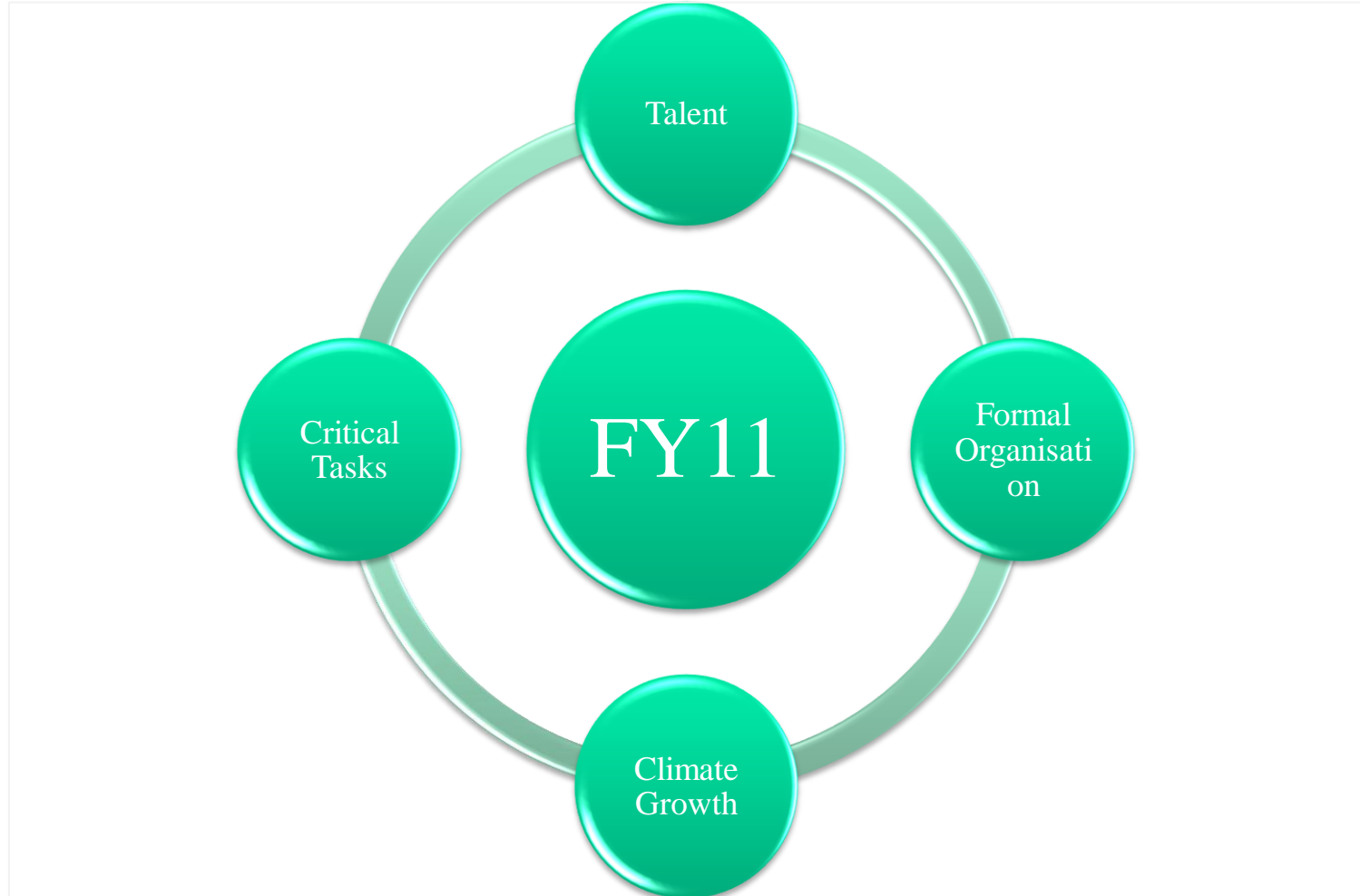
Day 2 – Summary of Day 1

Philip Bourne
Chairman of the Board
CEdMA Europe

Key points...

- Training is a business
- Complex
- Trends (Pulse)
- Marketing strategy & planning
- Sales performance
- Marketing management linkage to Training
Business Strategy and trend changes

Strategy Execution based on Critical Task Business modelling



Critical Tasks

(Where corrective action occurs)

Organisation & people

Delivery methods &
deployment

Coverage & operational
support

RTM

Interlocks

Finance

- Tier 1 optimisation & Tier 2 / 3 implementation

- RTM efficiency
- Defined sales responsibility & accountability

- Confirmed cross functional & departmental relationships

- Bookings aligned to market & product growth
- Linear Revenue distribution & Expense management



Agenda – Friday 7th May

- 0900 How to Build a Compelling Action Plan – *Justin McCarthy*
- 1100 Coffee
- 1130 Marketing Collateral – *Neil Gregory and Stacy Ives*
- 1230 Lunch
- 1330 Where do we go from here? – *Jasmine and Phil Lawman*
- 1430 Planning the events for 2010/11 - Workshops and Conferences - *All*
- 1500 Coffee and Close