



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

Welcome and Introduction

Philip Bourne
Chairman of the Board
CEdMA Europe



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:

- Raise the profile of training within both the parent and client organisations
- Provide a source of information to influence the perception of industry and to raise intelligence for members
- Develop and maintain high standards in the industry
- Advise on and support the improvement of professional standards
- Share our successes and failures honestly.



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

5th Nov 09 – 30th conference: Bristol “The Value of Training”

20th Jan 10 – 19th w/s: Steljes Bagshot, “Emerging Technologies”

10th Mar 10 – 20th w/s: VMware Frimley, “Working with Partners”

6th May 10 – 31st conference: Portsmouth, “How to Market.....”

CEdMA Europe Board of Directors (Nov 2009)

Apple	Reiner Deichmann
Autodesk	Hans Hirschi (resigned Feb 10)
Autodesk	Norman Buckberry
HP	Phil Lawman
IBM	Alastair Jeffery
SPSS	Neil Gregory
SUN	Simon Maskrey
Symantec	Jasmine Huxtable-Wright
Symantec	Philip Bourne
<i>Key contributors:</i>	
<i>Executive</i>	<i>Mike Dowsey</i>
<i>Finance</i>	<i>Penny Farrington</i>



Conference Logistics

- Discussion sessions, not presentations
- 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 6th May

- 0900 Coffee and Welcome – *Philip Bourne, Chairman*
- 0915 Introductions and Pulse/”Hot Topics” – *Mike Dowsey*
- 1030 Coffee
- 1100 Defining an Appropriate Marketing Strategy – *Francis Wyburd*
- 1300 Lunch
- 1400 Creating an Effective Marketing Plan – *Francis Wyburd*
- 1600 Break
- 1630 Maximising Sales Channel Performance – *Philip Bourne*
- 1800 Close
- 1930 Reception in Bar
- 2000 Dinner



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 Social Networking for Marketing – *Phil Lawman*
- 1430 Chairman's Update, including next meetings - *All*
- 1500 Coffee and Close

Who's here and who's who? (First Event)

CA

Magnus Wall

Cisco

Jim Emmott

Dassault Systemes

Michel Recan

Oracle

Nicole Fornacon

QlikView

Madelen Hansson, Gordon Salzmann

SAP

Sue Martin

SGI

Tao Zhang



Who's here and who's who? ("Regulars")

Assima

Autodesk

BD Biosciences

BMC Software

CA

Dassault Systemes

HP

IBM

Lawson Software

LSI

Micro Focus

NorthgateArinso

Oracle

Red Hat

SAS

SPSS (IBM)

Sybase

Toolwire

Andy Campbell

Richard Lane

Nadine le Louargant

Mike Honer

Rob Taal

Gilles Kircher

Richard Haines

Kate Heald, Lynn Tracey-Harris

Judith White, Noel Cocker

Andy Woodgate

Darin Edmunds, Kate Lipmann

Stephanie Wilkins

Carl Tanner, Mark Pittaway

Jens Ziemann, Stacy Ives

Sarah Walker

Hannah Turner

Steve Jordan, Judie Grant

Tim Preston



Who's here (Board)?

HP

IBM

Oracle

SPSS/IBM

Symantec

Phil Lawman

Alastair Jeffery

Simon Maskrey

Neil Gregory

Jasmine Huxtable-Wright, Philip Bourne



Who's not here?

Airwide Solutions

Apple

Avid

Salesforce.com

Steljes

VMware

Wind River

David McBain

Reiner Deichmann

Adrian Shepard

Chris Rauch

Mari Eade

Chris Cottam

Donald MacLennan