

CEdMA Europe Conference Agenda

18 and 19 May 2011

Swindon Marriott

Wednesday 18 May 2011 “Selling and Marketing Education”

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</i>
1000	<i>Coffee</i>	
1030	Routes to Market for Selling Training – Discussion and Breakouts This session first discusses the many and varied ways we go to market – HW/SW/Services Sales, Education Sales, Education Consultants, Response Line/Help Desk, ISV’s, Resellers, HW/SW Agents, Training Agents. Based on Pulse input, or personal preference, attendees will join breakout groups to discuss what works, what doesn’t work, hints, tips and best practice. Each group will record their findings and report back to the whole group. Findings will be published on the conference webpage. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Phil Lawman</i>
1230	<i>Lunch</i>	
1330	Education Packaging - Easy to Sell, Easy to Consume? This session covers the features, benefits and challenges of the four main types of “packaging”: <ul style="list-style-type: none">• “Volume Commitment” Models• The “Bundle”• The “Prescription”• The “Subscription”	<i>Mike Dowsey</i>
1430	<i>Break</i>	
1500	The Leader of the Pack? As an educational leader, the pressure is on to facilitate changes in learning demands, skills and behaviours, and at the same time deliver improved performance. Here, you won’t get a magical solution, but what you will get is an insight into ways that a simple user-friendly psychology tool can help transform performance and enrich relationships, at work and in all aspects of life. Packtypes™ describes its concept as “transformational play” – will you play and become part of the <i>Pack</i> ? Decide for yourself....	<i>Petra Brown and Chris Raymond</i>
1800	<i>Close</i>	
1930	<i>Reception</i>	<i>All</i>
2000	<i>Dinner</i>	<i>All</i>

Thursday 19 May 2010 “Selling and Marketing Education”

Time	Topic	Leader
0900	Selling e-Learning This session describes the main findings of the Learning Light 2010 Europe-wide Market Survey, especially buying patterns, and suggests the best approaches for selling e-Learning to corporates and SME's. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>David Patterson and Gillian Broadhead,, Learning Light Ltd</i>
1030	<i>Coffee</i>	
1100	How do Customers Buy Training? This session focuses on the customer's perspective on training, how they approach requirements and where they turn to satisfy them. Here's an interview with an internal customer who is responsible for interacting with outside suppliers like us so we can find out what they look for in such a relationship. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Richard Lane</i>
1230	The CEEdMA Europe Barometer The Board is proposing to run a quarterly survey with only seven questions to get a better “pulse” of the industry, comparing the past quarter with the corresponding quarter last year. It will replace most of the pulse survey sent out before each conference and allow us to have more informed discussion at the conference. We'd like to present the current status with a view to getting a consensus view from the membership. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Mike Dowsey</i>
1300	<i>Lunch</i>	
1400	Up-selling - How do we grow the opportunity? We talk about "big ticket" sales but how can we enlarge the sales order with our customers and gain a more significant commitment upfront? What does it mean to create "high-value" offers and can we achieve it through the bundling of multiple educational deliverables. Will educational consultancy enable us to engage earlier in the sales cycle and grow the scale of the opportunity? Attendees will form breakout groups to discuss these opportunities. Each group will record their findings and report back to the whole group. Findings will be published on the conference webpage. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Simon Maskrey</i>
1530	Conference Summary plus Planning the events for the rest of 2011 – Workshops and Conferences	<i>Philip Bourne</i>
1600	<i>Coffee and Close</i>	

Next Events in 2011

Thu 23 Jun, half-day Workshop, TBA, TBA

Thu 16 Sep, half-day Workshop, TBA, TBA

Wed 2 Nov – Thu 3 Nov, Conference, TBA, TBA