

CEdMA Europe Conference Agenda

2-3 November 2011

Lingfield Park Marriott

Wednesday 2 Nov 2011 “Education Delivery Methods (and what that implies)”

Time	Topic	Leader
0900	<i>Coffee and Welcome</i>	<i>Philip Bourne, Chairman</i>
0915	Introduction, “Hot Topics” and Market Barometer Update (You will be asked in an online survey in advance for Hot Topics.) Your input to the online survey has been collated and will be presented during this session. Along with feedback from the Market Barometer, 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>
1030	<i>Coffee</i>	
1100	Hot Topics – Discussion and Breakouts Attendees will decide which of the hot topics will be discussed and whether it will be by the whole group or in breakouts. Breakout groups (or the whole group) will 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>Philip Bourne, Symantec and Neil Gregory, IBM</i>
1300	<i>Lunch</i>	
1400	Bring a richer learning experience to your clients wherever they are Discover how interactive whiteboards and related technologies enable you to dramatically enhance the delivery of engaging, interactive, instructor-led courses either in room or collaborating across other offices or continents. There will be breakouts for group discussion. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Samantha Baker, Steljes</i>
1545	Break	
1615	IT software content development technology – the past, present and future Learn about some of the 4 Generations of content development building and maintenance technologies – and receive a taste of a new approach which replace even today's most advanced technology approach. This will be followed by an interactive session discussing the benefits and pitfalls of taking a technology approach to IT software application training. Finally, we discuss how best to sell such solutions. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Eric Duneau, Assima</i>
1800	<i>Close</i>	
1930	<i>Reception</i>	<i>All</i>
2000	<i>Dinner</i>	<i>All</i>

Time	Topic	Leader
0900	Selling the “Right” Delivery Method This session will cover all the current “cutting edge” delivery methods (not those five years out) and suggest how to excite customers. It will be not only highly interactive but also will include breakout sessions to get you thinking about your next steps. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Glynn Jung, Learning Leadership</i>
1030	<i>Coffee</i>	
1100	The Value of Partnership Autodesk have pursued the indirect delivery approach for many years, but have been looking to extend outsourcing to other areas. This session will look at what’s been achieved to realise the true value of partnership. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Norman Buckberry, Autodesk and Graeme Phillips, Knowledge Point</i>
1230	<i>Lunch</i>	
1330	Education Delivery Methods Summary – Discussion and Breakouts This session first discusses the many and varied ways we deliver training – ILT, VILT, via Partners through licensing our materials, direct to customers through T3 and licensing, asynchronous e-learning, and so on. 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>Board Members</i>
1500	Conference Summary plus Planning the events for 2012 – Workshops and Conferences	<i>Philip Bourne</i>
1600	<i>Coffee and Close</i>	

Events in 2012

Tue 24 Jan, half-day Workshop, TBA, TBA

Tue 13 Mar, half-day Workshop, TBA, TBA

Wed 9 May – Thu 10 May, Conference, TBA, TBA

Tue 19 Jun, half-day Workshop, TBA, TBA

Tue 18 Sep, half-day Workshop, TBA, TBA

Wed 6 Nov – Thu 7 Nov, Conference, TBA, TBA