



CEdMA Conference, 17th – 18th April, 2013
Heathrow/Windsor Marriott

Welcome and Introduction

Mike Dowsey
Executive Director
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

7th Nov 12 – 36th conf: Bournemouth, “Adapting the Business....”

22nd Jan 13 – 31st ws: Symantec, Reading, “Proving Trg for Partners”

12th Mar 13– 32nd ws: Juniper Addlestone, “Technologies, Trends, Talent”

17th Apr 13 – 37th conf: Langley, “Next Gen Learning for Next Gen Emp”



CEdMA Europe Board of Directors (Jan 2013)

Assima

Tony Coates

CA

Rob Taal

HP

Denis Spiller

IBM

Neil Gregory

Juniper Networks

Kate Lipmann

SAP

Mike Honer

Symantec

Jasmine Huxtable-Wright

Symantec

Philip Bourne

Xilinx

Michele Ricci

Key contributors:

Executive

Mike Dowsey

Finance

Penny Farrington



Conference Logistics

- **Discussion sessions**, not presentations
- There is very little competition in this room
- The more you put in, the more you get out
- We shall ask you to change tables frequently
- Coffee breaks and Lunch
- **Mobile phones**
- Please be ready to start each session on time



Agenda – Wednesday 17th April

- 0930 Coffee, Welcome and Introduction – *Mike Dowsey*
- 1000 12Q4 Market Barometer – *Mike Dowsey*
- 1030 Break
- 1100 Hot Topics – Discussion/Breakouts – *All*
- 1230 Lunch
- 1330 Keynote: Next Generation Learning for Next Generation Employees – *Cushing Anderson, VP, Project Based Svcs - Consulting, HR, Learning*
- 1500 Break
- 1530 Next Generation Learning for Next Generation Employees - Discussion/Breakouts – *All*, followed by short break at 1715
- 1730 AGM including Annual Report, followed by Close at 1800
- 1900 Drinks before Dinner, which follows at 2000



Cushing Anderson, Program VP, Project Based Services - Consulting, HR and Learning

Cushing Anderson is program vice president for IDC's Project-Based Services research. In this role, Mr. Anderson is responsible for managing the research agenda, field research, and custom research projects for IDC's Business Consulting, Human Resources and Learning research programs. Mr. Anderson has been actively investigating the link between strategic business planning and training in the extended enterprise. He has also extensively researched the value of partner certification programs to software companies, and the key motivations to engaging business consulting firms.

Mr. Anderson speaks on a variety of topics including business consulting drivers, talent and the impact of certification on organizational performance. He was selected by IDC clients as the "Analyst of the Year" in 2008 and was named as one of the "Top 20 people to watch in corporate training, 2003" by Lifelong Learning Market Report. He is on the editorial advisory board and writes a regular column for the industry magazine CLO – Chief Learning Officer and has been on the steering committee for the Technology Learning Group for the industry association CompTIA. Mr. Anderson also co-authored IDC's best selling bulletin in 2000 predicting the rise and challenges facing the corporate elearning market.



Agenda – Thursday 18th April

- 0900 How to be Successful with Virtual Classroom and Virtual Labs –
Nick Beard Oracle, Denis Spiller HP, Neil Gregory IBM and You
- 1030 Break
- 1100 Extreme Presentation Skills Workshop – *Saxon Coaching*
- 1230 Lunch
- 1315 Extreme Presentation Skills Workshop continued
- 1515 Conference Summary
- 1530 Coffee/Tea and Close

Who's here and who's who? 1 of 2

Ancile

Rob Viguurs

AQA

Alastair Jeffery, Joan Mitchell

Assima

Tony Coates, Eleni Iatridis

Bentley Systems

Mieke Pol

Brocade

Jenni Jones

CA

Anne Belgrave, Rob Taal

EMC

Bob Henshaw, Eike Maechold

ESRI

Kathryn Turvey

HDS

Paul Hale, Janice Wright

HP

Tony Shortland, Denis Spiller

IBM

Agnes Cerantola, Neil Gregory

Informatica

Dan Johnson

Juniper Networks

Kate Lipmann

Kronos

Ali Sherlock

Who's here and who's who? 2 of 2

Members in Transition	Tim Preston, Malcolm Watts
NetApp	Jo Gunnell
Oracle	Nick Beard, Simon Maskrey
PTC	Stefan Helf
Red Hat	Florian Brand, Shaun Martin, Jens Ziemann
Salesforce.com	Emma Gale
SAP	Mike Honer, Preethi Manoharan
Service Now	Faez Ahmed, Jon Lloyd
Snell	Dave McBain
Starlims	Charles Lilker
Symantec	Jasmine Huxtable-Wright, Helen Ives, Dave Rogers
VMware	David Day
Xilinx	Michele Ricci



Other Members not in attendance:

Avid

Cisco

Citrix

Dassault Systemes

F5

Genesys

Infor

OpenCFD

Toolwire

WindRiver



CEdMA Europe 2013 Spring Conference Evaluation Feedback

Please use this survey to give us your feedback on the conference. We really value your feedback, so I am making it easy for you to let us know how you feel the two days went, what you liked, what you didn't like, how we can improve, and most importantly, what topics you'd like to see at future conferences and even which speakers.

We have made all questions optional, not least because you may not have attended that session. However, I urge you to give us your feedback which is anonymous and therefore confidential.

I look forward to seeing you again at a future event

Please reply by Friday 3 May at the very latest. Your prompt attention to this is very much appreciated.

Thank you.

Mike Dowsey
CEdMA Europe
mike@dowsey.net

To start.....

1. What is your *primary role*?

- Training Executive (VP, Director, Senior Manager)
- Training Manager (Delivery, Course Development, Education Sales, Education Marketing, Certification Program, Partner Program)
- Training Professional (Senior Trainer, Senior Course Developer, Program Manager)
- Other (please describe) :

Day 1 - Wednesday 17 April

Please use the following ratings:

Content: 5=extremely valuable, 4=somewhat valuable, 3=neutral, 2=not valuable, 1=total waste

Facilitator: 5=excellent, 4=good, 3=neutral, 2=fair, 1=poor

2. What did you think about **"Welcome and Introduction"**? (Note that 5 is high and 1 is low.)

	5	4	3	2	1
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mike Dowsey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. What did you think about **"Market Barometer 12Q4 Feedback"**? (Note that 5 is high and 1 is low.)

	5	4	3	2	1
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mike Dowsey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. What did you think about **"Hot Topics - Discussion and Breakouts"**? (Note that 5 is high and 1 is low.)

	5	4	3	2	1
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. What did you think about **"Next Generation Learning for Next Generation Employees"**? (Note that 5 is high and 1 is low.)

	5	4	3	2	1
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cushing Anderson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



For each of the next three sections, choose your rating based on this scale:

Strongly Agree 5 Agree 4 Neither 3 Disagree 2 Strongly Disagree 1

11. The Conference (note that 5 is high and 1 is low):

	5	4	3	2	1
Pre-conference information about the conference was adequate:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The conference objectives matched my objectives for the conference:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registering for the conference was straightforward:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I was satisfied with the conference:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Optional - Enter any comments about this section (The Conference).

13. The Conference Facilities (note that 5 is high and 1 is low):

	5	4	3	2	1
The conference location provided effective facilities and services to enable successful sessions:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The meals provided were adequate:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The conference hotel was comfortable and spacious:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I was satisfied with the conference facility:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



21. What additional activities would you like to see CEdMA Europe offer other than our current conferences, workshops and newsletter?

22. We plan to run a half-day afternoon workshop on Tue 11 Jun, so please can you suggest topics you would like to attend on those dates.

23. The next conference will be on 16-17 Oct, so please can you suggest a theme and sessions you would like to hear.



Questions?