

CEdMA Europe 2013 Spring Conference Evaluation Feedback Summary

What is your primary role?

Training Exec 16, Training Manager 18, Training Professional 2, Other 4

Introduction

Content 4.3, M Dowsey 4.4

Market Barometer Update

Content 4.4, M Dowsey 4.4

Hot Topics – Discussion and Breakouts

Content 4.4

Next Generation Learning for Next Generation Employees

Content 4.0, C Anderson 3.9

Next Generation Learning for Next Generation Employees - Breakouts

Content 4.3

AGM

Content 3.9

How to be Successful with Virtual Classroom/Labs

Content 4.4, D Spiller/T Shortland 4.3, N Beard 4.4, N Gregory 3.7

Extreme Presentation Skills Workshop

Content 4.6, Justin McCarthy 4.4, Richard James 4.8

Conference Summary

Content 4.0

The Conference

Pre-conference information about the conference was adequate 4.6

The conference objectives matched my objectives for the conference 4.5

Registering for the conference was straightforward 4.6

Overall, I was satisfied with the conference 4.8

Comments

1. Interesting to attend after a pause of some years. Impressions are - much larger attendance than I remember, and great to see more mainland European attendees. As always, the networking opportunities were just as valuable as the conference content. The organization of the

conference upon arrival seemed not as good as I remember. It would have been helpful to email changes of conference room to attendees. But I was pleased that my room reservation was honoured, unlike those of some of the other delegates.

2. THANKS!!! Yet another awesome CEEdMA conference. As always, networking invaluable and great sessions/breakout sessions.
3. Good topics; More than attentive staff.
4. Sessions by WebEx are not ideal. If remote content is presented, please use video conference tools.
5. Regarding the session on presenting skills, whilst this was interesting on some level it wasn't particularly relevant to me.
6. Already passed comments to GM that I have never seen such high customer service from ALL staff. With exception of bar shutting "early", was a great hotel and facilities
7. I thought it was an excellent conference; in particular Extreme Presentation Skills was a very dynamic workshop. More of that please!!
8. I have put a lower mark for the AGM stuff because, let's be honest, it's not massively interesting, but is essential. I didn't attend the virtual classroom session as I was making calls, so have not entered grades. I enjoyed Cushing's presentation greatly, and thought some of his metrics fascinating - a spend worth 1.5% of the total cost of a project spent on training can increase the success rate of CRM projects from 50% to 80%! Against my better judgement, I actually enjoyed the presentation skills workshop.
9. Although I liked the breakouts, I would actually like to see at least one or two panels and/or presentations. The Extreme Presentation was fun and interactive, but not entirely applicable to my role. I would have rather had those hours learning from my colleagues.
10. I found the extreme presentation skills workshop enjoyable, but given the audience of trainers and training managers, it unlikely that any of the attendees will be giving extreme presentations. I would have preferred more general train the trainer skills, that would have been better placed for the audience.
11. From a content and networking perspective, this conference and CEEdMA in general is a "trouvaille" for ANCILE. I really liked the informal atmosphere and the willingness to share experiences, etc. Also the workshop approach works to have everyone interacting in the discussions. Cushing Anderson is a great speaker although it would have helped to have him on-site. Unfortunately I was unable to stay for day two.
12. I really liked the variety of this conference and the different kinds of activity
13. Breakout groups were little short on time to come up with deeper insights, 20 minutes only allows an overview instead of a true breakthrough thinking. Teaming and discussing in small groups was great though. Forcing people to mix is so valuable...
14. It was a shame about the technical difficulties on Cushing's presentation. When we were focusing on technology in the conference, this could have been prepared a little better. The overall result was that it distracted from his message, and made the question time less coherent. Everything else was very well planned and managed.
15. I valued the opportunity for discussion, it was thought-provoking but I would have preferred to go more in-depth. That may be difficult as we all have different roles and might want to go more in-depth on different things. The speaker training was good fun and you can never have too much of that.
16. For me, it was the first time to attend this conference. It was very interesting to meet people from other companies who work in the same business and are confronted with the same challenges, and to hear about their ideas and solutions.
17. My first conference and, having arrived with few expectations, was pleasantly surprised by how varied and relaxed the audience were.
18. Really enjoyed this one - great session from Justin and Richard on the final day - left with a spring in my step.....and don't often say that after midweek drinks.

19. Room on first day was a bit small
20. Well done Mike. I am pleased we moved rooms for day 2.
21. Good venue, good service - shame about the location but will have been handy for those flying in.
22. Thanks Mike very good as usual
23. Another great conference, everyone seemed delighted and very engaged. Good dialogue going on.
24. Twitter 'experiment' good and though early days, will allow further conversations and recall after the event.

The Conference Facilities

The conference location provided effective facilities and services to enable successful sessions 4.4

The meals provided were adequate 4.7

The conference hotel was comfortable and spacious 4.5

Overall, I was satisfied with the conference facility 4.4

Comments

1. The hotel's IT org didn't seem to be very effective in providing wifi coverage, which made the Twitter idea less workable. Random room changes didn't help. Dinner on Wednesday was excellent, Tuesday was not so good.
2. Conf room on Day 1 was a little cramped but otherwise good venue.
3. Room on first day too small
4. Room for day 2 was much better than room 1
5. Thank you for another great conference!
6. 2nd room was ideal, 1st days was not. Otherwise excellent - food was good rooms clean free parking... internet worked.. all essential
7. The room on day 1 was too small
8. Excellent Food, my lunch was delicious both days!
9. Very convenient for me.
10. Room for second day was much better obviously. Food was great, as was the company.
11. I liked the room we had on the last day.
12. Unfortunately there was no room booked for me in the hotel. They then transferred me to the Renaissance where there was also no room reserved. Eventually they got me a room but then the taxi they ordered for the next morning never showed up.....
13. The room on day one was too cramped and poorly ventilated. Day two's room was much better.
14. Too many muffins! Took on some weight in only 2 days
15. 15 Facilities were good, staff was excellent.
16. Reluctant to give a 5 to a hotel but I did think it was a good hotel and served the purpose well.
17. Yt was a great location, but the room for day one was too small. Thank goodness we had the bigger room for the Extreme Presenting session, otherwise it could have been a let-down. However, overall, the room and especially the food was very good.
18. Conference room was a little small on day 1 but not to a level that it caused significant issues. Food was a step up from previous Marriott's attended. Having menu selections on the name plates as an excellent idea, speeding up service and making sure you got what you ordered.
19. Room on first day was a bit small
20. Staff very attentive and the food was good.
21. No complaints
22. Meals were the best yet for a Marriott. Shame we could not have a larger room for day 1 however that would have meant we then had dinner in the same room we had met in plus were

then in the following day. Ideally we needed a larger room for day 1 which was not the same room as we would then have dinner in. however the room on Day 1 worked .

23. Personally, an easy to get to venue, sufficiently far away that I have 'travelled' and catering getting better every time. Larger room was easier for movement, but lacking in power points at the tables (the necessary evil of maintaining connectivity needs power).

Duration

About right – all 37, too short 2, too long 1

How did you hear about the conference?

Website 1, Newsletter 4, Email invitation 22, Telephone 2, Colleague 8, Another member 8, Other 4

What did you like most about this conference?

1. Networking
2. Extreme presentation skills
3. As always, the great networking opportunities; VILT updates from HP, Oracle and IBM; Break-out sessions
4. Networking and group discussions
5. Practical workshops
6. The ability to network with other Education Managers, and the honest and candid discussions that take place; I really liked that we had feedback on an IDC survey. Would LOVE CEEdMA to commission more surveys and allow us to discuss them.
7. Virtual Lab discussions on day 2
8. Talking through issues with other training managers
9. I got a lot out of VILT, extreme presentation, discussions on breakouts and the obvious networking. 20 pages of notes to read though!
10. Discussion on VILT
11. Networking and information share continues to excel. Thought the presentations skills, whilst uncomfortable, was really valuable. HP Guys doing VT demo was really good. Oracle was bit too sales preso and IBM unfairly restricted time.
12. Chance to get together with peers across the industry, share and discuss key issues/topics
13. Extreme Presentation workshop, opportunity to share ways of working and network
14. The networking was as good as ever, and I enjoyed the sessions more than usual.
15. Breakouts
16. Networking
17. Interaction with peers
18. The high level of engagement from the delegates and the quality of the Q and A
19. Communication with other members
20. The ability to discuss and share issues openly and honestly.
21. Being with Training professionals so sharing your thoughts sound reasonable and concerning, instead of feeling isolated in the normal company business model
22. Extreme presentation skills and gaining insight into other people's business challenges
23. Interesting Topics and follow up discussions. The Extreme Presentation Skills workshop was also more relevant than I expected.
24. Opportunity to meet people and share ideas - could we have a list of attendee names and email addresses
25. Several things: the breakout discussions, Cushing Anderson's presentation, the Presentation Skills workshop, the presentations on virtual classes from HP, Oracle and IBM.
26. Interactive and very informative. Provides an unbiased platform to understand what our peers in the industry are doing differently or the same.

27. The breakout sessions, an opportunity to learn from others is always valuable
28. High level of interaction and discussion; the Extreme Presentation Skills session was excellent.
29. Workshop on the last day - really good that it was extended - worked well for me. As ever networking time was a winner
30. The entire Agenda hit the spot for me
31. The session from Justin and James was fantastic. The VILT session was also very good and gave a good overview
32. Networking and relevant content
33. Networking and sharing of experience
34. Everything
35. The Extreme Presentation Skills Workshop was brilliant. That was the most effective session on Personal Development that I have been involved in. Putting it on day 2 was inspirational as it meant we could do all the relevant Education sessions unbroken by something that was a little off topic. Far less people left at lunch time than I had imagined might which showed how compelling the first part of the session before lunch, was. Conf summary was excellent - IMHO no need to regurgitate all the sessions that occurred in the past 24 hours especially when people want to get on the road.
36. As always the opportunity to network with other education managers
37. The open dialogue and conversations/networking.
38. I thought this one was just the right blend of content and workshops

What did you like least about this conference?

1. I was disappointed with the VILT piece. It seemed to focus too much on the individual offerings, and the trends on how quickly VILT is growing, but not enough on reviewing the options available for actually doing it. The Oracle presentation seemed to be better in this respect than the HP one, and IBM, well, we just ran out of time. It would have been good to have had some follow up discussion on ways that members are doing this. I feel that there is a lot more mileage in this topic, which is absolutely key to the future of Tech Training, and I'd like to see it recur in a future conference.
2. Room on Day 1
3. Liked everything!
4. Cushing's presentation in that it was difficult to interact (content was good though)
5. Voice only WebEx presentation
6. I was not sure about the presentation skills workshop; I don't think CEEdMA is the correct place to do this sort of training. The workshop was too short to have been a lot of use. This is not a reflection on the quality of the presenters, and if I had to recommend/hire a team to teach presentation skills I would certainly recommend them, and I would be happy to take a full class. The points they raised were excellent, but I am not sure the time could not have been used better for something else.
7. The extreme presentation skills section
8. I did not get anything out of Cushing Anderson's presentation and found it hard to keep my attention on this.
9. Barometer - i think the questions need reviewing. I could hear some people saying they had misunderstood questions therefore content is of less value
10. No complaints
11. Conference room on day 1
12. The room on Day 1
13. Not much
14. Too many breakouts
15. That there was no agenda after the keynote speech

16. Troubles with hotel accomodation which has nothing to do with CEEdMA. For me it would be ok to come together in the evening and have a one day session the next day and fly home that evening or the next morning.
17. Not a big issue - but the WebEx format for the session on day one was at time not optimal
18. Nothing I can think of now...
19. Nothing
20. The remote presentation of Cushing Anderson tends to make it too ceremonious and no one really dared contesting even if not fully compelling with his ideas
21. Cushing's webinar; I would much rather have had a less prestigious presenter that attended the conference.
22. Nothing special
23. Nothing really
24. If I'm honest the Extreme Presenting session initially made my skin crawl. Audience participation is fine, making an arse of myself isn't. But that's my problem! Despite this, once I'd overcome the initial panic, I learnt a lot and will use some of it in the future.
25. Conference room on day 1, but not that much of an issue in the scheme of things
26. The afternoon session on the first day was great, but I couldn't help but notice the level of distraction in the room was so much higher with a remote speaker (and I was as guilty as anyone - answering emails). It was a really good session, but got me thinking about how we can improve engagement levels in virtual classrooms - possibly to the detracton of what Cushing was covering.
27. First room was too small
28. Slough
29. Never enough time to network
30. The horrible parking warning signs, threatening fines at every corner of the car park
31. Not speaking loud enough - I will try my best in future..... Seriously, I suppose the only blot on the landscape was the sound issues on Cushing's session.

How would you improve this conference?

1. Make it even more interactive
2. Ensure technology for online presenters is tested and fully functional before using it
3. Details of any innovations that members have started to use
4. More structured interaction like with the Virtual lab session - someone providing insight in a topic and then have a discussion on this topic
5. Re Hot Topics - still don't think enough preparation by moderators.. suggest a pre-conference survey to attendees in which the Hot Topics are selected. And then the moderators need to prepare conversation starters.. reach out to externals etc etc.. it's the same subjects so need to do something different with the content.
6. Stay with the format of having more discussion sessions. Always have 1 session with guest speakers , such as Intense Presentation Skills
7. Create a better mix of learning opportunities
8. Have the agenda and timings pre-planned
9. Nothing to add to this at the moment
10. Extend the conference. Have shorter sessions but more breakout sessions as this is very you can really discuss things with a small group of people
11. Nothing to improve upon
12. Not sure to fully understand why Training dedicated companies are excluded as they can also bring value when we talk Training methodologies or innovations
13. Extend the business insight section with more analysis of data.
14. Go more in-depth into a topic perhaps??

15. Nothing springs to mind
16. Make sure the conference room is fit for purpose and pre-test fully use of such things as web conference tools
17. Can't think of anything - went well.
18. Just about right for me!
19. Supply delegates with a copy of attendees - including all the useful nuances of first time attendee - company/person.

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

1. Ability to log on and use US Cedma web site; WebEx the workshops
2. Virtual work shops
3. Somehow get a better industry standing and recognition
4. VILT was a main focus I would like more information on how to make that much more interactive
5. No idea, too fresh as a member
6. Looking forward to the improved website
7. None come to mind at present
8. Following the subject of the session, maybe try some virtual seminars
9. Provide a forum for information exchange in between conferences and workshops, ie Twitter, Facebook (?) etc
10. Tools exchange - not sure where or how, but would love to see a survey - maybe just an online resource? or a workshop session? On which tools/suppliers we all use for: Printing courseware, VILT hosting, eLearning development, LMS etc. Even odds and sods that we use individually (I had a chat at the conference about preferred mind mapping software). Especially when evaluating, but even for those looking at enhancement requests it would be great to know who uses/recommends what.
11. I would find it quite useful for all of the members if we could use the collected content of the Extreme presentation session and put one "master preso template" with the Topic "Does training matter?" together including some speaker notes. Every one of us could use this and just slightly modify it and use internally for mentally massaging our dear corporate sales reps... would be a nice piece of collateral that we could list in our membership value package.
12. Nothing else it is a very good balance

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.

1. Course Manual Publishing - review of hardcopy plus electronic options
2. "Competing" with Partners; Print vs Digital and vendor choice for both and why
3. Scheduling
4. New techniques in content development OR hardcopy or softcopy course materials.... pros and cons for each
5. Instructor Certifications, how to maintain, should there be industry standard? (Shaun, Red Hat)
6. Extreme audience participation over VILT
7. eBooks and online learning is still my main focus
8. Portfolio optimization, how to handle rarely run courses, creative ways for trainers enablement
9. Asynchronous online training business models, and improving EMEA adoption
10. Not currently
11. Gamification was discussed, but not in any great detail, if there are companies already using this, that would be interesting.
12. Strong probability I will be travelling that week

13. Maintaining levels of engagement in Virtual classroom?
14. How to setup a pan-European, multilingual schedule (ILT, VILT, eLearning) and how to optimize, maintain and extend it on an ongoing basis. Are there any supporting tools other than Excel? Are there common best practices available? What is the best methodology?
15. Classroom technologies - experiences - technologies that allow VILT in ILT sessions, one instructor covering multiple low fill classes, joining up classes across Europe etc....
16. Certification - valuable or valueless?

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

1. I think non-classroom oriented delivery would be a good theme. I think there is a lot to go at here - how to better structure content for this type of engagement, how to keep students engaged, review of tools available, pricing & commercial models,
2. I appreciate this is very vague but possibly what others have found that "works" and what didn't "work" and why (e.g. most find SPIFFS don't work - so what does work)?
3. If Non Technology Companies can apply Learning Technologies successfully, why do IT Companies struggle? How do you monetise the opportunities for collaboration and knowledge domains in an internet world in which everything is free?
4. Effectiveness of eLearning
5. It would be interesting to see if people have any experience of using social media to drive sales and if it works, how.
6. Outsourcing... and alternatives; Vision of Training Business 2015; e-media solutions
7. New ways of learning
8. Blend it like Beckham; deliver topics on blending the ILT with VILT
9. More on virtual classrooms and user experiences would be useful for us.
10. eBooks and online learning is still my main focus
11. Same + partners reliability and growth markets
12. How could CEEdMA improve EMEA awareness of on-demand training
13. Not currently, will think about this
14. EMEA-wide pricing models and strategies
15. Optimising sales channels for non-classroom based training (LVC, self-study/eLearning, streaming video etc)
16. Cultural and logistical issues of dealing with onsite training - had a good discussion with Charles and others on virtual machines as a solution to shipping mobile classrooms. Where eLearning stops and ILT or VILT starts - I see tools now that make it much quicker to develop eLearning - meaning some things I would never have considered are now a real possibility to take as WBT.
17. We haven't had an 'operations' theme for a while - admin, process streamlining, doing more with less staff, cost savings etc
18. Major training companies like QA, GK, etc coming in to give their view on the market - workshop Q&A.

Based on my experience at this CEEdMA Conference:

My productivity will improve: yes 16, maybe 19, no 3

I will attend a future CEEdMA conference: yes 33, maybe 6, no 0

I will recommend CEEdMA Conferences to my colleagues: yes 37, maybe 1, no 0

I will recommend CEEdMA Membership to colleagues in other companies: yes 30, maybe 7, no 1

Comparison of Conference Locations 2006/2013

	Marriott Heathrow/Windsor	Marriott Bournemouth	Marriott Waltham Abbey	Marriott Lingfield	Marriott Swindon	Marriott Bournemouth	Marriott Portsmouth	Marriott Royal Bristol	Marriott Meon Valley	Marriott Royal Bristol	Marriott Forest of Arden	Verve Milton Hill	Marriott Meon Valley	Verve New Place	Verve Mill and Old Swan	Overall	Verve	Marriott
	Apr-13	Nov-12	May-12	Nov-11	May-11	Nov-10	May-10	Nov-09	May-09	Nov-08	May-08	Nov-07	May-07	Nov-06	May-06	Average	Average	Average
The conference location provided effective facilities and service:	4.4	4.7	4.4	4.2	4.5	4.4	4.6	4.5	4.8	4.7	4.4	3.8	4.7	4.1	3.9	4.4	3.9	4.5
The meals provided were adequate:	4.7	4.6	4.6	4.3	4.4	4.3	4.4	4.1	4.6	3.2	4.4	4.2	4.7	4.2	4.5	4.3	4.3	4.4
The conference hotel was comfortable and spacious:	4.5	4.7	4.5	4.4	4.4	4.2	4.6	4.5	4.8	4.7	4.4	3.6	4.7	4.2	3.5	4.4	3.8	4.5
Overall, I was satisfied with the conference facility:	4.4	4.7	4.5	4.3	4.3	4.3	4.4	4.3	4.8	4.3	4.4	3.8	4.7	4.3	3.9	4.4	4.0	4.5

Scale is 1-5 (5 high, 1 low)