

CEdMA Europe Workshop Agenda

13 March 2007

SAP Bedfont

Tue 13 Mar 2007 " Basic Financials of and ROI for the Customer Training Business "

Time	Topic	Speaker / Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Mike Dowsey CEdMA</i>
1345	<i>All you need to know about Financials:</i> <ul style="list-style-type: none"><i>Speaking Financial Language – Terminology: Revenue, Sales and Unearned Revenue, Revenue Recognition, Expense and Expense Types, Profit, Margin, P&L Statement</i><i>Typical Education Business Models, Implications, and Measurement: Cost Center, Cost Recovery, Profit Center</i><i>Impact of Recent Legislation</i>	<i>Mike Dowsey</i>
1415	<i>Break and Networking</i>	<i>All</i>
1430	<i>Taking the mystery out of Training ROI:</i> <ul style="list-style-type: none"><i>Basic ROI Concepts</i><i>Metrics we believe in</i><i>Training Department Scenario</i><i>Customer Scenario</i>	<i>Mike and Norman Buckberry, Reynolds and Reynolds</i>
1515	<i>Break and Networking</i>	<i>All</i>
1530	<i>The CEdMA Europe Toolkit for Measuring ROI</i> <ul style="list-style-type: none"><i>ROI Process Summary: Data Collection Plan</i><i>ROI Analysis Plan</i><i>Data Collection</i><i>Sources of Data</i><i>Evaluation Methods</i><i>Isolate effects of training</i><i>Convert to money</i><i>ROI Toolit</i>	<i>Norman Buckberry</i>
1630	<i>Discussion and Summary</i>	<i>Mike</i>
1700	<i>Close and Networking</i>	<i>All</i>
