

CEdMA Europe Workshop Agenda

12 June 2007

Steljes Bagshot

Tue 12 June 2007 "Working with Partners"

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Mike Dowsey</i> <i>CEdMA</i>
1335	Using Partners in the Selling Process Sales partners come in many shapes and sizes. There are Sales Agents and Resellers, who were then joined by Education Brokers, some of whom finally developed into full-blown education outsourcers. Let's share experiences and find out who's done what and why and with what results. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Jasmine Huxtable-Wright</i> <i>Symantec</i>
1430	<i>Break and Networking</i>	<i>All</i>
1445	Using Partners in the Delivery Process There have been many models for this, too. Some companies have sold kits, accredited partner instructors, and remained "indirect". Others have accredited partner instructors, but retained the end customer. In the extreme, this might simply be to solve regional availability. And then there's the grey market..... <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Simon Maskrey</i> <i>SUN</i>
1540	<i>Break and Networking</i>	<i>All</i>
1555	Training, Accrediting and Certifying Partners This applies to all our company's partners, not simply within Training. How we treat partners (like customers, like employees, free or discounted) and how we authorise them (accreditation, certification, high-stakes or low-stakes) will vary from company to company. <i>This is a discussion session so please come prepared to contribute your views.</i>	<i>Norman Buckberry</i> <i>Reynolds and Reynolds</i>
1650	<i>Discussion and Summary</i>	<i>Mike</i>
1700	<i>Close and Networking</i>	<i>All</i>
