



CEdMA Workshop, 10 March 2010

VMware, Frimley

“Working with Partners – Their View”

Welcome and Introduction

Philip Bourne
Chairman
CEdMA Europe

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CEdMA Europe - Who are we?

The Managers of Training Businesses that exist to support the hardware and software products manufactured by our companies.

Note: there is very little competition in the room!

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



Airwide Solutions	David McBain
Assima	Tony Coates
Autodesk	Norman Buckberry, Fergus Quinn
CA	Rob Taal
Citrix	Katie Gleig
Dassault Systemes	Gilles Kircher
HP	Phil Lawman, Stephen Noad
IBM	Kate Heald, Alastair Jeffery
Lawson	Simon Truran, Judith White
LSI	Andy Woodgate

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



Micro Focus

Darin Edmunds

MITs

Petra Brown, Kate Lipmann

NorthgateArinso

Barry Griffiths

Oracle

Ian Cosnett, Nick Lynn, Carl Tanner

Red Hat

Stacy Ives, Jose Ojer del Valle

SPSS

Neil Gregory

Steljes

Brenda Davis, Mari Eade

Symantec

Philip Bourne, Jasmine Huxtable-Wright,

Kim Murphy

Toolwire

Tim Preston

VMware

Chris Cottam

CEdMA Europe Board of Directors (Jan 2010)



Chairman	Philip Bourne (<i>Symantec</i>)	Market Research
Secretary	Simon Maskrey (<i>Sun</i>)	Sales Enablement
Treasurer	Jasmine Huxtable-Wright (<i>Symantec</i>)	Virtual Training/Labs
	Neil Gregory (<i>SPSS</i>)	Education Marketing
	Norman Buckberry (<i>Autodesk</i>)	New Learning Models
	Phil Lawman (<i>HP</i>)	Partners
	Reiner Deichmann (<i>Apple</i>)	Europe
	Alastair Jeffery (<i>IBM</i>)	IITT/LDN
	(Vacancy)	Certification
Plus		
Finance	Penny Farrington	
Executive	Mike Dowsey	



Agenda – Wednesday 10th March

- 1300** Coffee and Networking
- 1330** Introduction
- 1335** **Feedback from “Learning Technologies” – Barry Griffiths, Northgate**
- 1400** **Sales Partner’s Views – Stuart Martin & Nathan Lewis, QA**
- 1515** Break and Networking
- 1545** **Delivery Partner’s Views – Matthew Proctor, Arrow ECS**
- 1655** Summary
- 1700** Close and Networking

Forthcoming Events



Thu/Fri 6-7 May, “Business Development and Training Marketing”,
Portsmouth Marriott

Wed 9 Jun, half-day workshop

Wed 8 Sep, half-day workshop

Thu/Fri 4-5 Nov, conference