

# CEdMA Europe Workshop Agenda

26 September 2012

IBM/Lotus, Staines

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## Wed 26 September 2012 "How to Demonstrate the Value of Training"

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Mike Dowsey, CEdMA Europe</i>
<b>How to Demonstrate the Value of Training</b>		
1335	<p>How often have we heard senior leadership state that 'people are our greatest asset', followed by the inevitable requirement to cut training costs because human capital continues to be seen as an expense rather than an investment. In the ever demanding world we find ourselves, we need to show that training courses and enablement activities should be viewed in the same way as capital investments. Using techniques like ROI and value to the business this workshop will provide you with ideas, methods and approaches to justify the training expense – something you should consider with more economic turmoil on its way in Europe.</p> <ul style="list-style-type: none"><li>• Today's business dynamics</li><li>• What is value and how do we define it?</li><li>• How to model value</li></ul> <p><i>This is a discussion session so please come prepared to contribute your views.</i></p>	<p><i>Phil Lawman, formerly EMEA Director of Training, HP and Philip Bourne, WW Director of Curriculum Development, Symantec</i></p>
1515	<i>Break and Networking</i>	<i>All</i>
1545	<b>Break-out Groups and Feedback on "Value"</b>	<i>Members</i>
1655	<i>Summary</i>	<i>Mike Dowsey</i>
1700	<i>Close and Networking</i>	<i>All</i>

### Forthcoming Events:

**Wed 7 Nov – Thu 8 Nov**, Conference at the Bournemouth Marriott

The past 4 years has seen many challenges especially in Europe which have had varying degrees of impact on our ability to invest, grow and provide that all important business result – success.

The November conference will focus on 5 important areas that have to be considered in difficult and unpredictable economic times:

- **Business-based training trends**
- **Role of technology in today's changing training landscape**
- **Channel Partners - love them or hate them**
- **Resourcing in the current climate**
- **Transactional and Consultative selling**