CE*d*MA Europe Conference Agenda

17-18 October 2017

Heathrow Renaissance

Tuesday 17ᵗʰ October 2017 *"Putting Metrics into Action"*

Time	Topic	Leader
0930	**Welcome and Introduction**	*Tony Coates, Chairman*
1000	**Governance and Metrics Management (The basics)** To track, monitor and assess the success or challenges facing a training group, it's important to establish quantifiable metrics and governance processes. These metrics need to reflect how the business is operating in the achievement of its long-term and short-term objectives, sufficient to provide insight to establish relevant controls that protect and steer the business. This session introduces the concepts of management, control and governance of metrics to ensure the expected deliverables of overall training business success is achieved.	*Tony Coates Assima*
1030	*Break*	
1100	**Keynote: Learning Today: Why Nothing and Everything Has Changed** Nothing has changed in how we learn, not fundamentally. The way neurons fire and form networks in our brain is the same as it was when we stood on the African savannah millennia ago. In other ways, though, everything has changed – the tools we use, the distractions we face and the breadth of information we have access to, are all vastly different to what we faced just few years ago, never mind tens of thousands. In this session, Donald will explore how today's fast changing world affects learning and development. What impact does technology and superabundant information have on our daily roles, on the expectations of employers and employees? Be prepared to be energized, enthused and challenged as we consider: • **Adapting our natural ways of learning to the modern world** • **The long, imperfect legacy of the schoolroom** • **Why memory is now more important than ever** • **Technology's opportunity and challenge** • **The profound implications for learning professionals.**	*Donald Taylor Chairman LPI*
1230	*Lunch*	
1330	**Management** Speakers - Regional or local directors or managers of a direct or indirect training business with responsibility for managing the business. • Topic 1: How to implement a portfolio of metrics for managing a training business (for example, financial, delivery, partner, product coverage, staffing levels, marketing, roadmap) • Topic 2: Using business metrics to drive a training business forward (for example, financial, delivery, non-financial, product, partner).	*Faez Ahmed, ServiceNow and Julia Allen, QlikTech*
1430	**Group Breakout** Introduction to the Group Breakout in which teams will work on a proposal to introduce a new education offering into their portfolio. Examples might include an ATC Program, Certification, Emerging Markets, Subscriptions, Education Consultancy, or whatever you choose.	

Time	Topic	Leader
1530	*Break*	
1600	**Control** • Speaker 1 - A regional or local manager of delivery operations for a direct training business Topic: Importance of metrics for managing delivery operations (for example, Classroom fill rates, instructor utilization, customer satisfaction). • Speaker 2 - A regional or local manager of delivery operations for an indirect training business Topic: Importance of metrics for managing delivery operations in an indirect context (for example, Classroom fill rates, instructor authorisation, partner operations, customer satisfaction).	*David Day, Palo Alto Networks and Bob Henshaw Dell EMC*
1700	**Group Breakout (continued)**	
1745	*Close*	*All*
1900	*Drinks*	
2000	*Dinner, which includes the Innovation Award Winner Announcement*	*All*

Wednesday 18th October 2017 *"Putting Metrics into Action"*

Time	Topic	Leader
0900	**Governance** Speaker - VP/Senior director with direct responsibility to either the Board or in a multinational or large corporation a senior executive team member Topic - To talk about how to define what is included and required to implement good governance of a training business and to look at actual results from a training business and how to interpret and act upon the governance related results (for example, financial performance, pipeline, cost of sales, margin)	*Kevin Streater, ForgeRock and Jon Buttriss*
0945	**Group Breakout (continued)**	
1030	*Break*	
1100	**Innovation Award Presentation by Winner**	*???*
1200	**Market Barometer Update**	*Mike Dowsey*
1230	*Lunch*	
1330	**Group Breakout Presentations**	
1500	**Conference Summary**	*Tony Coates*
1530	*Close*	

<u>**Future Event**</u>
Tue 5 Dec, half-day Workshop

Donald H Taylor

Donald H Taylor is a 25-year veteran of the learning, skills and human capital industries, with experience at every level from design and delivery to chairman of the board. He has been chairman of the Learning and Performance Institute since 2010.

A recognised commentator and organiser in the fields of workplace learning and learning technologies, Donald is passionately committed to helping develop the learning and development profession.

His background ranges from training delivery to director and vice-president positions in software companies. Donald has been a company director and shareholder for three companies through start up, growth and acquisition.

He is an influential writer and speaker in the fields of the professional development of L&D and of technology-supported learning. He was the 2007 recipient of the Colin Corder award for services to training and has chaired the Learning Technologies Conference since 2000. He also chairs the Learning and Skills Group, hosting its bi-weekly webinar programme, and edits Inside Learning Technologies Magazine. He is a graduate of Oxford University and in 2016 was awarded an honorary doctorate by Middlesex University in recognition of his work developing the L&D profession.