

CEdMA Europe Workshop Agenda

10 March 2010

VMware, Frimley, Surrey

Wed 10 March 2010 "Working with Partners – Their View"

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Philip Bourne Board Chairman</i>
Feedback from the Learning Technologies Conference		
1335	Barry will report back and address such questions as were there any specific messages for CEdMA-type companies who offer training to customers and partners, as well as employees?; what was the most important "takeaway" you got from the event and why?; what's the next big thing we should be taking notice of in the learning technologies arena?; and which session did you enjoy most and why?	<i>Barry Griffiths Northgate Arinso</i>
What are Sales Partners Looking For?		
1400	<ul style="list-style-type: none">• What makes you choose us, or our competitors, for inclusion in your portfolio?• What three things make up a successful partnership from your perspective?• What's more important: a higher percentage commission or a bigger volume, or do you prefer a variable rate based on volume?• Do you prefer a sales agency or a reseller programme?• What don't we do/offer that you would like us to?	<i>Stuart Martin, Sales Director, QA</i>
1515	<i>Break and Networking</i>	<i>All</i>
What are Delivery Partners Looking For?		
1545	<ul style="list-style-type: none">• What makes you choose us, or our competitors, as a delivery partner?• What three things make up a successful partnership from your perspective?• Do you prefer a daily rate or a percentage of revenue, and why?• What differentiates you from the grey market?• What don't we do/offer that you would like us to?	<i>Matthew Proctor, Divisional Director, Arrow ECS</i>
1655	<i>Summary</i>	<i>Philip Bourne</i>
1700	<i>Close and Networking</i>	<i>All</i>

Forthcoming Events:

Thu 6 May – Fri 7 May, Conference "Business Development and Training Marketing", Portsmouth Marriott

Wed 9 Jun, half-day Workshop

Wed 8 Sep, half-day Workshop

Thu 4 Nov – Fri 5 Nov, Conference