



CEdMA Workshop, 8 September 2010

SAS, Marlow

“Using Social Media in Training”

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
Apple	Reiner Deichmann
Assima	Andy Campbell
Autodesk	Norman Buckberry
BMC Software	Mike Honer
CA	Rob Taal, Magnus Wall
Cisco	Don Billow, Jim Emmott
Dassault Systemes	Michel Recan
ESRI	Guenter Grimm
HDS	Omar Jabr
HP	Phil Lawman
IBM	Kate Heald, Julie Hollway, Alastair Jeffrey
Ingres	Michael Flower

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



Juniper	Malcolm Watts
Lawson	Simon Truran
OpenCFD	Jenya Collings
Oracle	Nick Lynn, Carl Tanner
Red Hat	Jens Ziemann
SPSS	Neil Gregory
Sybase	Steve Jordan
Symantec	Philip Bourne, Jasmine H-Wright, Dave Rogers
Unica	Claire Stephens
Webroot	Bill Hastings
Wind River	Donald MacLennan



CEdMA Europe Board of Directors (Jan 2010)

Chairman	Philip Bourne (<i>Symantec</i>)	Market Research
Secretary	Simon Maskrey (<i>Oracle</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 9th June



- 1300** Coffee and Networking
- 1330** Introduction
- 1340** **Where are Social Media Today and Where are they Going?**
Hanif Sazen, CEO Saffron Interactive
- 1500** Break and Networking
- 1530** **Social Media in Learning at Autodesk – Norman Buckberry, Autodesk**
- 1610** **Integrating Social Media in Support of Technical Training**
Dave Rogers, Symantec
- 1650** Summary
- 1700** Close and Networking



Forthcoming Event

Thu/Fri 4-5 Nov, conference, “The Future of the Training Department”, Bournemouth Marriott