

CEdMA Workshop – June 10, 2015

Venue: BCS – The Chartered Institute for IT
First Floor, The Davidson Building,
5 Southampton Street,
London, WC2E 7HA

<http://www.bcs.org/upload/pdf/london-office-guide.pdf>

Time: 13.00 for 13:30 start to 17:00

Topic: Media and Communications Workshop for IT Training Organisations

Overview:

Working with the Media can be troublesome and IT Training can rarely get a mention, however following a few simple principles can help our organisations gain traction with both trade and national media.

In this workshop we will consider what journalists find interesting, and why, and how we can make IT training attractive to them. We will be hearing from Richard Moss, Director of Proof Communications who have helped many high technology organisations present themselves to the media, and Lyndsay Turley from security membership organisation ISC(2) about how they build a communications strategy that allowed them to grow its reputation through a carefully timed approach to national media.

The workshop will also consider how we can use communications methods to improve our internal stakeholder engagement and gain visibility of training departments within our own organisations.

This workshop is the first joint meeting between CEdMA Europe (The Computer Education Management Association - <http://www.cedma.org/?page=cedmaeurope>) and the BCS Learning & Development Specialist Group. Members of both organisations will be attending this event.

CEdMA Europe is a membership organisation for Customer Education and Training Managers of hardware and software companies. It provides a forum for its members to meet and exchange ideas and information, and to discuss and resolve issues that they have in common.

The BCS Learning and Development Specialist Group is a volunteer member group of BCS - The Chartered Institute for IT that brings together learning and education practitioners working in the fields of IT and Computing, whether they be in industry, compulsory education, further education or academia.