

# CEdMA Europe Conference Agenda

21-23 November 2022, [Heathrow Renaissance](#)

[Attendees](#)

[Sponsors](#)

---

## Monday 21<sup>st</sup> Nov 2022 “Certified Technical Training Manager (CTTM)”

Time	Topic	Leader
1300	<b>CTTM Prep Session</b>	Angie Jourdan
1545	<i>Break</i>	
1600	<b>CTTM Exam for anyone who dares (no charge)</b>	Angie Jourdan
1730	<i>Break</i>	
1830	Drinks	
2000	Dinner	

---

## Tuesday 22<sup>nd</sup> Nov 2022 “How is Education’s Go To Market Changing?”

Time	Topic	Leader
0915	<b>Welcome and Introduction</b>	Kevin Streater, Chairman
0930	<b>Keynote: The Evolving GTM Learning Landscape</b>	Sean Farrington and Graham Hensher, Pluralsight
1030	<i>Break</i>	
1100	<b>Members’ Experience with Go To Market</b> Who owns the sales function: education, services or product? What approaches are in common practice?	Nick Beard, Oracle, Martin Hill, ServiceNow, Noel Cocker, Infor
1145	<b>Breakout discussion on Go To Market experiences</b> Your chance to discuss difference approaches and experiences with your peers	Groups
1230	<i>Lunch</i>	
1330	<b>Members’ update on Subscriptions - lessons learned</b> Do you need IT support? Individual, team, enterprise or all three? One year, three years or five years? Who chases the renewal? Is there a relationship with vouchers? This and may more.	Leonie Schwede, ForgeRock, Annette Wiesner-Albat, Dirk Braune, BMC Software
1430	<b>Breakout discussion on Subscriptions experiences</b> Your chance to discuss difference approaches and experiences with your peers	Groups

---

1530	<i>Break</i>	
1600	<p><b>So, you think you know all about Customer Education – let’s find out!</b>          To test their expertise, “volunteers” will be peppered with the spiciest of questions on customer education today. Winners or losers may both be required to sample spicy culinary delights.          As their brows begin to boil, tongues begin to burn and vision starts to blur...their views on education will steam out. The question is, will they be able to handle the heat or will the heat melt them in their seats.</p>	<p><i>Ryan Dillon and          Tyler Foster,          Thought          Industries</i></p>
1830	<i>Drinks</i>	
2000	<i>Dinner</i>	<i>All</i>

## Wednesday 23<sup>rd</sup> Nov 2022 “How is Education’s Go To Market Changing?”

Time	Topic	Leader
0915	<b>Welcome to day 2</b>	<i>Kevin Streater</i>
0930	<p><b>Keynote - The past, present and future of Hybrid education delivery</b>          Time to take stock of our hybrid learning journey. Robin explores experiences with hybrid learning so far: what’s worked, what hasn’t and how we can evolve.</p>	<p><i>Robin Hoyle,          Huthwaite          International</i></p>
1030	<i>Break</i>	
1100	<b>Innovation Award Presentations</b>	<i>Runners Up</i>
1200	<i>Lunch</i>	
1300	<b>Innovation Award Presentation</b>	<i>The winner</i>
1330	<p><b>Keynote: Is your sales and pricing strategy in line with the market – Benchmark with the CEEdMA Pricing and Discounting Survey 2022</b>          Customer education sales has many facets. Which packages and subscriptions do you offer? Do you charge for all or only certain offerings? Which rates do you use by country or region and specific service? These questions and many other will be addressed in the session based on CEEdMA’s biennial flagship survey with 50+ member companies.</p>	<p><i>Dirk Braune,          BMC Software</i></p>
1430	<b>Conference Summary</b>	<i>Kevin Streater</i>
1445	<i>Close</i>	
1500-1630	<p><b>CTTM Exam</b>          If you want to attempt the CTTM exam, register first at <a href="http://www.webassessor.com/cedma">www.webassessor.com/cedma</a>. It is better done beforehand and we’ll set you up for your free attempt when you come.</p>	<i>Angie Jourdan</i>