

CEdMA Europe Workshop Agenda

16 September 2009

Oracle University, Thames Valley Park, Reading

Wed 10 June 2009 "Marketing and Selling Training on the Web"

Time	Topic	Facilitator
1300	<i>Coffee and Networking</i>	<i>All</i>
1330	<i>Introduction</i>	<i>Mike Dowsey CEdMA</i>
"e-tailing" a channel to market 2.0		
1335	With increasing pressure to grow revenue within a challenging economic climate and an empowered consumer base, many organisations are looking to their web marketing and e-tail channels to drive differentiated business value and create market demand. This session reviews some of the global trends, identifies opportunities and provides an overview of the strategy and approach taken at Sun Microsystems to maximise global market online sales opportunities.	<i>Justin Collins SUN</i>
1445	<i>Break and Networking</i>	<i>All</i>
"e-tailing" – is the effort worth it?		
1515	I will explore the effectiveness of the internet as a marketing and sales channel and will highlight some of the challenges we have faced in Salesforce.com in Europe.	<i>Chris Rauch salesforce.com</i>
An update from Other Members		
1545	You are all invited to let us know what you are doing, but we shall definitely hear from: Lawson Software – Judith White IBM – Julie Hollway and Alastair Jeffrey	<i>Mike</i>
<i>This is a discussion session so please come prepared to contribute your views.</i>		
1650	<i>Discussion and Summary</i>	<i>Mike</i>
1700	<i>Close and Networking</i>	<i>All</i>

Forthcoming Event:

Thu/Fri 5-6 November, Conference "The Value of Training", Marriott Royal, Bristol