



**THE PREMIER ORGANIZATION FOR TRAINING EXECUTIVES AND MANAGERS WITHIN TECHNOLOGY COMPANIES**

## Why Join CEdMA?

Since 1991, CEdMA has been a safe haven for education/training managers in the electronics hardware and software industry. We are an all-volunteer organization with the objective of offering a non-competitive open sharing of ideas and providing valuable services to our members.

No vendors selling training products, no university theorists - just training business professionals finding common challenges and sharing experience and best practices. New members frequently find solutions to problems they assumed were exclusive to their own organization.

CEdMA includes members representing over 60 technology companies ranging from the world's largest to very small training organizations. See our corporate member list on our website: [www.cedma.org](http://www.cedma.org).

- Do you work for a hardware or software manufacturer?
- Does your company have a formal Education function?
- Are you a manager (or an aspiring manager, director, or V.P.) within the Education function?

*"... with time and luck you can stumble your way around to a level of proficiency outside of your own domain expertise. Or, you can do what I do at CEdMA. Ask others for their experiences and how they are dealing with issues where you need clarity. CEdMA members have diverse backgrounds including accounting, documentation, marketing, certification and business so the odds are good that you can find someone who has a deep understanding of the issues you need to deal with."*

Marc Sodano, MySQL

**Corporate Membership is only \$495 per calendar year.**

*This includes one person's access to "members only" web content, "Ask the Members", "Goldmine", "Newsletters", "Metrics", SIG, and more. Additional individuals have the same benefits for only \$100 each.*

*Our on-line registration will quickly establish your membership. Go to [www.cedma.org](http://www.cedma.org).*

## As a Member, You Can:

### Attend content-rich conferences

CEdMA holds two national conferences each year, offering an alternative method to attend so that members can join the conference via phone and webcast.

We freely share "best practices" and members feel this is one of the most valuable aspects of the conferences.

Here are two sample quotes from our members on the values of our conferences: *"The presentations and the presenters were all 100% relevant to my job. I took away several money making and savings ideas."* and *"What I liked most about the conference was the ability to network with people who face the same issues I do."*

### Ask questions of an on-line community of experts

"Ask the Members" is a members-only e-mail list for researching new ideas, vendor recommendations, references, questions, threaded discussions, etc. Recent examples include: Introducing your First Virtual Course, Sales Training in China, Instructor Utilization, Taxes and VAT for Training, Bundling Customer Education in Maintenance Renewals, Videotaping Classes, Best Practices for Designing an eLearning Studio, and Selecting Psychometricians

### Find exclusive, relevant business information

Our "members only" web content includes the GOLDMINE, an evolving repository of business surveys, reports, white papers and presentations from our members and generated exclusively within our organization.

- Access training business survey data: both proprietary member surveys and information gleaned from sources in Europe and North America
- Learn about jobs and recruit talent
- Get help with vendor selection

CEdMA also keeps its members current with a monthly newsletter. E-mailed directly to active members, this document is a compilation of information about our industry from published sources all over the world. Past issues are available in an archive in the GOLDMINE.

### Network with other training managers

Learn about local mini-conferences, Special Interest Groups and other forms of communication with training professionals who share your interests and business challenges.

*"Every session was valuable  
Every speaker was well  
prepared. This was the most  
valuable conference I have ever  
attended. Plenty of time for  
networking."*



*"As a Training Manager, Director,  
and VP - I have found CEdMA the  
most valuable tool that I have for  
staying current with industry trends,  
best practices, and for networking  
within the industry. The sharing that  
members do - I cannot find  
anywhere else. "*

*Dick Laforge, Director  
WW Education Services*

**CEdMA**   
the computer education management association

**NOT A MEMBER YET?**

Explore [www.cedma.org](http://www.cedma.org) for more reasons to join us