



September 2024

The CEdMA Enterprise Monthly Newsletter is delivered free of charge to the members of CEdMA Enterprise. If you have ideas or suggestions for a future newsletter, please contact Mike Dowsey at community@cedma-enterprise.org.

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Upcoming CEdMA Enterprise Events/News (3 Items)

Certification SIG Meeting - "Certification 101", Tue 15 Oct

Patrick Coates, the Certification SIG Chair, invites you to explore the essential steps to setting up a legally defensible certification program. Additionally, we will delve into methods for measuring the success of your certification program, focusing on key performance indicators such as pass rates and candidate satisfaction.

By the end of this session, we plan for you to have a solid foundation for establishing and maintaining a robust certification program and strategies to continually assess and enhance its effectiveness.

Whilst aimed at people new to certification, it would be great to have those with an established program to share their experiences.

To register, follow:

https://zoom.us/meeting/register/tJAqcOGupzkjGNRQu3adgLODq7ZLKT_FQIIJ

Curriculum Design and Development SIG 24 Oct

"Has AI for Course/Content Development Met with Your Expectations So Far?"

I have to believe I'm not the only one testing the plethora of AI tools out there to find the correct combination or ONE that does everything, end-to-end for a training course or program.

<Spoiler alert!> **It doesn't exist...YET! or maybe it does but that's where I need your help.**

Join **David Sacco**, Curriculum Design and Development SIG chair for

an open discussion on the AI tools you are using and how closely they are meeting your expectations and needs.

To register, follow:

<https://zoom.us/meeting/register/tJMqceyuqTltGNXtRAOZi05oXPg-yWUt46wH>

CEdMA Enterprise Autumn Conference Mon 18 - Wed 20 November

This will take place at the Renaissance Heathrow Airport.

The theme for this, our 60th conference, is **Scaling your training business through innovation and best practices**. The agenda is almost complete and includes:

- Keynote “Training’s future - The prize and the challenge” by Donald Taylor, Learning Technologies Conference Chairperson for the last 24 years
- A collaborative session by CloudShare, Kryterion and Kinaxis describing latest developments fusing AI with certification and labs
- Dynamic Sessions from Eurekos and Fuse Universal
- Member-experience sessions from SAS, Ping and others
- Feedback from the 2024 Business Metrics Survey
- Innovation Award Winner Presentation (so now’s the time to apply for the [2024 Innovation Award](#))
- Plus, more breakout and table sessions than before.

All CEdMA Enterprise company members have prepaid places at the conference, including overnight hotel on Mon and Tue nights. **Member main contacts received invitations three weeks ago. Most haven’t yet replied.**

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Reviews and Current Trends (4 Articles)

Digital Learning Realities research (Sep 24)

Fosway Group, Europe’s #1 HR industry analyst provides unparalleled insights into the trends shaping the future of digital learning.

This year’s report, taking the form of five infographics, dives deep into how organisations are adapting to new technologies, transforming learning experiences, and driving business impact in a fast-changing world.

- [Training Priorities and Learning Strategy in the Modern Era](#)
- [Training Budgets and Investment Trends](#)
- [AI and Training - AI’s Impact Today and Tomorrow](#)
- [Evolving the Modern Learning Experience](#)
- [The NEW Learning Technology Landscape](#)

[The Six AI Use Case Families of Instructional Design \(Sep 24\)](#)

Pushing AI beyond content creation. ©2024 Dr Philippa Hardman

[The Most Popular AI Tools for Instructional Design \(Sep 24\)](#)

The tools we use most, and how we use them. ©2024 Dr Philippa Hardman

[State of AI Video in SaaS Report 2024 \(Aug 24\)](#)

AI and video automation is revolutionizing the SaaS landscape. ©2024 Videate

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Education Management (8 Articles)

[Organizational Design Strategies for Effective Customer Education \(Sep 24\)](#)

Where should a customer education team sit in a typical corporate structure? Should it be part of customer success? The product team? Perhaps it belongs to professional services, or even marketing. ©2024 Echtus

[Transforming Customer Education with AI \(Sep 24\)](#)

The rapid advancements in AI are reshaping industries, and customer education is no exception. ©2024 LinkedIn

[6 Key Steps to Secure Executive Buy-In and Build an Efficient Customer Education Program \(Aug 24\)](#)

To get your program into the spotlight, you need more than great content. You must gain buy-in from busy executives and align with cross-functional teams. ©2024 Skilljar

[Product Training to Customer Education - Making the Epic Shift \(Aug 24\)](#)

While understanding the features of a product is important, customer education is different so here are a few thoughts. ©2024 LearnExperts

[How to align customer success and customer education and send customer value soaring \(Aug 24\)](#)

Both teams are focused on driving usage and adoption, but CS is more focused on doing whatever it takes to renew the client, while CE has the benefit of creating a more holistic plan to drive sustained adoption. ©2024 Churn Zero

[AI's Impact on Leaders \(Sep 24\)](#)

3 reasons leaders should not feel threatened by artificial intelligence. *Training Magazine*, ©2024 Lakewood Media

[Your Guide to Strategic AI Vendor Conversations \(Aug 24\)](#)

This update provides professionals with a deep dive into the critical considerations that should inform AI vendor conversations and ultimately the selection process. ©2024 The Learning Guild

[Corporations have much to gain from relationships with higher ed \(Sep 24\)](#)

Is your business missing out on a crucial avenue for the training department? ©2024 Chief Learning Officer

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Training Delivery and Operations (4 Articles)

[A data-driven approach - The power of training analytics \(Sep 24\)](#)

Adopting a data-driven approach is no easy feat. Training leaders who choose to do so are better equipped to lead their teams and tailor training initiatives to meet the evolving needs of the organization. ©2024 Chief Learning Officer

[Defining, Measuring and Reporting on Education Metrics \(Sep 24\)](#)

Metrics are an essential part of our work. It's how we track what's working and what's not. How we show the business we're moving the needle. How we earn the right to grow our programs and teams. ©2024 Intellum

[A Guide to Activities for Hybrid Sessions \(Sep 24\)](#)

Create equal and similar chances for learners to participate in activities, no matter how they're joining the training event. *TD*, ©2024 ATD

[Leverage learning that's hidden in plain sight \(Sep 24\)](#)

On-the-job learning integrates development into your everyday tasks. *TD*, ©2024 ATD

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Sales and Marketing (1 Article)

[What's an Education Qualified Lead \(EQL\) \(Sep 24\)](#)

Teams are introducing customer education earlier in the lifecycle, and targeting prospects as part of their education efforts. This transition has led to conversations around the concept of Education Qualified Leads (EQLs). ©2024 Intellum

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Subscriptions (None)

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Education Design and Development (3 Articles)

[From Ether to Action - 3 Targets for a Successful Training Analysis Meeting \(Sep 24\)](#)

How many times have you left a training analysis conversation feeling less informed than when you started? ©2024 The Learning Guild

[The impactful learning experiences of both reality and unreality \(Sep 24\)](#)

Want to create standout training programmes? Mixing realistic and unrealistic experiences could be the answer. *Training Journal*, ©2024 Political Holdings

[Freedom and learning - Amplifying Training through learner autonomy \(Jun 24\)](#)

One aspect of being human that significantly impacts training is the innate need for freedom and autonomy. ©2024 Chief Learning Officer

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Learning Technologies (7 Articles)

[Can AI Dream About Emotions? \(Aug 24\)](#)

While AI focuses on cognitive tasks and data processing, EI centers on emotional and social skills, including learning. ©2024 The Learning Guild

[Imagining the Possibilities \(Sep 24\)](#)

Technology experts explore advanced AI applications for training and other training tech trends that might be on the horizon. *Training Magazine*, ©2024 Lakewood Media

[7 Easy Ways to Improve Pre-recorded Webinars \(Sep 24\)](#)

There are so many simple ways to improve this format and make it more accessible and useful! You don't need to throw it out, but let's put a little bit more effort into it so that it actually becomes something people can use. ©2024 Hot Neon

[Understanding the impact of gamification in corporate learning \(Sep 24\)](#)

Companies that have adopted gamified strategies in learning and development report significantly higher completion rates for their programs. ©2024 Chief Learning Officer

[AI-Powered XR Is Changing the Learning Landscape \(Sep 24\)](#)

Over time, AI will enable more human-like interactions in virtual environments and dynamically adjust scenarios to meet learner needs. *Training Magazine*, ©2024 Lakewood Media

[Building a Multimodal Mindset with AI \(Sep 24\)](#)

Explore how text, images, audio and video can interact to lead the next wave of learning innovation. *Training Magazine*, ©2024 Lakewood Media

[Learning Anywhere and Everywhere \(Sep 24\)](#)

Technology's constant evolution has caused a mobile learning resurgence. *TD*, ©2024 ATD

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Certification (1 Article)

[Biometric Authentication for Online Exams \(Sep 24\)](#)

Biometrics ensures that test-takers are who they claim to be, helping to enhance the accuracy of test results and protect the value of certification. *Training Magazine*, ©2024 Lakewood Media

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From our Sponsors

[Kryterion at the CEdMA Autumn Conference](#)

An invitation to meet from James Willats

Annie Reiss interviewed four industry experts on hot topics:

[Level Up - Marketing Customer Education Like a Pro \(Aug 24\)](#)

[Customers Who Learn Don't Churn \(Sep 24\)](#)

[How HubSpot Uses Education to Attract, Engage and Delight Customers \(Sep 24\)](#)

[Marketing the Spirit and Soul of Your Product \(Sep 24\)](#)

©2024 CloudShare

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And Finally ...

Get in the wheelbarrow (belief, trust and commitment)

Upon completing a highly dangerous tightrope walk over Niagara Falls in appalling wind and rain, 'The Great Zumbrati' was met by an enthusiastic supporter, who urged him to make a return trip, this time pushing a wheelbarrow, which the spectator had thoughtfully brought along.

The Great Zumbrati was reluctant, given the terrible conditions, but the supporter pressed him, "You can do it - I know you can," he urged.

"You really believe I can do it?" asked Zumbrati.

"Yes - definitely - you can do it." the supporter gushed.

"Okay," said Zumbrati, "Get in the wheelbarrow....."

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