



**Innovating on Your Customer Education Strategy**

**May 16-17, 2023**



**Boston Marriott Newton**  
**2345 Commonwealth Avenue**  
**Newton, Massachusetts**

# Contents

- Sponsors ..... 2
- Agenda ..... 3
- Abstracts ..... 5
- Speakers ..... 10
- Show & Tell..... 12
- Table Topics..... 13
- Dining Options Nearby..... 14

# Sponsors

## Gold



## Silver



## Bronze



## In Spirit



# Agenda

## Monday, May 15

Time	Event
4:00pm – 6:00pm	Registration
4:00pm – 6:00pm	Welcome Reception

## Tuesday, May 16

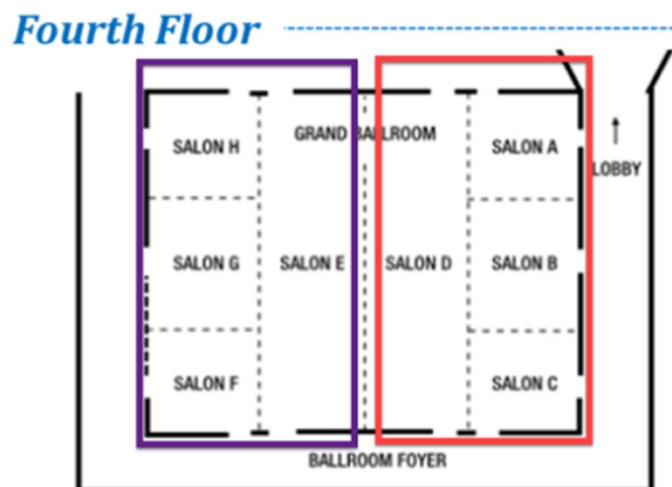
Time	Strategy (Salon A-C)	Learning Experience Design (Salon D)
7:00am - 8:30am	<b>Breakfast with Sponsors</b>	
8:30am - 9:00am	<b>Welcome and Introductions</b>	
9:00am - 10:00am	<b>Keynote: Lessons in the Journey to a Mass-Scale Free Learning Site</b> Raghu Viswanathan - VP of Education, Academia, and Documentation, MongoDB	
10:00am - 10:30am	<b>Networking Break</b>	
10:30am - 11:15am	<b>Five Ways a Certification Program Can Grow Your Technology Business</b>  Buzz Walker - Chief Revenue Officer, Kryterion	<b>Beyond the Education Tech Stack: How Braze Uses Structured Content to Work Smarter, Not Harder</b>  Matthew Chamberlain - Manager, Education Technology, Braze
11:30am - 12:15pm	<b>Super-Charging Customer Education: How a Headless LMS Powers Customization and Growth</b>  Jessie Gold, VP of Product, Thought Industries	<b>5 to 50! Effective ways of building a white-glove customer education program (and scaling it up!)</b>  Sylvia Pereira Senior Learning Experience Designer - Customer Education, Alteryx
12:30pm - 1:30pm	<b>Lunch with Table Topics</b>	
1:30pm - 2:15pm	<b>Output from the 2023 update of the CEEdMA Member Techstack SurveyTech</b>  Mike Dowsey - Librarian, CEEdMA	<b>The Influence of Learner Feedback/Metrics on Future Course Design</b>  David Sacco - Learning Experience Manager, Red Hat
2:15pm - 3:15pm	<b>Networking Break</b>	
3:15pm - 4:00pm	<b>Customer Education &amp; Marketing</b>  Shannon DeLange - Customer Education Manager, Vanta	<b>Building a User Research Practice in Customer Education</b>  Silvie Liao - Manager, Learning Technology, Contentful
4:15pm - 5:00pm	<b>Show &amp; Tell: Your Tech Stack</b>	<b>Show &amp; Tell: Your Academy, Courses, or Badging</b>
5:15pm - 5:30pm	<b>Day 1 Wrap Up</b>	
6:00pm - 7:30pm	<b>Dinner – National BBQ Day (Pavilion)</b>	

## Wednesday, May 17

Time	Strategy (Salon A-C)	Learning Experience Design (Salon D)
7:00am - 8:30am	<b>Breakfast with Sponsors</b>	
8:30am - 8:45am	<b>Welcome to Day 2</b>	
8:45am - 9:30am	<b>5 Key Concepts for AI in Learning</b>	
	Kristine Kukich - Director, Customer Marketing, Thought Industries	
9:45am - 10:30am	<p style="text-align: center;"><b>From Cost Center to Business Impact: Unleashing the Value of Customer Education - A Case Study</b></p> <p style="text-align: center;">Daria Lenina - Senior Manager, Customer Education, GeoComply</p>	<p style="text-align: center;"><b>Having a great LMS as a strategic enabler to customer education: The Siemens EDA Experience</b></p> <p style="text-align: center;">Bonnie Willoughby - Worldwide Training Group Director and Deb Taylor, Operations Manager, Siemens EDA</p>
10:30am - 11:00am	<b>Networking Break</b>	
11:15am - 12:00pm	<b>Panel Discussion: Generative AI in Use</b>	
	Sarah Sedgman, Secretary, CEEdMA	
12:00pm - 1:00pm	<b>Lunch with Table Topics</b>	
1:00pm - 1:45pm	<b>Show &amp; Tell: Your Metrics</b>	<b>Show &amp; Tell: Your Design Tools</b>
2:00pm - 2:45pm	<b>Keynote: The Future of Customer Education and CEEdMA</b>	
	Debbie Smith, President, CEEdMA	
2:45pm - 3:00pm	<b>Farewell</b>	

## Conference Area Notes

All Breakfasts, Lunches, and Networking breaks will occur in Salons E-H. Plenary sessions will occur in Salons A-D. For Speaker sessions, Salons A-D will be separated into Salons A-C for **Strategy** sessions and Salon D for **Learning Experience Design**. The National BBQ Day Dinner will occur at the hotel Pavilion, weather permitting.



# Abstracts

<b>Building a strategic free education program in 2023 and beyond - 5 Tips</b>		9:00 am, Tues 16th, Keynote, Plenary
Raghu Viswanathan	VP of Education, Academia, and Documentation, MongoDB	raghu.viswanathan@mongodb.com
<p>Are you being asked to turn your free education program into a true strategic enabler of the business, yet struggling to gain approval for needed resources? Senior Education executive Raghu Viswanathan will provide 5 tips on how to “next level” your free education program AND gain support from company leadership to invest more deeply.</p> <p>Raghu was brought into MongoDB to lead the overhaul of the company’s free self-paced learning function, MongoDB University. “MDBU” had been around for years but was a bit outdated and not as impactful to the MongoDB business as company leadership hoped. Just 13 months after joining, Raghu’s team launched a dramatic rework from the ground up, creating a world-class and very modern free education function both in terms of learner experience and impact on the MongoDB business. He will summarize his learnings by providing a handful of key suggestions to uplevel a free education function—AND gain approval for headcount and systems spend to make it possible.</p>		
<b>Five Ways a Certification Program Can Grow Your Technology Business</b>		10:30 am, Tues 16th, Salon A-C
Buzz Walker	Chief Revenue Officer, Kryterion	bwalker@kryteriononline.com
<p>When working with the C-suite it’s imperative to tie the value of training and customer education back to the core business priorities. Based on conversations with our clients and industry data, this session will explore the value of the certification back to the business, in particular for technology companies that may not have strict accreditation requirements. In this session, we will cover how you can leverage a product certification program to:</p> <ul style="list-style-type: none"> <li>• Build brand credibility</li> <li>• Increase product adoption</li> <li>• Improve customer retention</li> <li>• Reduce customer support costs</li> <li>• Generate more revenue.</li> </ul>		
<b>Beyond the Education Tech Stack: How Braze Uses Structured Content to Work Smarter, Not Harder</b>		10:30 am, Tues 16th, Salon D
Matthew Chamberlain	Manager, Education Technology, Braze	matthew.chamberlain@braze.com
<p>Customer education professionals need education technology that enables us to focus on creating learning experiences rather than managing tools. The problem is: how do you achieve this while supporting an ever-growing array of learning formats? Structured Content is a concept that enables customer education teams to produce e-learning courses, live trainings, interactive labs, and more from a single pool of reusable components. By embracing Structured Content, the Braze team has dramatically reduced content production time and enforced consistency and accessibility across our diverse offerings.</p> <p>In this session, you’ll see how Braze has adopted Sanity, a cutting-edge structured content management system not often found in customer education tech stacks. You’ll learn how Sanity enables us to scale content development and maintenance by building all of our materials from a shared library of components. You’ll also learn how centralizing content development in one tool can allow designers to create complex learning experiences that would otherwise</p>		

require technical knowledge of many tools to produce. You'll get an inside look at our production processes and learn how your team can leverage Structured Content to:

- Enforce consistency and accessibility standards across your team's content
- Dramatically reduce the manual labor re
- quired to localize complex content
- Surface your content effortlessly across your organization's systems
- Minimize content maintenance burden despite a rapidly evolving product
- Future-proof your content and establish independence from your LMS

<b>Super-Charging Customer Education: How a Headless LMS Powers Customization and Growth</b>		1:30 pm, Tues 16th, Salon A-C
Jessie Gold	VP of Product, ThoughtIndustries	jessie.gold@thoughtindustries.com

In this session, we will demystify the complexities often associated with a Headless LMS and break down the fundamentals you need to understand if this technology is right for your organization.

We will demonstrate how a Headless approach can unlock a host of business benefits, such as customizing learning experiences, reducing administrative noise, eliminating technical debt, and adding stability and scale for Customer Education and Education Services organizations.

We will explore the core areas of Headless customization, such as enrollment and registration flows, in-product learning, learner dashboards, courses and learning experiences, management and instructor interfaces, custom integrations, and custom learning object creation. We will share examples of how organizations are leveraging Headless approaches, from light customizations to custom apps. Lastly, we will outline the key considerations around technology selection and the personnel and skills needed to support the adoption of a Headless LMS.

After attending this session, you will:

- Understand the fundamentals of Headless LMS technology
- Explore Headless LMS customization options and see relevant examples
- Understand the technical requirements to build, deploy and manage a Headless LMS
- Understand the team required to adopt and manage a Headless LMS

<b>5 to 50! Effective ways of building a white-glove customer education program (and scaling it up!)</b>		11:30 am, Tues 16th, Salon D
Sylvia Pereira	Senior Learning Experience Designer - Customer Education, Alteryx	sylvia.pereira@alteryx.com

As customer education specialists, we understand that a white-glove experience requires careful consideration of cost and proving value. While it may be a considerable challenge, it is achievable. A successful learning experience depends not only on the content but also on the instructional design and delivery, which must engage learners and enable them to transfer newly acquired skills to their workplace environment. Achieving this seemingly straightforward goal requires a differentiated strategy. At Alteryx, we've taken the white-glove approach to onboard customers for our latest product - Machine Learning. The 16-hour program was made possible through collaboration across various teams such as Professional Services, Customer Success, Product Management, Project Office, and Support. Highly aligned with the customers' needs in a fully hands-on learning experience, after completing the program, we followed learners' progress during the learning transfer phases to see how the implementation of use cases was going and what frictions we could help them to solve. This level of personalized attention is not very common in the tech industry, where training programs usually receive little feedback on applying knowledge to work

tasks. This white-glove experience spans eight weeks, with six full weeks dedicated to learning, practicing, testing, and sharing experiences. To maximize the effectiveness of each session, we have chosen a variety of learning modalities such as VILT, working group sessions, eLearning, non-real-time activities, use case 1:1 coaching sessions and more. This session will discuss the challenges and rewards encountered during the design, delivery and learning transfer phases and the success metrics used to evaluate the program. As a bonus, we will bring a framework to design a successful white-glove experience.

<b>Output from the 2023 update of the CEEdMA Member Techstack SurveyTech</b>		1:30 pm, Tues 16th, Salon A-C
Mike Dowsey	Librarian, CEEdMA	mwdowsey@outlook.com
<p>First run in 2020 and then in 2021, this survey covers 20 application areas likely to be found in members' techstacks. Over that time, the products used in the most popular areas have proliferated while areas which were hardly used are getting more popular. As well as highlighting changes in product usage and member satisfaction, this session will outline the process which members should use to get the most value out of the survey results.</p>		

<b>The Influence of Learner Feedback/Metrics on Future Course Design</b>		1:30 pm, Tues 16th, Salon D
David Sacco	Learning Experience Manager, Red Hat	dsacco@redhat.com
<p>We all collect training metrics, report on them, and share them but how do the results make it back into future training designs? This presentation will center around methods for collecting and using data above smile sheets to inform design and development, including:</p> <ul style="list-style-type: none"> <li>• Providing customers access to content in-development and a means to collect feedback early and often.</li> <li>• Breaking the "4th wall" to enable learners to share training experiences in your learning community and your development team.</li> </ul>		

<b>Customer Education &amp; Marketing</b>		3:15 pm, Tues 16th, Salon A-C
Shannon DeLange	Customer Education Manager, Vanta	shannondelange@gmail.com
<p>It's easy to assume that Customer Education and Marketing are two teams that don't overlap very regularly. Typically we tend to shy away from marketing tactics in our educational resources because we want the content to feel educational and not like a sales pitch. Customer Education recently moved over to marketing at Vanta, and the benefits of these two verticals working together have entirely changed how I think about Customer Education.</p> <p>Combining customer education and marketing can be a game-changer for businesses looking to build brand awareness and loyalty. By creating and promoting educational resources that solve your customers' pain points, you can position your business as an authority in your industry and build trust with your target audience.</p> <p>But the benefits don't stop there. Combining customer education and marketing can enhance SEO, as search engines prioritize websites with high-quality, relevant content. Creating educational content targeting specific keywords and phrases can improve your website's search rankings and attract more organic traffic.</p> <p>Promoting your educational resources can also help you reach a larger audience and attract new prospective customers. You can increase your brand's visibility and attract new leads by sharing your resources on social media, email newsletters, and other marketing channels.</p> <p>Combining customer education and marketing can help you build a loyal customer base, increase brand awareness, and attract new customers. By investing in educational content that addresses your customers' pain points and</p>		



positions your business as a trusted authority, you can differentiate yourself from the competition and achieve long-term success.

<b>Building a User Research Practice in Customer Education</b>		3:15 pm, Tues 16th, Salon D
Silvie Liao	Manager, Learning Technology, Contentful	silvie.liao@contentful.com
<p>This presentation discusses why it is essential to build a user research practice in customer education and showcases examples of how a user research practice helps evolve and improve learner experience.</p> <p>User research has been an important component in the web design process as it helps the digital team understand their users and behaviors so they can create a relevant experience to target users. While customer education is still a relatively new field, it's equally important to bring user research to the heart of the learning experience design to understand who our customers are, what their needs are, and how they learn best and create effective customer education portals that are tailored to their specific needs, which ultimately leads to better engagement, retention, and outcomes.</p>		

<b>5 Key Concepts for AI in Learning</b>		8:45 am, Wed 17th, Plenary
Kristine Kukich	Director, Customer Marketing, Thought Industries	kristine.kukich@thoughtindustries.com
<p>This session will discuss five (5) key concepts in augmented intelligence today that are impacting customer education, as well as some thoughts on the future.</p> <ol style="list-style-type: none"> <li>1. Personalized Learning <ul style="list-style-type: none"> <li>* Definition of Personalized Learning in the context of AI-based learning systems</li> <li>* Discussion on advantages and challenges</li> <li>* Overview of technologies using personalization</li> </ul> </li> <li>2. Gamification <ul style="list-style-type: none"> <li>* Definition of Gamification relating to AI in customer learning</li> <li>* Discussion of advantages and challenges</li> <li>* Overview of technologies using gamification</li> </ul> </li> <li>3. Assessments <ul style="list-style-type: none"> <li>* Definition of Assessments in the context of AI-based learning systems</li> <li>* Discussion of advantages and disadvantages</li> <li>* Overview of technologies using AI-based assessments</li> </ul> </li> <li>4. Data Analytics <ul style="list-style-type: none"> <li>* Definition of AI usage in data analytics in customer education</li> <li>* Discussion of advantages and disadvantages</li> <li>* Overview of technologies using AI for data analysis in learning environments</li> </ul> </li> <li>5. Ethics and Bias <ul style="list-style-type: none"> <li>* What to watch for in machine learning</li> <li>* What approaches are available to address ethics and bias</li> <li>* What is the effectiveness of these approaches</li> </ul> </li> </ol>		

<b>From Cost Center to Business Impact: Unleashing the Value of Customer Education - A Case Study</b>		9:45 am, Wed 17th, Salon A-C
Daria Lenina	Senior Manager, Customer Education, GeoComply	darialenina@gmail.com
<p>In today's competitive business landscape, customer education programs are often seen as cost centers that require continuous justification of their value. This case study presents a practical approach to proving the value of a customer education program in the cybersecurity space, based on the real-world experiences of a team that grew</p>		

from 2 to 11 employees within 2 years. The focus of the team was on reducing customer support tickets, building relationships with clients, and establishing themselves as trusted L&D specialists for their enterprise and strategic customers.

The team began by analyzing customer support tickets and identified areas where education and training could reduce tickets. A targeted program was designed and implemented, resulting in a remarkable 53% reduction in support tickets and average 90% CSAT within 2 months after the program launch. This success demonstrated the direct impact of the customer education program on reducing customer support costs and improving customer satisfaction.

The team also prioritized building relationships with clients' teams who were users of our products. This resulted in the team becoming the main source of product feedback in the organization, leading to an avg. of 4-5 new features being included in every product update. By establishing a meeting cadence and conducting assessments of employees' skill and knowledge gaps, the team served as L&D specialists for their customers, providing value-added training and support that enhanced customer loyalty.

In 2022, the team conducted a series of on-site workshops (enterprise customers) focused on skill advancements, resulting in improved product adoption and increased trust from customers. As a result, customers shared more information about other areas where they experienced problems, leading to opportunities for cross-selling. On average, the team of product trainers has been generating 2-3 sales qualified leads per month.

This case study showcases how a customer education program, being a cost center, can prove its value through tangible business impacts, including reduced support costs, enhanced customer loyalty, and cross-selling opportunities. It highlights the importance of aligning customer education programs with organizational goals and leveraging customer trust to drive meaningful results.

<b>Having a great LMS as a Strategic Business Enabler to Customer Education: The Siemens EDA Experience</b>		9:45 am, Wed 17th, Salon D
Bonnie Willoughby	Director, Learning Services, Siemens EDA	Bonnie.willoughby@siemens.com
Deb Taylor	Operations Manager, Siemens EDA	Debbie.taylor@siemens.com

This presentation shows how the Siemens EDA Learning Services team implemented a home-grown Learning Management System (LMS) to drive customer education business. In the era of off-the-shelf LMS solutions, Siemens EDA team had to address a need to build a subscription-based model to monetize their learning and education services to their customers. After a series of evaluations of industry leading vendors, the team decided to bring the design, development and implementation of a solution that supported not just the e-learning based subscription model, but extended it to ILT and VILT based training enrollment and delivery.

Attendees will learn what constitutes our LMS ecosystem, how it integrates with our virtual lab environments, student enrollments, reporting and analytics and finally our assessment tool that aids our Badging and Certification program.

<b>Panel Discussion: Generative AI in Use</b>		8:45 am, Wed 17th, Plenary
Sarah Sedgman	Secretary, CEEdMA	sarahsedgman@learnexperts.ca

As we all know, AI is probably the most compelling technological development in recent times. But what are CE practitioners actually doing today with the technology? In this panel session, we'll discuss and see the AI features that are in current use and enabling CE professionals to create learning experiences that deliver on the promises of AI.

# Speakers

## **Matthew Chamberlain – Manager, Education Technology, Braze**

Matt Chamberlain manages technology for the Customer and Partner Education team at Braze, where he focuses on creatively leveraging technology to drive efficiency and create impactful learning experiences. Before coming to Braze, Matt earned a Ph.D. in computer-assisted music composition and taught computer music at Rensselaer Polytechnic Institute.

## **Shannon DeLange – Customer Education Manager, Vanta**

New England-based Customer Education Professional, equally obsessed with customers and rescue pups.

## **Mike Dowsey, Executive, CEEdMA Europe**

Mike has a first in Maths and a PhD in Computing from the University of Newcastle-upon-Tyne. After being a scientist in IBM (education applications research) then a system engineer (implementing CBT in banks and insurance companies), he then spent 17 happy years in customer education management, after achieving an Outstanding Innovation Award in 1982 for introducing Individual Learning Packages into IBM Europe. He then spent six years as European Training Manager in JD Edwards, but after two “strikes” took early “retirement”. He has been running CEEdMA Europe for 20 years and is currently Librarian for CEEdMA US.

## **Jessie Gold, VP of Product, Thought Industries**

Jessie Gold is the VP of Product at Thought Industries. She is responsible for leading the product management team and driving the execution of product roadmap and innovation initiatives. Jessie comes from a strong background in visual design and experience creation. She has been a key contributor at a variety of organizations from tech start-ups to large digital content creation companies.

## **Kristine Kukich, Senior Director of Customer Marketing, Thought Industries**

Customer success is built on customer education, which is the core belief of Kristine’s fifteen-year career in customer education. The start of Kristine’s customer education journey was like many - wearing multiple hats to help build a fledgling customer education team at Taleo to triple in size and deliver 3x as much content, including adding a new practicum-based certification program. This laid the groundwork for expanding with a much larger organization at Oracle University. Building a successful subscription program and helping the organization to transition to digital delivery as the main delivery model, learning about subscription services all along the way. Learning about the business of customer education has been augmented through membership and chairing a SIG in CEEdMA. And now, at Thought Industries, building customer community and celebrating customer success to showcase how innovative and inventive Ti customers can be. Her current focus is on how augmented intelligence is evolving to be an important technology for customer education.

## **Daria Lenina - Senior Manager, Customer Education, GeoComply**

Daria Lenina is a seasoned Customer Education leader with a strong focus on training evaluation and a passion for empowering organizations to deliver exceptional customer education programs. Based in Vancouver, BC, Daria brings a wealth of experience in designing and implementing effective training initiatives in the technology, arts, and medical device industries. As a PhD holder in cross-cultural communication, Daria possesses a deep understanding of how to effectively communicate and educate customers from diverse backgrounds. Her expertise lies in developing strategic training programs that foster a strong learning culture, drive customer success, and manage change effectively.

## **Silvie Liao – Manager, Learning Technology, Contentful**

Silvie Liao is the Manager of Learning Technology at Contentful, which is the leading composable content platform helping users manage, integrate, and deliver content across all digital channels. Silvie and her team are responsible for managing and enhancing the Contentful Learning Center to provide a better learning experience and improved business outcomes. Before joining Contentful, Silvie held various positions in L&D and education, where she designed mobile and SaaS learning products, L&D solutions, and customer education programs. Silvie holds a Ph.D. in Linguistics from UC Davis.

**Sylvia Pereira – Senior Learning Experience Designer, Customer Education, Alteryx**

I am a lifelong learner by nature. “Curious, energetic, dedicated, committed to anything assigned to her and always trying different avenues to achieve her goals” is probably what people would say about me. I am passionate about learning and development, with a solid track record of applying adult education principles, instructional design methodologies, and evaluation to customer education programs. I love working closely with customers to help them to achieve their goals through effective learning strategies while ensuring their journey is enjoyable, engaging, relevant, and informative.

**David Sacco – Learning Experience Manager, Red Hat**

David has been in the Learning and Development Industry for over 25 years, holding most roles, including people and program management, as well as individual contributor. He's worked in the Financial, Medical, HR, and hi-tech industries during that time, focusing on customer-facing training and organizational development initiatives.

**Sarah Sedgman, Secretary, CEEdMA**

Sarah is the founder and CEO of LearnExperts. She has over 20 years of experience fueling million-dollar growth, international business expansion, and technology innovation. She recently won an industry education innovation award for building a first of a kind Knowledge & Learning Network that combines digital learning, access to experts, and use of artificial intelligence and machine learning. Sarah has vision and a proven track record in achieving exceptional results while scaling and growing companies using innovative technology and new processes.

**Debbie Smith, Sr Director, Visier University**

Debbie is a Customer Education (CE) leader with extensive experience in CE strategy, certification, instructional design, eLearning design and development, customer experience, and project management. As a member of the CE community, she is a sought-after mentor and thought leader in the growth and evolution of the industry. She has led large and small teams at various SaaS companies and serves on a number of customer advisory boards. She has contributed to two books, multiple podcasts, and webinars. She is a frequent speaker at industry conferences.

**Deb Taylor, Learning Services Operations Manager, Siemens EDA**

Deb Taylor is the Learning Services Operations Manager at Siemens EDA. Her responsibilities include managing a global team of Operations Analysts and System Administrators that drive the needs of the Siemens EDA Learning Services team. Deb is passionate about automating the processes in the day-to-day life of the Operations team and helping to build a smarter organization that lends itself to the increasing demands of global customer education needs.

**Raghu Viswanathan – VP of Education, Academia, and Documentation, MongoDB**

Raghu Viswanathan is the Vice President of Education, Documentation, and Academia at MongoDB. He has held senior software education leadership roles for more than 20 years, with the majority of his time at Oracle. The businesses Raghu has overseen have ranged widely, including a combination of digital, in-class, virtual, subscription, blended, and in-app guided training options, and featuring deep experience with both P&L and mass market programs. He also has led certification, partner programs, sales enablement, employee training, academic alliance, and product documentation functions. Uniquely, he also managed the incorporation of more than 40 (!) acquisitions during his Oracle days. Raghu holds multiple technical degrees from Purdue University and he and his family reside in the San Francisco Bay Area.

**Buzz Walker – Chief Revenue Officer, Kryterion**

Buzz Walker leads sales, marketing, and partnering for Kryterion. He brings considerable digital marketing, communications, enterprise sales, business development, and strategy experience from HP, P&G, as well as several startups, and a consulting agency. He's launched products, brands, and businesses both nationally and internationally building them from the ground up, restructuring complex product offerings, and expanding into new markets. This included leading a \$500MM business unit for HP, completing a \$350MM technology acquisition, merging two global trade associations, and taking a seat on the Board. His educational foundation includes a BS in Chemical Engineering from Notre Dame and a Master of Business from Wharton.

**Bonnie Willoughby, Group Director of Global Learning Services Practice, Siemens EDA**

Bonnie has over 30 years of experience with Electronic Design Automation (EDA) and the Education industry. She is best known for her passion for innovation and her grit to make the impossible happen. As an education thought leader, she

has spearheaded several leading-edge programs to help educate and certify the highly technical user communities who are not always ready to embrace new ways to learn. Bonnie has a bachelor's degree in Electrical Engineering with a Minor in Mathematics. Bonnie is also a Spin and Yoga certified instructor, mom to three successful adults and recently added a new title "Grandma" to her list of credentials.

## Show & Tell

CEdMA is proud to host a highly interactive new type of conference session modeled on the childhood classroom exercise. Inspired by "Unconference" techniques, Show & Tell will enable our attendees to demonstrate their solutions and ideas openly with their peers. Also, these sessions will give us a chance to find out how our peers are making progress with their resources and tools. In the spirit of fun and sharing, let's show each other what we work with and what we've done and ask each other why we do things the way we do them.

## The Topics

The sessions will start with some basic questions and topics to start our conversations.

### **Your Tech Stack - Kristine Kukich, Thought Industries**

- Draw or list all the systems that support your CE program.
- Tell us about how your systems are integrated

### **Your Academy, Courses, or Badging - Bonnie Willoughby, Siemens EDA**

- Show us the best example of your academy, course, or badging
- Show us a problem you solved with your content

### **Your Metrics - Niyati Shah, GitLab**

- Show us the metrics you report to leadership
- Show us the metrics you'd like to use but aren't

### **Your Design Tools - David Sacco, Red Hat**









- List the learning content dev tools you use
- Show us what you like and don't like about them

## Preparing

We strongly encourage attendees of these sessions to give some thought before the conference about what they'd like to share and also what they'd like to know about their peers' CE efforts. Having ideas in hand at the start will help make each session engaging and useful.

# Table Topics

Sponsors will lead conversations on Customer Education topics during lunch times at specific tables. These tables will be labeled with signs. Open tables with no set topics will also be available.

Sponsor	Tues May 16	Wed May 17
	Best practices for managing Subject Matter Experts and keeping them engaged	Beyond Multiple Choice - other item types that can be used for IT Certification programs
	Speaking the language of data: ROI	Segmenting learning for your various audiences - Panorama
	How to support educating Partners, Staff, and your Customers with engaging content	How to scale customer education with a small team
	Scaling Collaborative Learning	Using the AGES Model for Customer Education
	Implementing micro-credentials with your certification program	Talking to C-suite on benefits of adding a certification Program and how it can Grow Your Business
	Top Training Challenges for 2023	Tools To Help You Do More With Less
	How can AI help us improve the efficiency and effectiveness of customer education?	
	Get Customers Engaged! Promoting Your Customer Academy	Measuring the Impact of Customer Education Measuring the Impact of Customer Education

# Dining Options Nearby

We recognize that many of you might want to go out for dinner after our Welcome Reception on Monday evening. Here are dining options near the Boston Marriott Newton.

## Casual

### **Comella's West Newton**

- ❖ Pizza, pasta and sandwiches
- ❖ 6 min drive/38 min walk

### **Sweet Tomatoes Pizza**

- ❖ Pizza, calzones, salads, sandwiches
- ❖ 6 min drive/38 min walk

### **Blue Ribbon BBQ**

- ❖ Barbecue, sandwiches and sides
- ❖ 6 min drive/38 min walk

### **Breadsong Bakery**

- ❖ Breakfast, lunch and baked goods
- ❖ 11 min walk

### **Burke's Alewerks**

- ❖ Brewery with a food truck
- ❖ 5 min drive/30 min walk

### **Cherry Tree**

- ❖ Sports bar with bites
- ❖ 5 min drive/30 min walk

## A little bit nicer

### **Paddy's Public House**

- ❖ Steak, seafood, burgers and pizzas
- ❖ 5 min drive/30 min walk

### **Bocca Bella Cafe & Bistro**

- ❖ Paninis, burgers and Italian entrees
- ❖ 15 min walk

### **Ward 4**

- ❖ Elevated pub food and drinks
- ❖ 15 min walk

### **Blue Salt Restaurant**

- ❖ Mediterranean fusion
- ❖ 6 min drive/ 38 min walk

### **Aji**

- ❖ Sushi and noodles
- ❖ 9 min drive