

**CMA Annual Conference 2012 in Partnership with ICT KTN**

**“The Online Era – transforming the way we do business”**

**Wednesday 30<sup>th</sup> May 2012**

**BCS – 1<sup>st</sup> Floor, The Davidson Building, 5 Southampton Street, London WC2E 7HA**

Getting direct answers to your questions about managing your business into further success in the online economy is the reason for you to attend the CMA Annual Conference. The conference is structured to offer attendees the chance to investigate available solutions, face to face, with people who have successfully made ‘online’ work for them.

Work with business users who have experienced implementation and return on investment, integrators who have brought together different products to offer a broader solution fit and innovative providers to aid you in fulfilling existing business objectives or settling plans for future directions.

There will be a keynote session on the topic of ICT enabling London 2012 at the start of the afternoon’s proceedings. It will comprise of three presentations that fit neatly with the way in which the conference theme is being addressed by Olympics Communications Service Providers. The BBC fits very neatly into this due to the extensive coverage that will take place during the first fully ‘Digital Olympics’. The BBC coverage could not be achieved without BT’s incredible infrastructure provision. The other major consideration is mobile coverage for all the smart phones, pads and devices that will be requiring both connectivity and efficient service by visitors to and citizens of this country.

Join us at our Central London venue, to discover and take effective, viable knowledge and contacts back to your business.

08:45	<b>Registration and Refreshments</b>		
	<b>Chairman – Richard Hooper, CBE former deputy Chairman of Ofcom</b>		
09.15	<b>Welcome and Introduction</b> Plenary Session 1		<b>Michael Rowbory, Chairman CMA</b>
09.25	<b>Online Facets, Direction and Trends</b> <ul style="list-style-type: none"> <li>• What does ‘Online’ include</li> <li>• Where is the industry in development terms</li> </ul> Plenary Session 2		<b>Deloitte Touche Phil Ludlow</b>
09.45	<b>Cloud Computing and Mobility – Break out Introductions</b> <ul style="list-style-type: none"> <li>• Cloud services – Do they Work? <ul style="list-style-type: none"> <li>○ Working Solutions – user experience and products</li> <li>○ Steps to take now and those to save for later</li> <li>○ Management interfaces and requirements</li> </ul> </li> <li>• Mobility – Solutions and Foundations <ul style="list-style-type: none"> <li>○ What is the next step for a mobile workforce?</li> <li>○ Working solutions – user experience, integration and products</li> <li>○ Is this the foundation for the ‘Agile Enterprise’</li> </ul> </li> </ul>		<b>Stream Leaders:</b>  <b>Glasshouse Technologies &amp; Cable and Wireless</b> <b>David Fardoe</b> <b>Paul Jackson</b> <b>Tom Brand</b>  <b>Dimension Data</b> <b>Rory Duncan</b>
10.15	Tea/Coffee networking break		
10.25	<b>Solution Stream 1 - Breakout</b>  <b>Glasshouse Technologies &amp; Cable and Wireless (TBC)</b>	<b>Solution Stream 2 - Breakout</b>  <b>Dimension Data</b>  <b>Mobility Solutions</b> <ul style="list-style-type: none"> <li>• What works and what doesn’t?</li> </ul>	Round Table discussion groups with stream leaders and their guests

	<b>Cloud Computing Solutions</b> <ul style="list-style-type: none"> <li>What works and what doesn't?</li> </ul> Room 1	Room 2	
11.25	Tea/Coffee Networking Break		
11.35	<b>Solution Stream Summaries</b> <ul style="list-style-type: none"> <li>Feedback from the breakout sessions</li> <li>Attendee feedback</li> </ul> Plenary Session 3		Stream Leaders: Dimension Data Rory Duncan  Glasshouse Technologies & Cable and wireless David Fardoe Paul Jackson Tom Brand
12.05	<b>The Online Olympics</b> Plenary Session 4		Tim Boden Technology Director BT London 2012 Delivery Programme
12.35	Buffet Lunch		
	Chairman for afternoon session – Stuart Revell, ICT KTN		
13.30	<b>The Online Olympics</b> Plenary Session 5		Cait O'riordan 2012 Digital Products, BBC
14.00	<b>Policing the Online Olympics</b> Plenary Session 6		Steve Watson Director of ICT for the Olympic Games, Metropolitan Police
14.30	<b>Managing Online Transformation and the Changing Client</b> <ul style="list-style-type: none"> <li>Managing Transformation <ul style="list-style-type: none"> <li>People, skills and roles</li> <li>Supplier relationships, management and procurement</li> <li>Translation of Business led goals and objectives into processes</li> </ul> </li> <li>Changing Client <ul style="list-style-type: none"> <li>Whose interface</li> <li>Trusted management</li> <li>Bring your own</li> </ul> </li> </ul> Plenary Session 7		Stream Leaders: MNO TBC  Esselar
15:00	Tea/Coffee networking break		
15.15	<b>Solution Stream 3 - Breakout</b> MNO TBC <b>Managing Online Transformation</b> <ul style="list-style-type: none"> <li>What works and what doesn't?</li> </ul> Room 1	<b>Solution Stream 4 - Breakout</b> Esselar (Speaker TBC)  <b>The Changing Client</b> <ul style="list-style-type: none"> <li>What works and what doesn't?</li> </ul> Room 2	Round Table discussion groups with stream leaders and their guests

16.00	Tea/Coffee networking break		
16.15	<b>Session Summaries</b> <ul style="list-style-type: none"> <li>• Feedback from the breakout sessions</li> <li>• Attendee feedback</li> </ul> Plenary Session 8		Stream Leaders:
16.35	<b>Future Growth Challenges</b> Plenary Session 9		Dr Cliff Evans Vice President of Digital Services Capgemini UK
17.20	<b>Conference Wrap Up</b> Plenary Session 10		Session Chairman
17.30hrs to 20:00hrs	Reception hosted by OpenReach	<b>Industry Speaker – 10 Minutes</b> <ul style="list-style-type: none"> <li>• Plans for 'Digital Economy' Stimulation</li> </ul>	