

Day One London Conference Programme Monday 15 March 2010



The mainstream phenomenon of Social Media looks set to radically change the way businesses communicate. With corporations, global brands, governments, and newspapers embracing blogs and Twitter feeds as key elements in their communication strategies, Social Media is definitely no longer a fad.

This 2nd annual Social Media Forum will bring together industry experts from around the world to share their knowledge on this area and also to give interesting case studies. The conference aims to address core issues such as monetization, future technologies/services, engaging social groups with brands and how businesses can get the most out of social and business networks.



Developments in wireless technology and personal broadband means that consumers engaged with Social Networks online can now access these networks anywhere and anytime they want via their mobile phone. With this growth in Mobile Social Networking, marketers are looking at ways to introduce mobile components to existing Social Networks and advertisers are exploring Mobile Social Media platforms as new avenues to enhance their brand exposure.

This one day conference will address all the issues above as well as how handset manufacturers, web developers and mobile operators are working together to ensure mobile internet is its own distinguished platform.



Future Enterprise Social Media platforms will provide the ideal platform for employees to communicate, information share and discuss real issues affecting their business. Dynamic staff communities integrated with internal resources, staff news, and external sources can provide a highly interactive working environment for employees.

This Enterprise Social Media event will examine the latest in Social Media programs within the corporate infrastructure and how technology, data and people are coming together to shape the next generation workspace.



www.socialmedia-forum.com

Registration & Networking

Chairman's Introduction
Guy Clapperton, Author, 'This is Social Media'

Speed Networking

Opening Keynote: A lens for Social Media
Kevin Eyres, MD, LinkedIn Europe

SESSION 1: EXAMINING THE CURRENT STATE OF SOCIAL MEDIA

We demand a cohesive Social Media strategy – You will comply!
Katy Howell, Managing Director, Immediate Future

Facebook Platform and Future Strategic Directions at Facebook

- Evolving Facebook as a platform – Facebook Connect, Application, Developers and innovation culture
- Social gaming – enhancing partnerships with developers
- Facebook on mobile

Trevor Johnson, Head of Strategy and Planning, EMEA, facebook

Panel: The changing role of Social Networking as an influencer of worldwide media

- Defining Social Media in the next 5 to 10 years
- The impact of social tools on global media and future social engagement

Allison Wightman, Head of Marketing Systems, Virgin Atlantic Airways
Sienna Veit, Social and Mobile Commerce Development Manager, M&S Direct
Igor Beuker, Founder, SocialMedia8
Freddie Laker, Director, Digital Strategy, SapientNitro

Morning Break & Exhibition

SESSION 2: EVALUATING SOCIAL MEDIA CAMPAIGNS

What are the most successful ways of monitoring & measuring a Social Media campaign?

- Customer engagement – how this can improve your business
- Latest tools in monitoring and measurement
- Brand building versus lead generation – how do you calculate positive ROI from Social Media?

Muhammad Karim, Senior Brand Manager, Mars

Building community based engagement in your brand

- How to build brand engagement and foster community development
- Ways to build brand involvement?

David Henry, VP Digital Marketing, Europe, Monster Worldwide

Panel: Integrating Social Media into traditional marketing strategy

Mark Watts-Jones, Head of Product Management, Orange UK
Dr. Torsten Wingenter, Head of Social Media, Lufthansa
Lisa Mane, Head of Social Media, COI
Tom Nixon, Co-Founder & Director, NixonMcInnes

Lunch, Networking & Exhibition

SESSION 3: BUILDING A BRAND USING SOCIAL MEDIA

Redefining the brand experience through Social Media.
Freddie Laker, Director, Digital Strategy, SapientNitro

How to use Social Media to power global initiatives
Lucas Herscovici, Global Head of Digital and Innovation, Stella Artois & Beck's

Social Media is out of control

- Social Media has all the power of an adult but is behaving like a teenager, it's time it grew up and went to work for your brand

Alex Miller, Head of Jam, i-level's Social Media Unit
Oliver Newton, Head of Emerging Platforms, i-level

Panel: Practical tips to launching, building and managing your brand with Social Media

Martine Edgell, CRM Specialist, Mercedes Benz
Joe Hughes, Insight & Research Manager, Yomego
Muhammad Karim, Senior Brand Manager, Mars
Paul Cowan, VP New Ventures, Syncapse

Afternoon Break & Exhibition

SESSION 4: NICHE NETWORKS, GAMES AND APPLICATIONS

Panel: Monetizing social games & virtual currency

- What is the market for virtual goods and services?

Chair: Michael Caselli, Editor, Online Casino News
Adam Caplan, Vice President – Virtual Currency (Super Rewards), Adknowledge
Oliver Lo, Senior Marketing Manager, Vojo World
David Wang, CMO, Sega

Social Video: Conversations on Facebook get real – Live. Interactive. And, in the cloud.

- Launching innovation for Facebook Profiles and Fan Pages
- Live conversations that connect brands and fans, friends and businesses
- A personal video channel, anywhere in the world, living in the cloud...live from Facebook

Arnold Waldstein, CMO, Vpype

Panel: Using applications to reach new audiences – the latest in app development

- Software that you can brand and integrate into your existing domains

Neal Sato, CTO, mixi
Fred McIntyre, Vice President, Product, CBS Interactive
Shoieb Yunus, CEO, Vpype

Summary & Close



www.mobilesocial-networking.com

Registration & Networking

Chairman's Introduction
Cian O'Sullivan, Chief Reporter, GoMo News

Speed Networking

Opening Keynote:
Antony Beswick, Global Strategic Product Manager, Social Networking, Ericsson

SESSION 1: MOBILE SOCIAL NETWORKING MARKET ANALYSIS – WHERE ARE WE?

How far has the mobile Social Networking market come in the last year?

- Current mobile usage and patterns
- Building the ideal mobile social platform
- Bringing operators, handset manufacturers and social networks together
- Personalising the mobile experience

Adrian Drury, Principle / Media, Broadcast & Telecoms, Ovum

Going mobile: Strategies and models for mobile

- Current mobile usage figures and patterns
- Building the ideal mobile platform for simple functionality and repeat use
- How to finance mobile traffic
- Strategic alliances with operators – how do they work and benefit the publisher
- Strategic and technological alliances with handset manufacturers and software developers

Anu Shah, Head, IIMobile Europe

Panel: Mobile internet and Social Networks – a perfect marriage

- Trading the appeal of Social Networks to mobile internet usage
- What are the drivers and obstacles to the growth of mobile social networking?
- Mobile operators working with social networking publishers

Angel Gambino, Vice President, Business Development, Sonico
Claudio Venezia, Researcher, Telecom Italia
Deborah Porton, Head of Mobile Development, Badoo Ltd

Morning Break & Exhibition

SESSION 2: BUSINESS MODELS AND MONETISING MOBILE SOCIAL NETWORKS

Utilising Social Media: Harnessing the Power of Online Communities for Loyalty and Advocacy

- Stimulating a new generation of mobile social media applications
- Taking Social Media from the PC to the Mobile, How to successfully launch a mobile version of a PC based social app

Bob Rapp, Head, User Communities, Vodafone Group

Monetizing your mobile offering

- Keeping your audiences online and satisfied
- What business models are available for monetization?
- Who is successfully making money through their mobile offerings and how

Mark Watts-Jones, Head of Product Management, Orange UK

Panel: Brand engagement on Mobile Social Networks

- How can brands exploit Mobile Social Networks?
- How limited is Mobile Social Networking to brand management

Matt Dicks, CMO, Flirtomatic
Franco Beschizza, Head of Mobile, Interactive Services, COI
Tim Hussain, Head of Mobile & Video Advertising, BSkyB
Thierry Barnier, Technical Manager, Ipercast

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SESSION 3: ADAPTING HANDSETS & PRIVACY ISSUES

How to create global sites for the multitude of handsets and networks

- Tips, tricks and lessons for web publishers

Konstantinos Papamiltiadis, Head of Product, Mobile – EU, Yahoo!

Panel: Mobile broadband, quality handsets and must-have web services

Konstantinos Papamiltiadis, Head of Product, Mobile – EU, Yahoo!
Guy Reiffer, VP Marketing, Colibria
Steffen Schlimmer, Head of Sales Europe, Netbiscuits GmbH

Afternoon Break & Exhibition

SESSION 4: THE FUTURE – HOW IS MOBILE SOCIAL NETWORKING EVOLVING?

Mobile Analytics and Mobile Billing for Social Media

- How to build a revenue stream on mobile social networks
- Driving traffic from mobile social networks to your site
- Customer engagement on mobile social networks

Martin Harris, SVP Corporate Sales, Bango

Mobile + Social – Show us the money

- Using social dynamics in mobile to monetise more efficiently and less intrusively.
- How mobile games and apps can make use of social tools.
- Why is mobile so compelling?

Volker Hirsch, Strategy Advisor, Scoreloop

Panel: What is next for Mobile Social Networking?

- Where is the technology heading?

Peter Ward, Co-Founder & Co-CEO, WAYN.com
Stefanie Hoffmann, CEO Finance, Business Development, aka aki
Yoel Flohr, Head of Mobile, Bebo
Windsor Holden, Principle Analyst, Juniper Research

Summary & Close



www.enterprisesocialmedia.net

Registration & Networking

Chairman's Introduction
Robin Hamman, Head of Social Media, Headshift

Speed Networking

Opening Keynote: The State of the Enterprise Social Media Marketplace
Tim Barker, Senior Director of EMEA Product Marketing, Salesforce.com

SESSION 1: THE STATE OF THE ENTERPRISE SOCIAL MEDIA MARKETPLACE

The current role of Enterprise Social Media within businesses

- The rational for businesses to turn to internal Social Networking
- The business case for Enterprise 2.0 in an economic downturn
- Understanding models for success, encouragement, motivation and a good working environment

Dion Hinchcliffe, Editor-in-Chief, Social Computing Magazine

Social Media as an internal communication tool

- Can Social Media improve corporate internal communications?
- Measuring conversations and improving employee relations
- Why is it important to motivate the modern employee?

Helen Farrar, Head of Internal Communications, Virgin Media

Panel: The pro's and con's of Enterprise Social Media

- The debate surrounding usage of Enterprise Social Media software and tools to facilitate and foster new forms of employee engagement and innovation

Chair: Pete Swabey, Editor, Information Age
Sonia Carter, Senior Manager – Online Communications, AXA UK
Anthony Frost, Head of Corporate Communications, Santander
Euan Semple, Freelance Consultant/Former Director of Knowledge Management at the BBC
Anup Kejriwal, CEO/Founder, MangoSpring

Morning Break & Exhibition

SESSION 2: ALIGNING COMMUNITY STRATEGY WITH BUSINESS OBJECTIVES

Building and implementing a successful Enterprise Social Media strategy

- How to drive the Social Media conversations in your internal business community?
- Building strategies to allow for growth in your companies community – social aggregation and analytics

Sarah Cullen, Head of Events and Engagement, Asda

Social Business Revolution – How social applications are changing the game

- The social-powered workforce: Friends united?
- Partner networks and Virtual channel management
- Customer engagement – network-based, interactive and virtual

David Bashford, Director, SITEFORUM Group, formerly CIO at Economist Group and Walt Disney International

Panel: The business case: Justifying investment in your community project

- Justifying investment in your community project – defining key innovation and internal marketing goals

Chair: Joanne Jacobs, Adjunct Associate Professor, Creative Industries, Queensland University of Technology
Alison Coward, Owner, Bracket
Jemima Gibbons, Author of "Monkeys with Typewriters: Myths & Realities of Social Media at Work"
Dion Hinchcliffe, Editor in Chief, Social Computing Magazine
Rob Howard, Founder and CTO, Telligent

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SESSION 3: SOCIAL SOFTWARE & TOOLS IN THE WORKPLACE

Measuring Engagement in Communities
Rob Howard, Founder and CTO, Telligent

From the Trough of Disillusionment to the Slope of Enlightenment - A Journey with Enterprise 2.0

- Wiki's, blogs, RSS – What factors contribute to a successful implementation of these tools?

Simon Revell, Technical Team Leader and Project Manager, Pfizer Global Research & Development

Panel: Social Media as a sales & marketing platform

- Connecting & engaging your front line sales employees within internal communities
- Monitoring sales and marketing conversations, and fostering team approach and community engagement.
- How Enterprise networking is used to enhance client account delivery?

Martin Wesley, VP, Involver
Yann Motte, CEO and Co-founder, Webjam
Tom Nixon, Co-Founder & Director, NixonMcInnes
Thomas Power, Chairman, Ecademy

Afternoon Break & Exhibition

SESSION 4: MEASURING & ANALYSING INTERNAL COMMUNICATION USAGE

Maximising employee engagement – measuring adoption and business value

- Defining key measurement metrics for your internal community, and software solutions
- Measurement and analysis tools in internal communication usage – custom reporting and analytics

Yann Motte, CEO and Co-founder, Webjam

Measuring conversations – how to keep track of what you customers think

- Difference in measuring quantity and quality, how to listen to your customers in the Social Media sphere
- Should it be governed and controlled through state of the art software, dedicated staff, or a combination?

Alan Patrick, Principal, BroadSight

Panel: The integration of social business software with Social Media feedback to building your business and brand

- Examining how your Enterprise Social Media strategy and internal communications can interlink with your external Social Media strategy

Per Rombouts, Projectmanager Intranet & Social Media, ING Group
Dave Briggs, Community Evangelist, Learning Pool
Andy McLoughlin, Co-founder, Huddle
David Terrar, CEO, D2C Limited and Chair of Intellect SaaS Group

Summary & Close

Day Two

London

Conference Programme

Tuesday 16 March 2010



Day two examines the key role of Social Media monetization, how Social Networks generate revenues and opportunities for advertisers. It also looks at the role of PR in Social Media, and the impact on B2B networking and its impact on the political sphere. Key panels include those on Social Media monitoring and leveraging your business in Social Media with B2B networks.



Social Networks, and Social Media technologies have become increasingly prevalent in the lives of average computer users. Millions of people around the world login to MySpace, Facebook, and countless other Social Network sites to share their lives with others and keep tabs on their friends and family. However, Social Media has yet to infiltrate users' television experiences. Social Networks have started commissioning TV series for their networks, others have launched stand alone services, and the TV industry is utilizing Social Networks to evaluate viewers responses to upcoming programs. This conference will examine the current state of Social TV, the challenges in developing and implementing Social TV experiences, and the future outlook of Social TV.



The fundamentals of Cloud Computing are already well documented; improved efficiency, increased economies of scale, more flexibility and access to power hosted technologies. Moving on from the Enterprise Social Media day, the Cloud Computing Congress examines the next phase in community building and how cloud based solutions can assist these developments. Its an event designed for CIO' and IT managers to understand the latest state of Cloud Computing, the technical challenges, security, accountability and interoperability issues, and where this technology is heading in the future.



www.socialmedia-forum.com

Registration & Networking

Chairman's Introduction

Penny Power, Founder & Director, Ecademy

Speed Networking

Opening Keynote

Toby Beresford, Commercial Director, Nudge

SESSION 1: SOCIAL NETWORK ADVERTISING & MONITIZATION

How can advertisers integrate Social Networks into their marketing strategy?

- How agencies can advise brands to tackle the Social Media landscape
- Using Social Networking as a test bed for campaigns
- Mixing ad strategies over other digital platforms

Michael Smith, Deputy Director of Interactive Services, COI

Monetizing Social Media & Social Networks

- Usual routes – CPM, specific sponsorships
- Using monetised text links (LinkEngine)

Chris Tradgett FIDM, Partnerships, buy.at

Panel: Benchmarking advertising on Social Networks

Ricky Chopra, Digital Marketing Manager, Speedo International Limited
Jason Baker, Head of CRM and Digital Media, Ikea UK
Alex Miller, Head of Jam, i-level's Social Media Unit
Amedeo Guffanti, Partner & New Media Strategist, 77 Agency
Adam Fields, Head of Social Media, Media Contacts

Morning Break & Exhibition

SESSION 2: SOCIAL MEDIA AND PR

Why the boardroom needs to tweet up and listen: how to navigate a corporate crisis in a Social Media landscape

Paul Charles, COO, LEWIS – Global Public Relations

The future of newspapers in an online world

- What will actually define "media" in the next decade?

Dirk Singer, Head Rabbit, Rabbit

Panel – The role of PR in developing and monitoring trends in your industry?

Chair: Paul Armstrong, Director of Social Media, Kindred
Mark Schmid, Communications Director, Talk Talk
Kerryn Dinsdale, Senior PR Manager, Barclaycard
Kristin Wadge, Director, Metrica

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SESSION 3: B2B SOCIAL NETWORKS: SOCIAL MEDIA IN BUSINESS & POLITICS

Panel: Leveraging Social Media in business - the importance of B2B Social Networking

- Social Media in business to business networks, evaluating tools that can help get your business to the next stage
- How Social Media can transform your business success in an economic downturn
- Tapping into employee power using Social Media – your personal brand

Peter Crosby, COO, Europe, Viadeo
Dr Helmut Becker, CCO, XING
Patrick Crane, VP Marketing, LinkedIn

Promoting your charity through existing Social Networking sites

Rupert Daniels, Head of Content, 1Goal

Panel: How effective are Social Media tools in helping political efforts?

Chair: Matthew Fraser, Associate Professor, American University of Paris
Craig Elder, Online Communities Editor, Conservative Campaign HQ
Alex Aiken, Head of Communications, Westminster City Council
Kerry McCarthy, Labour MP for Bristol East & New Media Communications Spokesperson
Mark Jones, Online and Social Media Editor, Thomson Reuters

Afternoon Break & Exhibition

SESSION 4: THE FUTURE OF SOCIAL MEDIA

Future consumption of Social Media content, how will Social Media engage with other delivering platforms?

- The impact of Social Media on the TV?

Evan Soloman, VP Marketing, Justin.tv

The future of Social media and its implications for brands

Adam Graham, Operations Partner, SAINT@RKCR/YR

Panel – What will Social Networking be like in five years?

- Predicting key trends influencing the market for Social Networking services and Social Media apps over the next five years – how to position your business for this growth?

Lorenz Bogaert, CEO, Netlog
Angel Gambino, Vice President, Business Development, Sonico
Thomas Power, Chairman, Ecademy
Sarah Blow, Community Manager, TweetMeme

Summary & Close



www.social-tv.net

Registration & Networking

Chairman's Introduction

Simon Spanswick, Chief Executive, Association for International Broadcasting

Speed Networking: Developing & Deploying widgets and applications for your Social TV Service

Richard Griffiths, Director of TV & Entertainment, eircom

Opening Keynote: The evolution of the living room TV to a connected shared experience with friends, family and community

SESSION 1: LAUNCHING SOCIAL TV SERVICES, FEATURES AND APPLICATIONS

Trends driving social TV - facts and figures

- Growth of online TV and the Social web
- Maximising audiences socially
- User generated content – the rise and its future role

Dan Cryan, Head of Broadband, Screen Digest

The personalisation of devices for Social TV

- P2P Networking amongst set top boxes

Paul Bristow, Vice-President of Strategy, ADB

Panel: The integration of Social Media within into the TV ecosystem

Chair: Dr William Cooper Founder and Chief Executive, informtv.com
Evan Soloman, VP Marketing, Justin.tv
Jonathan Milne, Senior Director, Sales & Operations, EMEA, Ooyala
Marina Sirotkin, UK Country Manager, Ipercast
Tom McDonnell, Creative Director, Monterosa

Morning Break & Exhibition

SESSION 2: INTERNET TV AND ITS INTEGRATION WITH SOCIAL NETWORKS

The business and consumer drivers for providing enhanced content discovery

- Enhancing the user experience through advanced, interactive EPGs and content discovery platforms
- Driving engagement with wider content from linear and OTT content
- Monetizing content through relevant recommendations

Phil Walder, COO, IP Vision
Tom Weiss, CEO, TV Genius

Online Video & the Social Web – Business opportunities and strategies for TV programmers on the Social Web

- The challenge to the existing TV model – new advertising formats, syndicated sponsored video podcasts

Eric Elia, VP of TV Solutions, Brightcove

Panel: New Concepts in Social TV: How production companies can use Social Networks as a way to develop new ideas and new talent

Triona Campbell, CEO, Campbell Ryan Productions
Robert Marsh, VP, Interactive & Telephony, Fremantlemedia
Dick Rempt, CEO, Talents Media

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SESSION 3: THE OPPORTUNITY FOR PLATFORM PROVIDERS

Panel: Can IPTV services harness the development of Social TV services and applications?

- Developing a model to allow the introductions of Social Networks within IPTV services

Chair: Richard Lindsay Davis, Director General, DTG
Shy Shriqui, Project Director, Orange Vallee
Miroslaw Smyk, General Manager TV Business Division, Romtelecom
Rahul Chakkara, Controller of TV Platforms, BBC
Claudio Venezia, Researcher, Telecom Italia

Should mobile interfaces form part of a future Social TV 2.0 agenda?

- Creating a new opportunity space for Social TV via mobile?
- Does social TV content have to change to be delivered via mobile?

Damien Byrne, Head of Entertainment, T-Mobile

Panel: The Challenge for Cable, Satellite & Terrestrial; Key technology and business model issues of social TV via traditional TV platforms

Chair: Benjamin Schwarz, Owner, CTO Innovation Consulting
Nick Hopkins, Head of Advanced Technologies, Virgin Media
Martin Jarrold, Chief, International Programme Development GVF
Andrew Keamey, VP TV Products, UPC Broadband
Guillaume de Saint Marc, VP R&D New Initiatives, NDS

Afternoon Break & Exhibition

SESSION 4: KEY TECHNOLOGIES SUPPORTING SOCIAL TV

Engaging Video & Virtual Currency

- What's wrong with the current TV model?
- How can TV learn from the Social Gaming industry's success at monetising free content?
- How Virtual Currency's opt-in style is ideal for Social Media users engaging with video.

John Cole, Managing Director UK, Adknowledge

What new technology developments can help to build the future of Social TV?

- How could super fast broadband enable new forms of Social TV?

Andy Gower, Principle Research & Innovation Consultant, BT

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www.cloudcomputingcongress.com

Registration & Networking

Chairman's Introduction

Phil Wainwright, CEO Procullux Ventures, VP EuroCloud and ZDNet blogger on SaaS

Speed Networking

Opening Keynote:

Phil Dunne, Cloud Essentials Specialist, Salesforce.com

SESSION 1: EXAMINING THE STATE OF CLOUD COMPUTING

Virtualization and the path to cloud computing

- Virtualization is the foundation upon which cloud computing architectures are and will be built
- How virtualization delivers the cloud vision of efficient, managed and secure pooling of on-demand computing infrastructure, consumed as a service
- The steps that can be taken now to be ready for cloud computing

Andy Steven, Enterprise Cloud Architect, VMware

A practical guide on Cloud Computing for your business

- How can your business benefit from Cloud Computing?
- What information should be stored in the cloud?

Mostafa Affi, Virtualisation Engineer, Morgan Stanley

Panel: The economic imperative of Cloud Computing

- Allowing your business to re-focus energies on key business issues as opposed to maintaining infrastructure

Dion Hinchcliffe, Editor in Chief, Social Computing Magazine
Simon Abrahams, EMEA Head of Product Marketing, Rackspace
Tim Pickard, CMO, Mimecast
Jon Beck, Senior Vice President of Sales & Business Development, OpSource

Morning Break & Exhibition

SESSION 2: BUILDING AND MANAGING APPLICATIONS IN THE CLOUD

Freedom - A practical how to strategy for the Cloud – 'Do it once – Do it right'

- Practical cloud strategies for the enterprise that can be utilised today and carried forward to the future

David Akka - MD Magic Software Enterprises UK, Eire & Nordics

Testing the water with Cloud Computing Solutions

- Using Cloud Computing in a development environment
- How Cloud Computing can deliver high performance with low latency network requirements

Eachan Fletcher, CIO, Sporting Index

Panel: Deploying Cloud Computing in the public sector

- Building cloud infrastructures and applications to suit government organisations

David Wilde, CIO, Westminster City Council
Paul James, CIO, Dstl
Mark Briggs, CIO, Essex County Council

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SESSION 3: SECURITY, TESTING AND MANAGEMENT OF CLOUD INFRASTRUCTURES

What is the Cloud, Why do you need it, and how do you build one?

- Understanding what the Cloud is and the potential benefits and pitfalls
- "on ramp" to the Cloud is a "Private Cloud".What is this, why is it getting such traction, and how do you build one?

Chris Rae, EMEA Director, Automation Solutions, CA

Cloud Experiences...forecasting the weather.

- The journey toward Microsoft BPOS.
- Flexibility vs. Availability.... the pro's and con's in the cloud

Adrian Steel, Head of Infrastructure Management, Royal Mail

A new era of accountability in Cloud Computing

- Recovering lost data; have vendors make the right technical investments?

Stephan Haux, Senior Product Manager, EMEA, Iron Mountain Digital

Panel: Examining the latest in best practice for security in Cloud Computing

- Is Cloud Computing more secure than current solutions? How do we quantify the security metric?

Andrew Charlesworth, Director, Centre for IT and Law, University of Bristol
Scott Dobson, Managing Director, Cloud Distribution Ltd
Jason Hart, Senior Vice President, Cryptocard
David Terrar, CEO, D2C Limited and Chair of Intellect SaaS Group

Afternoon Break & Exhibition

SESSION 4: CLOUD COMPUTING – THE FUTURE POTENTIAL

Getting it right – why is Cloud Computing fundamentally changing the way businesses work

- What does Cloud Computing mean from a business perspective?
- Cloud Computing – why the change is inevitable and necessary.

Kenneth Verlage, CIO, DHL Express Nordic

Opinions and feedback from CIOs across Europe as they deal with the implications of cloud computing within their organisations

Phil Dean, Marketing Manager - Security and Content Networking, EMEA, Cisco

Panel: Where are we heading – The future cloud debate

- What are the predictions for future market trends?

Dr Bill Ashraf, Director of Technology Enhanced Learning, University of Sussex
Adrian Davey, Head of IT, Tube Lines
Phil Dean, Marketing Manager - Security and Content Networking, EMEA, Cisco
Boris Devouge, Sales Engineer, Canonical

Summary & Close