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15-16 March 2010, Olympia, London



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Kevin Eyres

Managing Director, LinkedIn Europe



Sienna Veit

Social and Mobile Commerce Development Manager, M&S Direct



Evan Soloman

VP Marketing, Justin.tv



Lorenz Bogaert

CEO, Netlog



Michael Smith

Deputy Director of Interactive Services, COI



Allison Wightman

Head of Marketing Systems, Virgin Atlantic Airways



Andy Gower

Principle Research & Innovation Consultant, BT



Rahul Chakkara

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Kevin Baughan

Head of Technical Strategy, Virgin Media



Richard Griffiths

Director of TV & Entertainment, Eircom



Richard Lindsay-Davies

Chief Executive Officer, Digital TV Group



Robert Marsh

Head of talkbackTHAMES Digital, FremantleMedia



Triona Campbell

CEO, Campbell Ryan Productions,



Shy Shriqui

Project Director, Orange Vallee



John Cole

Managing Director UK, Adknowledge



Bob Rapp

Head, User Communities, Vodafone Group



Peter Ward

Co-Founder & Co-CEO, WAYN.com



Mark Watts-Jones

Head of Product Management, Orange UK



Yoel Flohr

Head of Mobile, Bebo



Angel Gambino

Vice President, Business Development, Sonico



Claudio Venezia

Researcher, Telecom Italia



Matt Dicks

CMO, Flirtomatic



Tim Hussain

Head of Mobile Advertising, Sky



Stefanie Hoffmann

CEO Finance, Business Development, aka akia

DAY 1: Social Media World Forum (15th 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.

| | | | |
|------|---|------|---|
| 0800 | Registration & Networking | 1430 | Social Media is out of control <ul style="list-style-type: none"> 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 |
| 0900 | Chairman's Introduction Guy Clapperton, Author, 'This is Social Media' | 1450 | 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 |
| 0910 | Speed Networking | | |
| 0920 | Opening Keynote: A lens for Social Media Kevin Eyres, MD, LinkedIn Europe | | |
| | SESSION 1: EXAMINING THE CURRENT STATE OF SOCIAL MEDIA | | |
| 0950 | We demand a cohesive Social Media strategy – You will comply! Katy Howell, Managing Director, Immediate Future | 1530 | Afternoon Break & Exhibition |
| 1010 | Facebook Platform and Future Strategic Directions at Facebook <ul style="list-style-type: none"> 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 | 1600 | Panel: Monetizing social games & virtual currency <ul style="list-style-type: none"> 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 |
| 1030 | Panel: The changing role of Social Networking as an influencer of worldwide media <ul style="list-style-type: none"> 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 | 1620 | Social Video: Conversations on Facebook get real – Live. Interactive. And, in the cloud. <ul style="list-style-type: none"> 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 |
| 1100 | Morning Break & Exhibition | 1640 | Panel: Using applications to reach new audiences – the latest in app development <ul style="list-style-type: none"> 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 |
| | SESSION 2: EVALUATING SOCIAL MEDIA CAMPAIGNS | 1715 | Summary & Close |
| 1140 | What are the most successful ways of monitoring & measuring a Social Media campaign? <ul style="list-style-type: none"> 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 | | |
| 1200 | Building community based engagement in your brand <ul style="list-style-type: none"> How to build brand engagement and foster community development Ways to build brand involvement? David Henry, VP Digital Marketing, Europe, Monster Worldwide | | |
| 1220 | 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 | | |
| 1300 | Lunch, Networking & Exhibition | | |
| | SESSION 3: BUILDING A BRAND USING SOCIAL MEDIA | | |
| 1400 | Redefining the brand experience through Social Media. Freddie Laker, Director, Digital Strategy, SapientNitro | | |
| 1410 | How to use Social Media to power global initiatives Lucas Herscovici, Global Head of Digital and Innovation, Stella Artois & Beck's | | |

DAY 2: Social Media World Forum (16th 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.

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| 0800 | Registration & Networking | |
| 0900 | Chairman's Introduction Penny Power, Founder & Director, Ecademy | |
| 0910 | Speed Networking | |
| 0920 | Opening Keynote Toby Beresford, Commercial Director, Nudge | |
| | SESSION 1: SOCIAL NETWORK ADVERTISING & MONITIZATION | |
| 0950 | How can advertisers integrate Social Networks into their marketing strategy? <ul style="list-style-type: none"> 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 | |
| 1010 | Monetizing Social Media & Social Networks <ul style="list-style-type: none"> Usual routes – CPM, specific sponsorships Using monetised text links (LinkEngine) Chris Tradgett FIDM, Partnerships, buy.at | |
| 1030 | 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 | |
| 1100 | Morning Break & Exhibition | |
| | SESSION 2: SOCIAL MEDIA AND PR | |
| 1140 | 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 | |
| 1200 | The future of newspapers in an online world <ul style="list-style-type: none"> What will actually define "media" in the next decade? Dirk Singer, Head Rabbit, Rabbit | |
| 1220 | 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 | |
| 1300 | Lunch, Networking & Exhibition | |
| | SESSION 3: B2B SOCIAL NETWORKS: SOCIAL MEDIA IN BUSINESS & POLITICS | |
| 1400 | Panel: Leveraging Social Media in business - the importance of B2B Social Networking <ul style="list-style-type: none"> 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 | |
| 1440 | Promoting your charity through existing Social Networking sites Rupert Daniels, Head of Content, 1Goal | |
| 1500 | 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 | |
| 1550 | Afternoon Break & Exhibition | |
| | SESSION 4: THE FUTURE OF SOCIAL MEDIA | |
| 1630 | Future consumption of Social Media content, how will Social Media engage with other delivering platforms? <ul style="list-style-type: none"> The impact of Social Media on the TV? Evan Solomon, VP Marketing, Justin.tv | |
| 1650 | The future of Social media and its implications for brands Adam Graham, Operations Partner, SAINT@RKCR/YR | |
| 1710 | Panel – What will Social Networking be like in five years? <ul style="list-style-type: none"> 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 | |
| 1745 | Summary & Close | |

DAY 1: Mobile Social Media (15th March 2010)

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 manufactures, web developers and mobile operators are working together to ensure mobile internet is its own distinguished platform.

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|------|--|------|---|
| 0800 | Registration & Networking | 1300 | Lunch, Networking & Exhibition |
| 0900 | Chairman's Introduction Cian O'Sullivan, Chief Reporter, GoMo News | | SESSION 3: ADAPTING HANDSETS & PRIVACY ISSUES |
| 0910 | Speed Networking | 1430 | How to create global sites for the multitude of handsets and networks <ul style="list-style-type: none"> Tips, tricks and lessons for web publishers Konstantinos Papamiltiadis, Head of Product, Mobile – EU, Yahoo! |
| 0920 | Opening Keynote: Antony Beswick, Global Strategic Product Manager, Social Networking, Ericsson | 1450 | 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 |
| 0950 | SESSION 1: MOBILE SOCIAL NETWORKING MARKET ANALYSIS – WHERE ARE WE? How far has the mobile Social Networking market come in the last year? <ul style="list-style-type: none"> Current mobile usage and patterns Building the ideal mobile social platform Bringing operators, handset manufactures and social networks together Personalising the mobile experience Adrian Drury, Principle / Media, Broadcast & Telecoms, Ovum | 1530 | Afternoon Break & Exhibition |
| 1010 | Going mobile: Strategies and models for mobile <ul style="list-style-type: none"> 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 manufactures and software developers Anu Shah, Head, IMI/mobile Europe | 1630 | SESSION 4: THE FUTURE – HOW IS MOBILE SOCIAL NETWORKING EVOLVING? Mobile Analytics and Mobile Billing for Social Media <ul style="list-style-type: none"> 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 |
| 1030 | Panel: Mobile internet and Social Networks – a perfect marriage <ul style="list-style-type: none"> 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 | 1650 | Mobile + Social – Show us the money <ul style="list-style-type: none"> 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 |
| 1100 | Morning Break & Exhibition | 1710 | Panel: What is next for Mobile Social Networking? <ul style="list-style-type: none"> 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 |
| 1140 | SESSION 2: BUSINESS MODELS AND MONETISING MOBILE SOCIAL NETWORKS Utilising Social Media: Harnessing the Power of Online Communities for Loyalty and Advocacy <ul style="list-style-type: none"> 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 | 1745 | Summary & Close |
| 1200 | Monetizing your mobile offering <ul style="list-style-type: none"> 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 | | |
| 1220 | Panel: Brand engagement on Mobile Social Networks <ul style="list-style-type: none"> 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 | | |

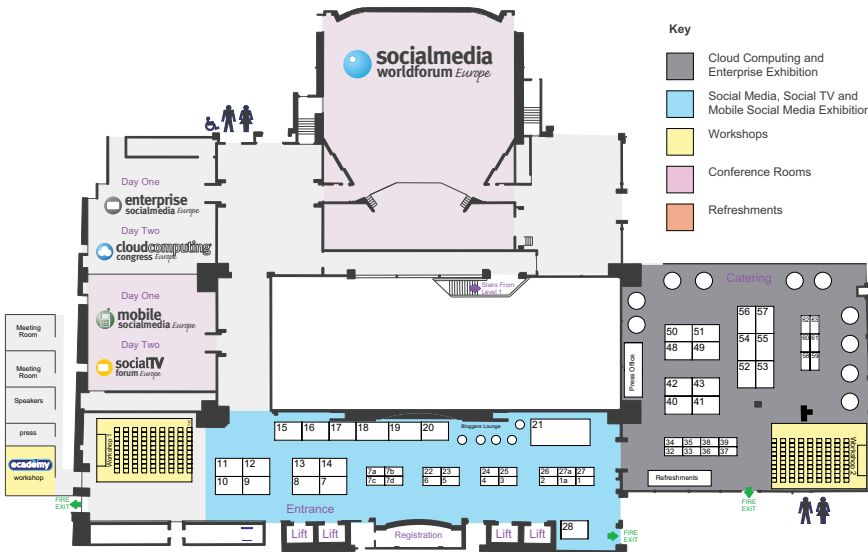
DAY 2: Social TV Forum (16th March 2010)

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.

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| 0800 | Registration & Networking | |
| 0900 | Chairman's Introduction Simon Spanswick, Chief Executive, Association for International Broadcasting | 1400 |
| 0910 | Speed Networking: Developing & Deploying widgets and applications for your Social TV Service Richard Griffiths, Director of TV & Entertainment, eircom | |
| 0920 | 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 | |
| 0950 | Trends driving social TV - facts and figures <ul style="list-style-type: none"> 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 | 1440 |
| 1010 | The personalisation of devices for Social TV <ul style="list-style-type: none"> P2P Networking amongst set top boxes Paul Bristow, Vice-President of Strategy, ADB | |
| 1030 | Panel: The integration of Social Media within into the TV ecosystem Chair: Dr William Cooper Founder and Chief Executive, informitv.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 | 1500 |
| 1100 | Morning Break & Exhibition | 1550 |
| | SESSION 2: INTERNET TV AND ITS INTEGRATION WITH SOCIAL NETWORKS | |
| 1140 | The business and consumer drivers for providing enhanced content discovery <ul style="list-style-type: none"> 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 | 1630 |
| 1200 | Online Video & the Social Web – Business opportunities and strategies for TV programmers on the Social Web <ul style="list-style-type: none"> The challenge to the existing TV model – new advertising formats, syndicated sponsored video podcasts Eric Elia, VP of TV Solutions, Brightcove | 1650 |
| 1220 | 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 | 1745 |
| 1300 | Lunch, Networking & Exhibition | |
| | | SESSION 3: THE OPPORTUNITY FOR PLATFORM PROVIDERS |
| | | Panel: Can IPTV services harness the development of Social TV services and applications? <ul style="list-style-type: none"> 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? <ul style="list-style-type: none"> 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 Kearney, 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 <ul style="list-style-type: none"> 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? <ul style="list-style-type: none"> How could super fast broadband enable new forms of Social TV? Andy Gower, Principle Research & Innovation Consultant, BT |
| | | Summary & Close |



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