



Next Generation Computing for a Converging World

IT decisions 2011

28th & 29th June 2011
QEII Conference Centre, London

IT Decisions is the only event to present an integrated view of all the most important technology trends and new innovations



IT Decisions provides a single platform for suppliers to present a whole range of their products in one place.

EVENT RATIONALE

Next Generation Computing for a Converging World

Almost every aspect of the digital world is now converging at an unstoppable rate: data, voice and video; email, messaging and social media; desktop, remote and mobile devices. The conventional lines between work, social and home lives are blurring and there is a growing need for information to be available on-demand from almost any location.

Innovations such as **cloud computing, virtualisation, unified communications, web-based applications, e-identity, service oriented architectures, content management, hosted storage, Enterprise 2.0, Web 3.0** and increasingly sophisticated mobile devices are all key components in the move towards this pervasive information layer.

Individually, these technologies can all deliver significant benefits to businesses and government organisations, helping to build IT systems that are more flexible, accessible and secure than ever before. But the most significant opportunities emerge when they are integrated within a long-term strategy to maximise corporate agility and collaboration between employees, customers and suppliers: delivering competitive advantage and efficiency gains at every level of the enterprise.

IT Decisions 2011 is the *only* event to present an integrated view of all the most important technology trends and new innovations, enabling senior delegates to understand and evaluate their significance within a wider strategic context – together with invaluable advice on the essential procurement and contractual considerations that play a key role in mitigating risk and maximising the returns from major IT investments.

TESTIMONIAL

“IT Decisions 2010 was an excellent show, very well organised and the bespoke stand design looked great and was highly functional with its integral storage space. Well done, we look forward to your future events.”

Sponsor

QUOTE

"The technology industry will continue to significantly outgrow the overall economy in 2011."

Forrester Research

TESTIMONIAL

"Thank you very much for a pleasurable event. From my point of view no stress at all !!!

A few meetings have already been booked so a great outcome."

Sponsor

Senior IT executives may be restricted by time, travel and budget restraints, but they still need to keep up-to-date with all the latest developments in this fast-moving industry. Research shows that in a recession, buyers are keener than ever to negotiate face-to-face when looking at significant investments.

Even in this digital age, senior decision-makers still like to develop a relationship with the people they're buying from, particularly with sophisticated ICT solutions, which often develop into long-term partnerships.

Events with a genuine educational and experience-sharing purpose provide a unique environment in which pro-active business professionals, thought leaders and solution suppliers can engage, share and network.

> Event Summary

IT Decisions 2011 will provide a comprehensive one-stop-shop for IT Directors & Managers in all sizes of organisation from both the commercial and public sector. This two day event will deliver daily briefings on key developments in the IT industry, expert advice clinics, product demonstrations, see examples of real-life implementations and network face to face with suppliers and peer groups.

IT specialists generally need to stay apprised of all the major IT trends and new solutions available, not just one area at time. Hence, IT Decisions 2011 is designed to overcome the time / cost constraints of visiting numerous London-based niche events - by focusing only on the developments that really matter and that are the key current topics, changing each year as the market evolves.

> Key Trends for 2011

- Cloud computing
- Virtualisation
- Unified communications
- Web-based applications
- E-identity
- Service oriented architectures
- Content management
- Hosted storage
- Enterprise 2.0
- Web 3.0

Focused, senior audience – without the time wasters!

TESTIMONIAL

“I just wanted to say thank you and well done on a fabulous event. I found it well organised, covering a good range of topics, balanced between technical and business, and thoroughly interesting.”

I look forward to the next one!

Group Head of IT
EFM Facilities Ltd.

Revolution Events only accepts registrations from appropriate delegates who meet our criteria, providing all our exhibitors and sponsors with 100% relevant audience and no time wasters.

Our Delegate Proposition

- 1) **Hear** about all the most important IT developments from leading analysts (insights / keynotes)
- 2) **Discover** examples of current implementations (briefings / roundtables / vendor seminars)
- 3) **Consult** with independent experts (advice clinics)
- 4) **See** real-life solutions in action (exhibition)
- 5) **Meet** industry market leaders and innovative new suppliers (exhibition)

IT Decisions is a free to attend two day event, providing a wealth of solutions, latest innovations and developments across all aspects of ICT, whilst also providing vital networking and meeting opportunities to discuss current issues.

Delegates will be able to select from a range of focused briefings throughout both days, enabling them to learn about current developments and solutions and exchange ideas with their peers and suppliers.



Target audience

- A) Large and medium-sized businesses (FTSE 1,000 and upper mid-market)
- B) Central government departments, local authorities and other public sector bodies
- C) Voluntary organisations, charities and the Third Sector



Typical job titles:

Chief Information / Technology Officers (CIOs/CTOs)
IT / MIS Directors & Managers
Datacentre / Network / Systems Managers
CFOs & Finance Directors
Heads of Procurement / Purchasing
Operations / Facilities Managers
Heads of CSR & Corporate Strategists
Project Leaders
Senior System Analysts
Senior Business Analysts
Plus other IT Leaders and policy-makers

Targeting will be cross industry:

- Financial Services
- Professional Services
- Retail / Wholesale
- Logistics / Distribution
- Travel / Leisure
- Media / Marketing
- IT / Telecoms
- Pureplay Online Operators
- Education / Training
- Charity / Not-for-Profit
- Healthcare
- Government / Public Sector

In Partnership with:

BCS - The Chartered Institute for IT
Ovum
Best Practice Group
Forrester
DLA Piper
Climate Savers Computing
NCC - National Computer Centre
PricewaterhouseCoopers
AMR Research
Wragge & Co
Microsoft
VMWare

QUOTE

“The current revival of IT spending is more than a recession rebound; it is a fourth wave of industry innovation.”

Forrester Research



Sponsor Proposition and packages

IT Decisions is designed to provide a networking based event for all suppliers – whether you have one or 20 specific solutions. Communication and sharing best practice are key drivers and participants have the valuable opportunity to demonstrate innovative technologies, new services and leading-edge thinking on some of the more challenging issues facing this sector.

- 100% focused audience of 600+ IT Directors & Managers, looking to make imminent investments
- Face to face networking opportunity with pre-qualified lead generation
- No need to attend multiple events all through the year
- No need to align with one specific area of IT
- Perfect opportunity to present full range of solutions & capabilities
- Real ROI
- Complete turnkey sponsor packages

Our turnkey exhibition stand packages are fully inclusive, making IT Decisions the easiest event to participate in and the most cost effective. No additional furniture, power or lighting to order, we even do your graphics for you. There are a range of packages available, but please do call us if there is something bespoke you require.

2 Day Package	Size		Package Includes
Silver	3m x 1m	Open on 1 side	Shell scheme, carpet, power, lighting, full furniture package, WiFi & full pre-registered delegate list post event
Gold	3m x 3m	Open on 2 sides	Turnkey fully designed and built stand, graphics, carpet, power, lighting, furniture, counter, badge scanner, WiFi & full pre-registered delegate list post event
Platinum - Only 3 available	3m x 4m	Island site, open on 4 sides	Turnkey fully designed and built stand - Includes seminar session, partner status, carpet, power, lighting, furniture, counter, 2 badge scanners, WiFi & full pre-registered delegate list post event

All participation packages include: Inclusion in pre event marketing activity to extensive databases, logo & link on web site, press coverage, event guide entry and delegate feedback with post show report.



Roundtable Sessions or Seminar Presentations

All IT Decisions exhibitors can purchase additional opportunities to add on to any package. Roundtable sessions are small, more interactive discussion groups of around 15 people in a dedicated breakout room, each session is 30 minutes and delegates have the opportunity to book onto these in advance. More formal 30 minute seminar presentations are also available in the main programme.

1 x Roundtable or seminar session

Additional Activities and Sponsorship Opportunities

Private lunch in dedicated and branded room,
price does not include refreshments

Delegate email

Website banner advert, only 3 available

Event guide advertising

Delegate bag, sponsor to supply

Insert in delegate bag - max 4pp A4

Entrance panel - 500mm square

Delegate Pens - branded and supplied

Lanyards, branded & supplied

Catering area

Registration sponsorship package

To secure your preferred package and to check availability, please contact:

Sara Clark
Group Event Director
T +44 (0) 1892 820934



Contact Details

Sara Clark
Group Event Director
DDI: +44 (0)1892-820934
Email: sara@revolution-events.com

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Revolution Events is one of the UK's leading providers of innovative business forums, with an excellent track record in delivering high quality educational events for domestic and international markets. Since 1999, we have organised more than 200 highly focused business events within a diverse range of markets, with particular strengths in emerging technologies, procurement & supply chain issues and new developments in the public sector. You can find out more at www.revolution-events.com

Revolution Events Ltd
Hawkwell Barn
Hawkwell Business Centre
Maidstone Road, Pembury
Kent, TN2 4AG
United Kingdom

Tel: +44 (0)1892-820930
Fax: +44 (0)1892-820931