

The IT Director's Forum  
June 17 – 20 2009

**"The Pursuit of Excellence"**

***David Brailsford MBE,  
British Cycling Performance Director***



The nation is still basking in the success of Team GB in Beijing, which was fuelled by the astonishing pedal power of the elite cyclists. The riders arrived home draped in fourteen medals – including eight of the nineteen golds.

Dave has been described as the presiding saviour of British Cycling. He brings to the role a blend of sporting knowledge and business acumen, which he has utilised to lead and develop the team into one of the most respected and successful Olympic Programmes across all sports.

Brian Cookson, British Cycling President said: "Dave's progress and achievements since joining us a few years ago have been remarkable. His enthusiasm and professionalism, combined with his love for our sport and commitment to his job, are second to none, and I have every confidence that he will achieve even more in his role with us in the future".

*'Crunch time for the economy'*

*Dennis Turner,  
Chief Economist, HSBC*



Dennis Turner will be talking about the outlook for the UK economy, where we are, how we got here and where we are going. As we slide into recession what will this mean to consumer spending, jobs and interest rates?

Dennis Turner is the Chief Economist of HSBC. His role involves advising lending bankers on economic trends not only at national level, but also on industries and regions.

Before going into the City in 1978, he worked for four years in Whitehall, for the National Economic Development Office. This was during the Labour government's Industrial Strategy Initiative, which was an attempt to improve the performance of the UK's manufacturing sector.

His first job on leaving university (Swansea and University College, London) was as an economist for a national trade union. Here he was responsible for the preparation of pay claims, arbitration cases and the union's submission to various statutory bodies set up under Edward Heath's Industrial Relations Act.

## INDUSTRY SEMINARS AND WORKSHOPS:

### **Computing 'Environment': It's more than binary code – It's about criminals!!**

Despite the mutating threats of cyber attacks, online extortion, or spam, a well-structured information security strategy can safeguard your business and ensure that risks are managed with commitment and understanding. It can also help to reassure your customers, who in the UK (for example) according to a recent study now fear internet crime more than burglary, mugging or car theft. Yet, because the internet is not territorial or jurisdictionally bound, organized crime efforts to steal everything you hold dear by extortion, threats, intimidation – not in the bricks and mortar world but in the online world, our normal responses to 'attack' are not as effective. But there are solutions . . . and sometimes they are free.

Ed Gibson will give you a peek inside his 'cyber life' utilizing anecdotes from his 20 year career with the FBI including the most recent 5 years when he was assigned as a Diplomat to the US Embassy London in charge of all the FBI's cyber investigations in the UK, and the reasons he was asked by Microsoft to be its Chief Security Advisor in the UK. The reasons will surprise, and comfort, you.

*Ed Gibson*  
*Chief Cyber Security Advisor*  
*MICROSOFT LTD*

### **People deliver results - Leading successful IT enabled change**

Corporate and, increasingly, government history is littered with examples of "failed" technology projects. But technology-enabled change is not an IT problem, it is a leadership challenge.

Delivering successful change is all about the tangible value it brings to the organisation now and in the future, and relies on the foundations of effective employee communication and engagement.

In this session Tania Howarth, CIO & Group HRD, Birds Eye Iqlo Group, will demonstrate how to harness your workforce's commitment in order to successfully effect technology-enabled change across the organisation.

*Tania Howarth*  
*CIO*  
*BIRDS EYE*

## **Going Green in Today's Economic Environment**

During a serious economic downturn, the concept of "green IT" is viewed by some as an unnecessary luxury. This session will explore the role of environmentally-aware IT policies and practices, and will review how – or indeed whether – organisations should continue with their IT sustainability strategies. The presenter will (predictably) argue that using "green IT" can help organisations increase efficiency, save money, and respond to legislation – but expects a vigorous debate.

*Dinah McLeod*  
*Head of Sustainability*  
*BT*

## **The Untruths: The technology rules that may no longer hold**

How many technology predictions have we assumed as fact, despite the dramatic changes in the landscape? Join Paul Lee as he questions whether the following truths should now be considered as "untruths":

- The future applicability of Moore's and Metcalfe's Laws
- The expectations for future bandwidth speed increments
- The assumptions on steadily falling prices for bandwidth
- The need for increase in aggregate size of the world's data centres
- The financial viability of Web 2.0 and the impacts for business users
- The ultimate success of "the cloud"
- The long tail ethos, applied both to consumers and business users

*Paul Lee*  
*Director - Knowledge and Research*  
*DELOITTE LLP*

## **The state and e-crime**

As more and more regulation and legislation is enacted to control the way UK PLC does business and manages data, what protection is the State providing for those that become victims of technology enabled crime?

Charlie McMurdie will discuss the current law-enforcement response to such criminality, what is and is not being done and what changes are proposed and underway to improve our response to e-crime in all its guises.

*Charlie McMurdie*  
*Detective Superintendent*  
*METROPOLITAN POLICE SERVICE*

## **How to do more with less budget**

As the economic climate forces more companies to take drastic action to survive, CIO's will inevitably face dual mounting pressure to reduce budgets but will still be expected to deliver projects that will enable their businesses to operate more efficiently.

John Berney who is a Chartered Accountant and has been CIO to some of the most successful companies in the UK will present a range of proven techniques that will enable CIO's to meet these diverse challenges while still delivering their planned objectives.

*John Berney*  
*Director*  
*CIO PLUS LIMITED*

## **Meeting the challenge: The 2009 CIO agenda**

As enterprises face continued economic volatility and uncertainty, their confidence in the future also becomes challenged. Two fundamental questions face executives in 2009:

- In an uncertain economy, where should the enterprise focus its attention and resources?
- Beyond cutting costs, what are the enterprise goals in a volatile market?

Business expectations of IT call for the CIO to play a role in responding to these questions. The CIO faces the challenge of delivering improvements needed to raise enterprise effectiveness while managing IT resources and performance. Success requires the CIO to take decisive action and to be resourceful across operations in delivering results.

Meeting the Challenge: The 2009 CIO Agenda explains how decisive and resourceful CIOs build an effective enterprise that rises to current and future challenges. The presentation is based on the data from more than 1,500 CIOs surveyed who represent \$135 billion in spending

*Judi Edwards*  
*Vice President Executive Partner*  
*GARTNER*

*Sue Yoe*  
*Executive Partner*  
*GARTNER*

## **Incident management and crisis resolution: Planning for failure**

By preparing for the possibility of failure, IT functions and their organisations can minimize their exposure to risk and improve their response to adversity.

Arming leaders with decision making processes and allowing them to test out various high-risk scenarios greatly improves the likelihood of mitigating the disruption of a crisis. Our experience shows that chance truly does favour the prepared mind.

This seminar will take attendees through lessons from traditional disaster management best practice and offer a pragmatic approach to Incident Management and Crisis Resolution. It will help them assess a situation, develop a disciplined approach to taking action, and ensure that their team are poised to work as a coordinated team in a crisis.

*Doug Ross*  
*Managing Director*  
*SQUARE PEG INTERNATIONAL*

## **Virtualisation – The good, bad and the ugly**

Virtualisation is the hot technology trend of 2008-2009 and the expectations are high. Whether it is storage or network, server or desktop the IT industry claims it will be better if you put the word virtual in front of it.

Is this true, what are the experiences from real life implementations of virtualisation, can you save money, can you save time or indeed can you save the planet?

This session will explore the benefits, the challenges, and experiences of implementing virtualisation in production environments. Included will be examples of implementations as well as participation from the audience on sharing their views on the importance of virtualisation and how to implement a successful virtualisation project.

*David Howard*  
*Principal Analyst*  
*UNISYS*

## **CIO 1-2-1**

As the CIO role becomes more business-focused, what's needed at the top of the organisation is someone who can bridge both the technology and business worlds. Mentoring and personal development are key factors in enabling good IT people to step up the ladder into a CIO or wider business role.

During a 30 minute one-to-one coaching session you will be able to confidentially explore a personal or professional challenge that's getting in the way of you achieving your aspirations, objectives or goals. Dedication and commitment to personal and professional development is often what marks out the top CIOs – take this opportunity to set aside some time with professionals who can help.

*Judi Edwards*  
*Vice President Executive Partner*  
*GARTNER*

*Sue Yoe*  
*Executive Partner*  
*GARTNER*

## PROFESSIONAL DEVELOPMENT SESSIONS:

### **MAX MCKEOWN MANAGEMENT SERIES:**

#### **Leadership in tough times: Lessons about thriving from the world's best leaders!**

Leadership in a recession is difficult. The challenge is knowing what to do when the world doesn't seem to know what it is doing and you don't know what is going to happen next. This session will draw out lessons about what great leaders do when faced with crisis, recession, and even depression.

The session will focus on,

- Engage employee inventiveness and energy
- Figure out what to do now and next
- Make the best out of the worst times
- Rise above fear, uncertainty, and doubt
- Dare to have FUN and believe in good times
- Thrive on change, and help others do the same

#### **Is your customer service hot Or not?: Lessons about customers from the world's best companies!**

Max Mckeown will share lessons from the world's best customer experiences and show how they can be applied in little (and big) ways to your business right now.

- Make the easy but difficult, simple and profitable
- Learn the difference between mediocre and memorable
- Look at what you deliver through the eyes of customers
- Understand how new technology can transform service excellence
- Learn how to help employees to build service relationships
- Discover what the best companies in the world are doing
- Find out how to create experiences that build *instant loyalty*

#### **Innovating your way out of recession: The truth about innovation in tough times**

It's tempting to stop doing new things in a recession. But what if the old things, the old products, the old methods, aren't working anymore? Sometimes its riskier to do nothing than to try something new. Sometimes the biggest risk you can take is to do exactly what you did yesterday, or last year, or for the past decade.

Max Mckeown will take you through key lessons about innovation and creativity from the best companies and thinkers in the world, that will help you to find new solutions that really help your company to thrive in tough times.

## **Inspiring and motivating a team – Revealing the secrets that enable some teams to achieve magical results**

Ben Hunt Davis along with his team of 7 others achieved just this in the Sydney Olympics bringing home the gold medal.

In this session Ben will draw on the practical experience of the men's rowing 8 and share strategies for how a team can overcome adversity, focus on a shared goal and keep motivated to consistently drive them to achieve the dream result. Ben has been working with corporate teams over the last 7 years and inspired them to focus on how they too can be peak performing. The 3 main topics that will be explored in this session are:

- The importance of clear and concise goals against which all actions can be measured
- Strong Leadership - As a leader how do you show up with your team, how do you motivate and inspire?
- The importance of encouraging personal responsibility for all the team members.

*Ben Hunt-Davis MBE,  
Former Olympic men's rowing eight Gold Medallist  
Founder, POINT8 COACHING*

## **Beer & cheese as a mini gastro tour of the British Isles**

The British Isles has a rich heritage of fine Ales. Each region has its own style and taste and this often complements the character, lifestyle and food of the area. In this Session we want to have a Gastronomic tour of the British Isles by matching beer and cheese to bring you the very best of Regional character. The session will include beers and cheeses from the West Country, the South of England, the Midlands, the North West and North East of England, as well as Scotland. We can see how the local beer styles and cheeses complement each other and discover the pleasure of beer and cheese.

*Tim O'Rourke  
Manager  
The Brilliant Beer Company*

## **Creative strategic thinking**

Having great ideas can feel hit and miss; mostly miss. It doesn't have to be. If you're fishing for creative sparks and missing perhaps you just need a different net. This interactive session will help to improve your creativity. You might not come out as another Leonardo da Vinci but you will certainly learn how to stack the odds in your favour. In short you'll improve your chances of catching those creative sparks.

*Paul Birch  
Director  
VISION JUICE*