

CONFERENCE PROGRAMME

14th-17th October 2009, Aurora

This conference programme aims to give senior IT professionals access to a wide range of sessions addressing key business, technical and personal development issues.



Anna Coen, Director, AC Integration Ltd

"Getting different teams to work together"



Dr Tirdad Sorooshian, Managing Director, Acclaria

"Continuous improvement - the human side of change management"



Arthur Cook, Information Security Officer, Association of Chief Police Officers

"Application security, data security and network security – where should I focus my time and money?"



Alex Friedman, Head of Cluster Relationship Management, Technology Services Management, Barclays Wealth

"Using Service Portfolio Management to link IT capabilities with business performance"

"The reality and impact of Green IT"



Andrew Dow, Deputy Global Head - Business Continuity Management, BNP Paribas

"Next generation business continuity and disaster recovery"



Tim O'Rourke, Manager, The Brilliant Beer Company

"Beer & cheese - a mini gastro tour of the British Isles"



Paul Jay, Head of Information Security, Camelot Group plc

"Application security, data security and network security – where should I focus my time and money?"





Mark Fowler, Head of Operations IT S&B Europe, Citigroup
"The reality and impact of Green IT"



Caspar Berry, Former Professional Poker Player
"Risk-taking and decision-making in poker, business and life"



Craig Said, IT Programme Management Leader, GE Capital
"Cloud computing – we understand the why, now what about the how?"



Rob Smith, Thinking Engineer, Go MAD Thinking
"Thinking about thinking – creating mental breakthroughs"



Haydn Jones, IT Development Manager, HBOS Offshore
"Creating an enterprise-wide data strategy – best practice and shared learnings"



Iain Sutherland, Managing Director, Information Security Solutions
"Application security, data security and network security – where should I focus my time and money?"
"Prioritising risk investment during an economic downturn"



Nici Marx, International News Journalist and Presenter
"Tough questions and how to handle them"



Sarb Sembhi, President, ISACA
"Secure by design"





Diane Newell, Managing Partner, Jericho Partners
"Building performance through coaching"



Ed Gibson, Chief Cyber Security Advisor, Microsoft Ltd
"Safeguarding your organisation's IT security against disgruntled employees"
"Security audits and assessing network vulnerability"



Kevin O'Connor, CIO, MSCI Barra
"Creating an enterprise-wide data strategy – best practice and shared learnings"



Graham Smith, Director, Mycroft Group
"How to let others have your way"



Yasi Herath, IT Infrastructure Manager, Nelsons
"Application security, data security and network security – where should I focus my time and money?"



Sue Stockdale, Polar Adventurer and Executive Coach
"Push your boundaries"



Asitha Rodrigo, Senior Director of European Systems, Standard & Poors
"Cloud computing – we understand the why, now what about the how?"



Paul Wright, UK Principal Consultant, Forensic and Investigative Response, Verizon Business Security Solutions
"Forensics - When it went wrong, what really happened?"
"Practical lessons in managing the threat of e-crime"





Eugene Taylor, Business Continuity Manager, Vocalink

"Cutting costs, not cutting corners – practical ideas of how to do more with less"



Margaret Patrick, VP and IT Manager, XL Capital Ltd

"Cutting costs, not cutting corners – practical ideas of how to do more with less"



For further information about this conference programme please contact Charlotte Benton-Hughes, Conference Manager on 020 8487 2225 / cbenton-hughes@richmondevents.com.

KEYNOTE: Nature, nurture or neither? - The view from the genes

Genetics is a remarkable science in many ways, some obvious and some less so. As *Professor Steve Jones, Professor of Genetics at University College London* says to his students in their first lecture on the subject, "My job is to make sex boring" and, after thirty lectures on DNA structure and the like they tend to agree. To cheer them up, at the end of the course Steve tells them that two out of every three of them will die for reasons connected to the genes they carry – and, with so much mortality coming from cancer, heart disease, diabetes and the like (all of which have an inherited component) Steve is right again.



To the public, genetics brings exaggerated fears about inborn fate and over-optimism about gene therapy and "designer babies". Steve will talk about the most dangerous word in genetics: the idea of a gene "for" a particular attribute, from alcoholism to religious belief and how DNA and way of life nearly always work together to determine our health, our mood and – perhaps – even our willingness to take risks, go shopping or buy shares.

KEYNOTE: Profiting from the truth: life, death and nothing



BJ Cunningham established the Enlightened Tobacco Company PLC, and then marketed a brand of cigarettes called 'DEATH' as 'the honest smoke'. This act of heresy, though enormously successful with consumers, didn't go down at all well with the tobacco industry. It eventually landed him in the European Court of Justice fighting against not only every member state in Europe but also the might of the established tobacco industry.

BJ uses this experience to illustrate his straightforward brand thinking. Be sure of who you are and what you mean before you try to say anything. This demands answers to two key questions: what's your point and why should I care? The answers express the intention or promise of the company, the company's brand. But the answers alone are not enough; they have to be communicated with clarity both internally within the organisation and then externally to customers.

So this presentation uses BJ's Death cigarettes as a case study to illustrate not only how he achieved brand excellence in his own company but also how a strong concept can drive out-of-the-box thinking.

KEYNOTE: Global Economic picture

The global economic picture has dramatically altered in 2008 from one of prosperity to one of uncertainty and hardship. However, by October will the worst be over or are we likely to be in the eye of the storm?

Leading Investment Manager and City Commentator Justin Urquhart Stewart of Seven Investment Management will touch upon the causes of the economic downturn in the global markets and the credit crunch, as well as issues such as the future stability of sterling and the US dollar.



Putting these issues into historical content, Justin will explore in-depth what the long-term effects of the credit crunch are likely to be on UK businesses and what the future is likely to hold for the UK and world economy. Is it all doom and gloom, or is there light at the end of the tunnel?



SEMINARS & WORKSHOPS

Using Service Portfolio Management to link IT capabilities with business performance

In today's uncertain times, every individual and department needs to be focused on the value they are adding to the business. However, many IT departments struggle with identifying and demonstrating their value-add because of the lack of a complete view across all IT-related services and assets.

Through embracing Service Portfolio Management - taking a portfolio-based approach to technology strategy and investment - IT services can be considered in terms of the business value they provide and, as such, integrated into high-level strategic business planning.

In this session, Alex Friedman will explain how Service Portfolio Management can help IT make the shift from being a cost centre to a value-added service provider.

Alex Friedman, Head of Cluster Relationship Management, Technology Services Management, Barclays Wealth

Next generation business continuity and disaster recovery

When it comes to business continuity and risk management, satisfying regulators is no longer enough. Nor is simply protecting share price.

Forward thinking organisations look into more sophisticated methods to leverage BC / Risk Management to their advantage through innovative and leading edge software and practices.

Join Andrew Dow in this workshop as he takes participants through what the next generation business continuity and risk management looks like.

Andrew Dow, Deputy Global Head- Business Continuity Management, BNP Paribas

Forensics - When it went wrong, what really happened?

The challenge of safeguarding your information assets is growing every day. This is partly as a result of the growing volume of data, the increasing fragmentation of business and IT architectures, and the extraordinary money-value now going online. Organised crime is becoming increasingly sophisticated in exploiting vulnerabilities and the organisation both across borders and between technical and operational crime specialisms is frightening.

In this session we will share our data and experiences of "When it went wrong, what really happened", introducing statistically relevant and factual data as well as drawing on case studies and experiences from the forensics front line. This will allow delegates to be more prepared, as well as to consider the importance of "forensics readiness" in the arsenal of IT assurance.

Paul Wright, UK Principal Consultant, Forensic and Investigative Response, Verizon Business Security Solutions

Continuous improvement - the human side of change management

The central issue facing most change leaders is 'what is the best way to manage the process of planning and implementing a change programme taking into account the unpredictability of human behaviour?'.

We all know the theory - successful organisations readily adapt to constant change and successful change programmes align people, processes and systems to strategy. So why is it that the majority of change programmes are seen as disruptive and fail to deliver their intended benefits? It has long been recognised that the main reason for this is that in practice change programmes are mostly about people. Organisations do not adapt to and accept change; their people do. Human behaviour is highly complex, a critical element which is repeatedly overlooked in change projects. The issues will be explored during this one hour seminar session.

Dr Tirdad Sorooshian, Managing Director, Acclaria

Application security, data security and network security – where should I focus my time and money?

IT security professionals are constantly striving to reach the nirvana of ensuring maximum security across the entire organisation. But with pressures on budget and resource allocation at an all time high, there are often circumstances where spending on application, data or network security must be 'prioritised', quite often to the detriment of other aspects of IT security within the business.

In this lively debate, panellists will share their views about which areas of IT security warrant most investment and resource. Audience members will also be invited to get stuck in, hopefully resulting in an animated discussion about security investment in a recession.

Session chairman: Iain Sutherland, Managing Director, Information Security Solutions

Representing Application Security: Arthur Cook, Information Security Officer, Association of Chief Police Officers

Representing Data Security – Paul Jay, Head of Information Security, Camelot Group plc

Representing Network Security – Yasi Herath, IT Infrastructure Manager, Nelsons

ROUNDTABLE DISCUSSION GROUPS

These small focus groups offer the opportunity to talk off the record and give delegates the chance to explore issues of topical interest.

Prioritising risk investment during an economic downturn

When the financial crisis began, many companies quickly focused on cost containment without regard for the long-term consequences; it was a matter of survival. As the downturn continues, companies are now focused on managing emerging risks that could have an impact on long-term sustainability. Companies are realising that certain risks remain or have been intensified by their actions and mitigation or contingency plans need to be developed for their ongoing survival.

This discussion group will give delegates the opportunity to discuss cost-effective ways in which to assess emerging risks and develop mitigation plans, ensuring a sustainable but flexible approach to uncertain economic times.

Group moderator: Iain Sutherland, Managing Director, Information Security Solutions

The reality and impact of Green IT

Green IT is a popular concept today, as data centres face rising costs for power, cooling and space, and companies strive to meet public demand for improved environmental standards. Many IT professionals, however, are just starting to understand the influence that their purchasing decisions have on their organisation's environmental impact.

This discussion group will give delegates the opportunity to discuss the state of green initiatives within their own organisations and explore 'green' options available. Delegates will also share best practice for developing sustainable and cost effective green initiatives.

Group moderators: Mark Fowler, Head of Operations IT S&B Europe, Citigroup; Alex Friedman, Head of Cluster Relationship Management, Technology Services Management, Barclays Wealth

Cloud computing – we understand the why, now what about the how?

Cloud computing is rapidly moving into mainstream IT strategies, with many organisations already delivering significant cost and service benefits through utilising IT cloud services. According to IDC, worldwide spending on cloud computing is estimated to reach \$42bn by 2012, with the trend for cloud adoption to be amplified by the current financial crisis. But how can organisations build the necessary partnerships with IT vendors in order to deliver the promised benefits, or should IT consider developing in-house cloud technologies so as to ensure their specific organisational needs are being met?

In this roundtable group, delegates will discuss not only the advantages of IT cloud services but what has to be put in place for cloud computing to be effective.

Group moderators: Craig Said, IT Programme Management Leader, GE Capital; Asitha Rodrigo, Senior Director European Systems, Standard & Poor's

Creating an enterprise-wide data strategy – best practice and shared learnings

To maximise the business value of an organisation's data assets, it is necessary to define a coherent, enterprise-wide data strategy that reflects all the ways information is captured, stored, managed and used. In addition to this, data strategies are now expected to mitigate risk exposure and ensure regulatory compliance.

In this roundtable discussion group, delegates will share data strategies and initiatives utilised within their own organisations and identify best practice needed to ensure successful and sustainable data strategy deployments.

Group moderators: Kevin O'Connor, CIO, MSCI Barra; Haydn Jones, IT Development Manager, HBOS Offshore

Cutting costs, not cutting corners – practical ideas of how to do more with less

Being asked to deliver more for less is a familiar situation for all IT practitioners, and never more so than in the current economic climate. But with decreasing budgets and shrinking teams, is it possible to even maintain the number and quality of current initiatives, let alone expand them? Or maybe you can do things differently and get just as much value, if not more.....

This workshop will help delegates streamline their current activities and, through the combined thinking of everyone in the group, come away with an assortment of creative ideas on how to do more with less.

Group moderators: Margaret Patrick, VP and IT Manager, XL Capital Ltd; Eugene Taylor, Business Continuity Manager, Vocalink

Safeguarding your organisation's IT security against disgruntled employees

Employees are an organisation's greatest asset, but they can also be its greatest vulnerability. With growing numbers being made redundant and a lack of confidence brought on by the financial crisis, it will come as no surprise that security breaches caused by malicious insiders are on the increase. In this group delegates will discuss how IT security professionals can safeguard their networks from internal threats through the combined use of technology, employee education, policies and procedures. Delegates will also have the chance to share best practice learnings or ask advice from other members of the group.

Group moderator: Ed Gibson, Chief Cyber Security Advisor, Microsoft Ltd

Practical lessons in managing the threat of e-crime

Protecting your organisation from the threat of electronic crime is no longer simply a case of installing a firewall and running regular virus checks. The criminals seeking to violate an organisation's security perimeter are becoming ever more professional and competent, meaning that IT security professionals need to be constantly aware of and reacting to the ever-changing threats facing their organisation.

In this group delegates will share their experiences and question others how e-crime prevention can be implemented and how they should respond to high-level e-crime incidents.

Group moderator: Paul Wright, UK Principal Consultant, Forensic and Investigative Response, Verizon Business Security Solutions

Security audits and assessing network vulnerability

Managing a network vulnerability assessment provides a formal framework for finding and eliminating network security threats, ensuring that no vulnerabilities are overlooked. But with many different assessment and testing services available, and with increasing regulation being put into place, how can the CIO/CISO map out the best solution for his or her organisation?

This roundtable group will discuss the steps necessary to successfully manage ongoing network security assessments in order to identify vulnerabilities, minimise risk exposure and ensure full compliance.

Group moderator: Ed Gibson, Chief Cyber Security Advisor, Microsoft Ltd

Secure by design

This discussion group will explore what 'secure by design' means to their organisations. Delegates will look at the standards which can be used for in-house and vendor-sourced solutions as well as discuss the purchasing and development policies that can be put into place. Delegates will also consider what enterprises can do to play their part in changing the vendors' focus of competition away from functionality to the creation of products that are secure by design.

Group moderator: Sarb Sembhi, President, ISACA

PERSONAL AND PROFESSIONAL DEVELOPMENT

As well as discussing key business and technical issues, delegates can focus on their own individual growth through these personal and professional development workshops.

Getting different teams to work together

Delegates will take away a set of principles and a process they can apply immediately for getting teams to work better together. In order to get the most out of this interactive workshop, delegates will be asked to complete a short worksheet before attending the session.

Anna Coen, Director, AC Integration Ltd

How to let others have your way

A fascinating look at the world of influencing and persuading. Basic survival in life requires that we must influence and persuade first ourselves and then others to get things done. In this group delegates will first negotiate with themselves, and then with others, to achieve results.

Graham Smith, Director, Mycroft Group

Risk-taking and decision-making in poker, business and life

Focusing on the science of decision-making, this session discusses how risk works before demonstrating how we use this knowledge at a conscious and subconscious level in order to make every decision we have ever made: from trying something new for lunch to starting a new life working abroad.

Using the metaphor of poker and gambling, this fun session is effectively about WHY anyone makes a decision to DO anything, with the overall aim to give us all a unique and profoundly important tool to help us lead our lives: a tool which Caspar learnt as a professional poker player tasked with embracing risk on a daily basis.

Caspar Berry, Former Professional Poker Player

Tough questions and how to handle them

Does your job place you on the front line? Are you in the hot seat, forced to handle tough questions from difficult questioners? In today's competitive and commercial environment, you need to know what to say, what not to say, and how to say it. Your ability to think, listen and speak on your feet could save your job, your boss's, or your company's reputation.

With preparation you can handle the most difficult questions and interviewers with ease and eloquence. In this workshop, Nici Marx will share some basic strategies to help you think on your feet and avoid putting your foot in your mouth. This workshop will give you the tools to face difficult questions and to answer them with confidence.

Nici Marx, International News Journalist and Presenter, SKY NEWS, BBC WORLD and CNN

Building performance through coaching

Business leaders have often reached their position through a combination of personal excellence & experience and by using a 'pace setting' style to evoke performance from their teams. Such tactics can be very effective in small, close teams but less so in larger, more disparate and, quite often, virtual teams.

Through using a coaching approach to leadership, managers can grow their effectiveness and flexibility as leaders as well as building and sustaining performance from teams across a wide range of backgrounds, styles and approaches.

This practical and interactive hour will give you an insight into how you can develop your coaching style to address challenging leadership issues, and offer practical help in overcoming performance blocks in individuals. Delegates are encouraged to bring a case study to work on.

Diane Newell, Managing Partner, Jericho Partners

Thinking about thinking – creating mental breakthroughs

If you value the benefits that clear, structured, flexible systems bring to your business, why not consider a commonly shared system for thinking? Remember the cliché that our greatest asset is our people? Well, if it is true, why don't we harness their collective brainpower and help people to think in a more solution focused way? Discover how improved thinking leads to improved results. This session promises to challenge and stretch your thinking in a fun and practical way.

Rob Smith, Thinking Engineer, Go MAD Thinking

Push your boundaries

In all aspects of our lives there are things we fear and feel uncomfortable doing because we don't like stepping out of our comfort zone, but understanding how to push yourself beyond your fears and outside the comfortable security of your everyday life is as necessary as it is difficult. In this workshop delegates will explore where their comfort boundaries lie and how to push them in order to embrace new ideas and challenges.

Sue Stockdale, Polar Adventurer and Executive Coach

Beer & cheese - 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 delegates will have a gastronomic tour of the British Isles by matching beer and cheese to bring 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 pleasures of beer and cheese.

Tim O'Rourke, Manager, The Brilliant Beer Company