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**NATIONAL
HOUSING
FEDERATION**

GET SWITCHED ON

ABOUT TECHNOLOGY FOR SOCIAL HOUSING

IT IN 2011 HOUSING CONFERENCE & EXHIBITION

22 – 23 November 2011
Olympia Conference Centre
London

KEY SPEAKERS INCLUDE



Stephen Uden

*Head of Skills and Economic Affairs
Microsoft UK*



Adrian Hancock

*Managing Director
Socitm*



Mark Washer

*Group Finance Director
Affinity Sutton*

This year's IT in Housing conference programme recognises that IT for techies and non-techies is a different ballgame. Corporate services directors and finance people often have to get involved in IT projects while IT people work closely with them implementing new technology. During our research we were asked to create content which spoke to both so that's what we have done. We hope you like it!

IT IN 2011 HOUSING CONFERENCE & EXHIBITION

As a techie, you will:

- ⊗ Get a reality check on cloud computing
- ⊗ Understand fully the risks in mobile computing
- ⊗ Hear about customer care centre strategies
- ⊗ Learn about reducing your costs using shared services
- ⊗ Avoid the pitfalls of data protection.

Non-techies can hear about:

- ⊗ Tackling the impact of the spending cuts using IT
- ⊗ Effective project management of IT projects
- ⊗ IT strategies that make sense to everyone
- ⊗ The pros and cons of outsourcing
- ⊗ Engaging tenants using technology.

Who should attend?

- ⊗ Heads/directors of ICT
- ⊗ Information service managers
- ⊗ IT managers
- ⊗ Information management systems (IMS) managers
- ⊗ Network managers
- ⊗ Helpdesk managers
- ⊗ Support managers
- ⊗ Corporate services directors
- ⊗ Operations directors
- ⊗ Operations managers
- ⊗ Finance directors.

IT in Housing Exhibiton – free to visit

Don't miss the largest, longest-running and most highly regarded IT exhibition in the housing sector. Entry to the exhibition is free to all delegates and visitors who are involved in the provision of housing. If you are not attending the conference as a delegate but would like to visit the exhibition, please register in advance at the exhibition website: www.itinhousingexhibition.co.uk

Kindly note that this exhibition is not open to commercial visitors.

Exhibiting and sponsorship opportunities

Exhibiting offers the perfect opportunity to do business with senior IT decision-makers. It is the ideal platform to collect leads, demonstrate a product or build awareness. If you are serious about doing business in the sector then this event is for you. With stands available from just over £1,000 can you afford not to be there? Sponsorship offers a range of influential yet cost-effective opportunities for organisations wishing to stand out from the crowd. Opportunities available range from headline sponsorship through to sponsorship of the popular conference drinks reception, delegate packs, demo sessions running alongside the conference and the internet café.

To find out more about getting involved as an exhibitor or a sponsor, please visit the exhibition website at www.itinhousingexhibition.co.uk or contact any of Foremarke's team, George Adebambi, Julian Hurst or Rachael Bullock on **020 8877 8899** or housing@foremake.uk.com

TUESDAY 22 NOVEMBER 2011

10:00 Registration, exhibition viewing and refreshments

12:00 Chair's welcome and introduction

12:10 Plenary one: The digital age and the culture for you, your staff and your customers

Don't miss a talk from a renowned digital strategist and creative innovator. Explore what the digital age is, how it impacts on every organisation and the culture you need to create to optimise the benefits.

Speaker:

Stephen Uden, *Head of Skills and Economic Affairs, Microsoft UK*

12:50 Lunch and exhibition viewing

14:00 Breakout sessions one

NT1 IT for non-techies

Using ICT as an innovation enabler in tackling the impact of spending cuts

This session will give non-technical directors an overview of how they can use ICT to make their businesses more efficient and effective in an era of extreme cuts. Mobile technologies, shared services and redesigning processes are just some of the areas the speakers will discuss.

Speakers:

Michael Newey, *Group Chief Executive, Broadland Housing Association*

Steve Percival, *Director of ICT, Bromford Group*

TS1 The techie stuff

A cloud reality check

- Barriers to cloud adoption to be avoided when building your strategy – what not to do
- A modular, tower-based approach to procuring and migrating services
- Can you avoid increased costs, risk and complexity?
- Current and future delivery models.

Speaker:

Nick Umney, *Cloud Platform Specialist, Microsoft UK*

14:45 Breakout sessions two

NT2 IT for non-techies

Effective project management of IT projects by non IT managers

- Don't be bamboozled by your technical specialists
- Balancing the user and IT perspectives
- Business gain versus systems security
- How can IT projects be kept to budget?
- Managing business expectations.

Speakers:

Mark Washer, *Group Finance Director, Affinity Sutton*

Patrick Symington, *Group Finance Director, First Wessex Housing Group*

TS2 The techie stuff

Security of data, networks and mobile solutions

- Understanding the data security risks in the mobile working environment
- Developing an open, multi-layered approach to mobile security
- Delivering secure mobile working practises to drive productivity and business opportunities.

Speakers:

Julian Heywood, *Development Manager, MIS Active Management Systems*

Mark Appleyard, *Managing Director, MIS Systems Engineering*

15:30 Refreshments and exhibition viewing

16:00 Breakout sessions three

NT3 IT for non-techies

How to develop IT strategies that make sense to everyone

This session will explore where you need to start when creating your IT strategy. Does it need to be focused on creating and measuring business value from the business investment in IT? Or should you start with IT and figure out how to deliver business value? Find out how technology should be utilised as part of an organisation's overall corporate strategy.

Speakers:

David Leach, *ICT Director, Finance and Resources Team, Orbit Group*

Ian Lever, *Director of IS Consulting, Sector*

TS3 The techie stuff

Telephony – contact centre strategies for enhanced customer service

- How self service technology can deliver contact centre services
- A grass-roots approach to change for a cultural shift within the workforce
- Using speech automation for cost savings
- Learn how you can innovate through continuously working with your people while embedding new technologies

Speaker:

Ian Ward, *Head of ICT*, Regenda Housing Group

16:45 Breakout sessions four

NT4 IT for non-techies

Software evaluation and assessment tools – making the right decision

- Creating a long list of suppliers
- Focusing requirements on the differentiating criteria
- Selecting the implementation partner or value added reseller
- Holding scripted demos
- Negotiating the contract.

Speaker:

Trish Haill, *Head of ICT Services*
Hackney Homes

TS4 The techie stuff

A disaster recovery scenario session

How effective will your processes, policies and procedures be when they are needed most? You never truly know how prepared you are until the time comes. As an integral part of your business continuity plan, it is paramount that those responsible for disaster recovery are up to date with the latest theories and practices. Are you?

Speakers:

Neil Cornish, *Managing Director*, M7
Representative from IBM

17:30 Networking reception and exhibition viewing

19:30 End of day one

WEDNESDAY 23 NOVEMBER 2011

09:00 Exhibition viewing, registration and refreshments

09:45 Breakout sessions five

NT5 IT for non-techies

Pros and cons of outsourcing using managed services

Managed services have been touted as the model to adopt for technology outsourcing if you have a long term outlook. Widely tipped as the holy grail of technology outsourcing, the managed services model is an attractive proposition both to vendors as well as the outsourcing organisation. This session will look at the upsides and downsides of this much discussed model.

Speakers:

Stephen Javes, *Chief Executive*,
Orwell Housing Association

Colin Sales, *Director*, Montal Group

TS5 The techie stuff

Different models for sharing services

The idea of reducing cost by sharing services between different organisations has always been a good one – in theory at least. This session will present examples of shared ICT services arising from different circumstances. How have these developments worked out in terms of cost and benefits and what are the lessons for others anticipating something similar?

Speaker to be confirmed

10:30 Breakout sessions six

NT6 IT for non-techies

Information and technology governance in housing associations

With the new demands in business today, information governance has never been more complicated. Cloud computing, social computing, open source and remote workforces are all putting new strains on your governance framework. Find out how to provide your organisation with the content and data it needs, meet regulatory and legal requirements, and decrease infrastructure management costs.

Speaker:

Chris Goodrich, *Principal Consultant*,
Socitm Consulting

TS6 The techie stuff

Recent advances in mobile and remote working

In this session, the mobile workforce will be broken down – who these workers are, what technology they use and how they work, asking questions such as what's the skinny on GPS/GIS mapping technology? These insights will help guide you as you develop your technology provisioning plans for your remote working initiatives.

Speaker:

Ben Chapman, *Government Marketing Manager*, Dell EMEA (invited)

11:15 Refreshments and exhibition viewing

11:45 Breakout sessions seven

NT7 IT for non-techies

Social media – friend or foe?

How to make it work for you

Organisation-run social media:

- IT or marketing? Who should be responsible?
- Using it to communicate with your customers
- Data protection and adopting the right policy
- Managing it effectively across the organisation – to block or not to block?

Citizen-run social media – the new force:

- Can you afford to ignore it? Scale and profile
- How it is delivering results in neighbourhoods and impacting public service organisations
- Interacting with local social media to deliver real benefits.

Speakers:

Liam Tarry, *PR Account Manager*, Plain Speaking PR

Hugh Flouch, *Founder*, Networked Neighbourhoods

TS7 The techie stuff

A user's perspective: cloud computing

This session will examine maximising potential efficiencies emerging through cloud computing and a maturing SaaS model. It will also look at Home Group's progress and challenges in planning the architecture with global partners.

Speaker:

Keith Woolley, *Director of Technology Services*, Home Group Ltd

12:30 Lunch and exhibition viewing

13:30 Breakout sessions eight

NT8 IT for non-techies

The cloud for dummies

- Discover the three main areas of the cloud
- Key attributes of cloud computing
- Understanding the real costs of the services provided
- The difference between public and private cloud.

Speakers:

Nigel Duke, *Managing Director*, Morgan Hill

Andy Tait, *Director of Public Services Strategy*, VMware

TS8 The techie stuff

The pitfalls of data protection

This session will help you understand the reality of emerging data-protection laws and how you can protect your organisation's data. It will discuss recent cases where breaches of security happened and how housing providers can deal with data retention and the deletion of unnecessary data.

Speakers:

Dawn Monaghan, *Group Manager for Public Services*, Information Commissioner's Office

Mike Bradford, *Founder and Director*, Regulatory Strategies

14:15 Final plenary: Building a networked nation

- Removing cost as a barrier
- How to engage all ages and income levels
- Using partnerships to help you get your tenants online
- Finding ways to unlock technology.

Speaker:

Leigh Smyth, *Managing Director*, Race Online 2012

15:00 Close of conference and exhibition



Use your Smartphone QR Reader to get further conference highlights and access the online booking form.

Conference fees and booking information

How to book your place

You can now reserve more than one delegate place online. Please visit our website www.housing.org.uk/events to experience our new improved booking service.

Online: our online booking service now available at www.housing.org.uk. Instantly secure your place(s) by paying with a credit or debit card online. You can now reserve places for multiple delegates!

email: you can scan your completed booking form and email it to events@housing.org.uk

Mail: please complete and return the conference booking form along with your full payment to: Business Sales and Support, National Housing Federation, 25 Procter Street, London, WC1V 6NY.

Fax: send the booking form to **020 7067 1015**.

Telephone: secure your place over the telephone by paying with a credit or debit card. Please contact the Federation's Business Sales and Support team on **020 7067 1066**.

You may download extra copies of the booking form from our website at www.housing.org.uk/events

Places are subject to availability and early booking is advised. Please ensure that the names of individual delegates are included as you would like them to appear on the delegate list and their name badge. You should also indicate each delegate's breakout session preferences.

Please note that any delegates whose bookings are received after **Tuesday 8 November 2011** may not appear on the final delegate list.

Fees

The full conference fee includes attendance at all sessions, refreshments and the buffet lunch on both **Tuesday 22** and **Wednesday 23 November 2011**. Please note that accommodation is NOT included in your conference package.

Federation member organisations	£159
Associate member organisations	£185
Non-member organisations	£200

Day attendance

Registration as a day delegate entitles one named person to attend all conference sessions on any one day (Tuesday 22 November or Wednesday 23 November) at the following rates:

Federation member organisations	£99
Associate member organisations	£115
Non-member organisations	£125

Venue and travel information

Joining papers are available on the Federation's website www.housing.org.uk. Please click on the events tab.

Breakout session choices

Breakout sessions will be strategically focused. Places at these sessions will be allocated on a first-come, first-served basis, therefore it is important that you indicate your choice when completing your booking form.

Payment

Please complete the conference booking form and send with a cheque or BACS payment to the National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, or fax to the Business Sales and Support Team on **020 7067 1015** with your credit card details. All BACS orders should be accompanied by the transfer remittance note, quoting **IT1111**. Alternatively you can book online with a debit or credit card for a quick and easy way to confirm your place(s).

ALL BOOKINGS MUST BE MADE WITH FULL PAYMENT.

Cancellation

ALL CANCELLATIONS MUST BE MADE IN WRITING. Once a conference booking has been made, there will be an administrative charge of £55 per delegate for cancellation of that booking. The full fee is payable for any cancellations received after **Tuesday 8 November 2011**.

Inserts in conference packs

If you would like to include a publicity leaflet about your organisation in our delegate packs, please contact the Business Sales and Support Team on **020 7067 1066**. The cost will be £285 plus VAT.

Enquiries and contacts

If you have any conference booking queries, please contact a member of the Federation's Business Sales and Support Team:

tel: **020 7067 1066**

fax: **020 7067 1015**

email: events@housing.org.uk

Disclaimer

This programme is correct at the time of going to press. In the event of one or more of the advertised speakers being unable to attend, for reasons beyond the control of the conference organisers, we reserve the right to make alterations or substitutions to the programme as deemed fit. All timings are provisional and may be subject to change. Views expressed by speakers are their own. The National Housing Federation disclaims any liability for advice given or views expressed by any speaker at the event or in notes or documentation provided for the delegates.

***Please ensure you retain a copy of this information.**

Booking form

IT in Housing Conference and Exhibition 2011 22 – 23 November 2011

Olympia Conference Centre, Hammersmith Road, London, W14 8UX

Booking instructions

We have now improved our online booking process and you can easily reserve places for multiple delegates online at www.housing.org.uk/events

Alternatively complete this form and return with full payment. Please read the conference and booking information before making your booking(s). For multiple delegates, please photocopy this booking form and complete one form per delegate in BLOCK CAPITALS.

Delegate name

Job title

Delegate mobile phone no.

Organisation

Address

Delegate email

(You must supply your email address so you can receive your joining papers)

Tel

Fax

Contact email (if different)

Contact name (if different)

Where did you hear about the conference?

- Direct mail
- email
- Web
- Telephone
- Inside Housing
- Employer
- Other (please specify)

My dietary requirements (e.g. vegetarian / vegan / other) are

My other requirements (e.g. wheelchair access) are

SESSION CHOICES

(Delegates can only attend **ONE** session at any time). Sessions are subject to availability at the time of booking. Please tick your session choices below:

TUESDAY 22 NOVEMBER

- | | | |
|---------------|---------------------------|---------------------------|
| 14:00 – 14:45 | <input type="radio"/> NT1 | <input type="radio"/> TS1 |
| 14:45 – 15:30 | <input type="radio"/> NT2 | <input type="radio"/> TS2 |
| 16:00 – 16:45 | <input type="radio"/> NT3 | <input type="radio"/> TS3 |
| 16:45 – 17:30 | <input type="radio"/> NT4 | <input type="radio"/> TS4 |

WEDNESDAY 23 NOVEMBER

- | | | |
|---------------|---------------------------|---------------------------|
| 09:45 – 10:30 | <input type="radio"/> NT5 | <input type="radio"/> TS5 |
| 10:30 – 11:15 | <input type="radio"/> NT6 | <input type="radio"/> TS6 |
| 11:45 – 12:30 | <input type="radio"/> NT7 | <input type="radio"/> TS7 |
| 13:30 – 14:15 | <input type="radio"/> NT8 | <input type="radio"/> TS8 |

I understand that payment must be made at the time of booking

Total payment £

I enclose a cheque payable to the National Housing Federation

I have paid by BACS and attach the remittance advice (Please quote **IT1111** on all BACS transmissions)

National Housing Federation bank account details are:
LloydsTSB, Kings Cross Branch, 344 Grays Inn Road, London, WC1X 8BX Federation Sort Code: 30-94-73
Account No. 00113238

If you would like to pay by credit or debit card, you can either book online at www.housing.org.uk/events or fill out your details below. Alternatively, bookings may be taken over the telephone on **020 7067 1066**.

Please debit my debit/credit card: Visa / Mastercard / Maestro / Solo / Electron (We do not accept Diners Card or AMEX)

Card number

Start date/..... Expiry date/.....

Issue no (debit cards only) 3 digit security code

Name on card

Card holder's signature

Date

If you are paying by credit or debit card, why not book online at www.housing.org.uk/events

DATA PROTECTION
The National Housing Federation gathers personal data in accordance with the Data Protection Act 1998. This information may be forwarded to third parties to be used for marketing purposes or for mailing information about goods and services that may be of interest.
Please tick the box if you do not wish to receive information about future products and services provided by the National Housing Federation.
Please tick the box if you do not wish to have your details passed to third party organisations.

ALL CANCELLATIONS MUST BE MADE IN WRITING
Cancellations will be charged a £55 administration fee. The full fee is payable for any cancellations received after **Tuesday 8 November 2011**.
Please return to: Business Sales and Support Team, National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, tel **020 7067 1066**, fax **020 7067 1015**. Please note that any delegates whose bookings are received after **Tuesday 8 November** may not appear on the final delegate list.

The National Housing Federation represents 1,200 independent, not-for-profit housing associations in England and is the voice of affordable housing.

**NATIONAL
HOUSING
FEDERATION**

Our members provide over two and a half million affordable homes for five and a half million people.

We have been providing high quality conferences to the social housing sector for over 30 years.

Forthcoming events

2011

12 – 14 September, Annual Conference and Social Housing Exhibition, ICC, Birmingham

2012

21 – 22 March, Housing Finance Conference and Exhibition, University of Warwick, Coventry

For further information, please visit our website www.housing.org.uk/events

Alternatively, email marketing@housing.org.uk for a conference brochure.