

IT DIRECTORS | STRATEGY MEETING 2007



26th & 27th November 2007

The Radisson SAS Portman Hotel, London, UK

Now in its 5th successful year, IBDG's IT Directors Business Development Programme provides you with:

- Direct contact with 100 CIOs and IT Directors
- Participants all from UK's largest 750 companies
- Details of each company's strategic and operational priorities

"Very good quality of delegate. One of the best events I've been to"
Docucorp

"Excellent quality of delegates and meetings"
Infosys

Attended exclusively by:
CIOs, IT Directors and a select group of sponsoring Solution Providers

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Successful New Business Development...

Over 100 Solution Providers across a range of consultancy, services and products have increased their sales revenue as a direct result of IT Directors introduced to them by IBDG.

88% of IBDG's Solution Provider clients have either participated in 2 or more business development programmes already or said they will participate again within the next 12 months.

Exclusively CIOs and IT Directors

Before confirmation, each IT decision maker is screened to ensure:

- Head of the Organisation's IT Decision Making
- Active projects in pipeline
- Active solution sourcing
- Relevance to sponsoring suppliers

We have a strict policy of not admitting non-qualifying IT professionals and / or substitutes to the programme.

UK's Largest 750 Commercial Companies

We provide you with a defined target audience to ensure a relevant group of prospects:

- Qualifying IT Directors are only confirmed from the UK's largest 750 companies
- You can focus your participation to target specific industry sectors

"A Good productive day with very good introductions."

Ricoh

"Rewarding - many good contacts made. This will lead to significant business in medium term"

T-mobile

"The quality of delegate have made this on extremely worthwhile opportunity to influence key directors."

Websense

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Carefully Selected Participating Decision Makers

Following is a partial list of Heads of IT who are working with IBDG to help shape the senior level agenda for the Strategy Meeting:

IT Director
Barclaycard

IT Director
BAE Systems

Global IS Operations Director
BP

IT Director
Cargill

IT Director
DHL Logistics

IT Director
EDF Energy

Group IT Director
FirstGroup

IT Director
Holmes Place Health Clubs

IT Director
Inpharmatica

IT Director
J Sainsburys

CTO
Lloyds TSB

Group IS Director
**M & G Investment
Management**

IT Director
Provident Insurance

Director of Strategy,
Architecture & Design
Royal Bank of Scotland Group

CTO
SABMiller

IT Director
Scottish Power

Director of Group Technology
and Architecture
Tescos

Group IT Director
The Boots Company

IT Director
Virgin Retail

CIO
Zurich Financial Services

IBDG organised the IT Directors Strategy Meeting in conjunction with a select group of IT Directors from the UK's Top 250 companies.



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Details of IT Directors Priorities & Upcoming Projects...

In addition to the IT Director only delegation, you are also provided with the following information prior to the business development day:

- Buyers product / service responsibility
- Buyers annual budget (where provided)
- Buyers current priorities, objectives and challenges
- Buyers level of interest in meeting with your organisation
- Company turnover and staff numbers
- Company activity
- Buyers contact details (post event)

Prospect Identification and Qualification...

The business development programme provides an effective prospect identification and qualification tool ensuring that your meetings, introductions and presentations on the day are productive and rewarding:

- **1st Stage:** Exclusively Head of IT level participation
- **2nd Stage:** Exclusively top 750 UK Companies
- **3rd Stage:** You select IT Directors you want to meet based on intelligence provided
- **4th Stage:** We confirm IT Directors' relevance and level of interest in meeting you
- **5th Stage:** List of qualified IT Director prospects sent to you prior to event giving you time to research and prepare for meetings and introductions

Business Development Programme Format...

Having identified who the strong prospects are, prior to the Strategy Meeting, we pre-arrange a targeted business development itinerary for you to follow on the day. An IBDG account manager will support you to ensure that every prospect is met through a combination of:

- Pre-scheduled one-on-one business meetings
- Facilitated introductions to identified prospects
- Participation in special interest group discussions
- Presentations to select groups of IT Directors
- Strategic seating at mealtimes

"Very good, useful meetings, good leads and valuable conversations."

Siemens

"Good well targeted meetings/one to ones."

Hal Knowledge Solutions

"Good experience, good quality meetings, delegates positive and open."

Modcomp



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Carefully Selected Participating Decision Makers

Following is a partial listing of Companies who have attended IBDG's Director Level Strategy Meetings over the last 12 months:

3	Camelot Group	Holiday Extras	Pets At Home
ABB	Capespan International	Home Group	Polypipe Group
Abbey	Capital One	HSBC	RBS Insurance
ABF Ingredients	Carey Group	IFF	Prudential
ABP	Carphone Warehouse	Infineum	Resource Partners Group
Addleshaw Goddard	CB Richard Ellis	Ingersoll - Rand	Ringway
Alliance & Leicester	Cedo	Inmarsat	Rio Tinto
Allied Bakeries	Chevron	International Power	Royal Liver Assurance
Anglia Regional Co-op	Cleanaway	International Rectifier	Royal Mail
Archant	Connaught	Intertek Group	SABMiller
AS Watson	Coors Brewers	Irwin Mitchell	Sara Lee Courtaulds
Astrazeneca UK	Corporate Express	John Lewis Partnership	Severn Trent Water
Aviva	Cummins	Kingspan Group	Shell Exploration & Production
Avon Cosmetics	De La Rue	Lafarge Cement UK	Signet Trading
Avon Rubber	Deans Foods	Laing O'Rourke	Simply Health
BAA	DHL	Le Meridien Hotels & Resorts	Skandia Group
Babcock International	DSG International	Littlewoods	Sondex
Bacardi Martini	EC Harris	LloydsTSB	St James Place
BAE Systems	EDF Energy	M&G Investments	Standard Life
Baillie Gifford & Co	Edrington Group	Magnet	Sun Chemical
Barclaycard	EMI Music	Markel International	Thames Water
Barclays Bank	Energis	Marks & Spencer	Thistle Hotels
Barclays Capital	Eversheds	Mercer HR Consulting	Ticketmaster UK
Barclays Global Investors	Exel	Merrill Lynch	TRW Koblenz
BBC	First Great Western	Morgan Sindall	Unichem
Beazley Group	Folgate Partnership	Mothercare	Unipart
Berkeley Group	Foster Wheeler Energy	MTV	Unilever
Berwin Leighton Paisner	GE Caledonian	National Grid Transco	Virgin Mobile
Blue Sqaure	Geest	Nationwide Building Society	Vodafone
Bovis Lend Lease	Groupama Insurances	Norgine	Volkswagen Group
BPB	GSH Group	Northern Rock	Watson Wyatt
British Airways	GSK	Novartis Pharmaceuticals	West LB
British Petroleum	Halcrow Group	Nuffield Hospitals	Willis
BT	Hamleys of London	Orange	World Duty Free
Burger King	HBoS	Parsons Brinckerhoff	York International
Calor Gas	Hilton International	PepsiCo UK	

Exposure to this select group of IT Directors provides you with a consultative way to develop relationships, engage with the right people, and move your business forward.

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Based on your objectives, IBDG will compile a suitable business development programme from the following options:

1. Guaranteed Decision Maker Prospects

Our targeted business development format, qualification process and client management guarantees exclusive, decision-maker attendance

2. Your Company Representation

Depending on your requirements, 2 to 4 of your representatives will attend the meeting, giving you coverage of the entire Strategy Meeting

3. Exclusive 'Lead Sponsor' Presentation

Address the entire delegation at a key point in the programme

4. Sponsored Client 'Case Study' Presentation

Introduce one of your Key Clients to make a case study presentation to attending decision makers

5. Sponsored Roundtable Discussion Group With Senior Purchasers

Powerful opportunity to facilitate a focused strategic discussion group, engaging prospects in two-way dialogue, gaining valuable sales intelligence and providing strong sales opportunities

6. Sponsorship of Dinner

Effectively raise the profile of your organisation, upcoming/recent M&A, product launch or change of strategy

7. Pre-Scheduled One-to-One Meetings With Qualified Prospects

IBDG provides you with a pre-arranged one-on-one meeting itinerary with qualified buyers, selected through a targeted prospect identification and qualification process

8. Promotional Stand

Space for a promotional stand with power points to provide an additional promotional channel

9. Strategic Seating at Dinner

Seating plans are organised to place you next to decision makers from targeted prospect companies

10. Drinks Reception, Breakfast, Lunch and Refreshment Breaks

Throughout the programme, IBDG's team will complement your networking by facilitating continuous introductions to prospects from your target list

11. Profile Raising, Branding and Awareness Generation

- High profile exposure at the Strategy Meeting
- Multiple brand exposure to the participating decision makers
- Company name and logo listed on all event correspondence to delegates
- Prominent brand awareness onsite
- Profile and full contact details in the delegates' onsite agenda
- Company logo on all Strategy Meeting signage

12. Welcome Introduction & Closing Thank You

Sponsors are given recognition, by IBDG's Managing Director, during welcome presentation and closing remarks

13. Client Database

Full listing of attendees, with contact details, forwarded within 48 hours of the meeting to facilitate post meeting follow up

Call 01908 238001 to discuss your business development objectives with one of IBDG's account managers. We will provide you with a business development programme tailored to meet your objectives.

At this early stage I can smell some business from today's initiations.
Rocela

Well organised & structured, helpful in creating some interesting leads.
SAS

Cracking event! Well run - the best event spend of the year.
IT Through Work

Productive day - great format - well organised
Global 360