

# IT IN 2009 HOUSING CONFERENCE & EXHIBITION

## IT - maximising investment

17 - 18 November 2009

Olympia Conference Centre, London

Early bird  
**discount**  
Book on or before  
28 September 2009 to  
**SAVE UP TO**  
**£75**

## The essential IT event in social housing

Don't miss the following leading IT thinkers:



**Tony Travers**

*Director of the Greater  
London Group, London School  
of Economics*



**Graham Whitehead**

*Former Futurology  
Expert, BT, Director and  
Managing Consultant,  
Bowzer Productions*



**Catalina McGregor**

*UK Government Deputy  
Champion, Green ICT Delivery  
Unit, Cabinet Office*

Look inside for the full programme!

# IT in Housing Conference and Exhibition

## IT – maximising investment

This conference continues to be a fantastic investment for IT teams within the social housing sector. The programme is tailored specifically for those who are facing pressure to deliver efficient IT systems within tight budget constraints. It also caters directly for those who want to keep up-to-date and network with key sector peers.

Attend this year's excellent event and find out how your IT department can make crucial savings in a time of recession using the latest solutions. There will be more hot topics and expert speakers than you can shake a USB stick at!

## Who should attend this conference

### Strategic stream

- IT managers
- Heads of ICT
- Information management systems (IMS) managers
- IT directors
- Corporate services and financial directors
- Information service managers.

### Technical stream

- Network managers
- Helpdesk managers
- Support managers.

**If you are interested in keeping up-to-date on all the important IT issues in social housing, then this is the event for you.**

## 4 reasons to attend in 2009

### 1 Keep connected:

Your once a year opportunity to hear from all the movers and shakers, get great advice and leave with bags of ideas on how to tighten up your organisation's IT strategy.

### 2 A mix of conference sessions suitable for everyone:

#### Strategic

The strategic sessions are aimed at anyone interested in finding out about the big issues facing us. These include the green agenda, cloud computing, performance management and collaborating software.

#### Technical

These sessions are about the essential nuts and bolts of IT, giving you practical solutions to enable you to take your organisation to where it needs to be. They are aimed at those involved in the day-to-day technical support of an organisation and will cover hot topics such as system integration, implementing VMware and the fundamentals of data protection.

### 3 Past delegates thought it was great

**97% of delegates** from last year would recommend the conference to their colleagues. Here's what they had to say:

- Always something relevant and useful on offer. A worthwhile and unique focus on IT in housing in the UK
- A good mix of sessions, exhibitions and great networking opportunities
- A great chance to meet colleagues in similar organisations in a non-competitive situation and share problems. The informal nature makes it ideal

### 4 Network, network, network

There is plenty of time to meet your peers, exchange ideas and make useful contacts with key suppliers. Head to the exhibition for the networking lunch and scheduled refreshments. **And don't miss the beer and bistro night.**

Tuesday 17 November 2009

**10:00 Exhibition opens: registration, exhibition viewing and refreshments served in the exhibition hall**

**12:00 Chair's welcome**

**12:15 Plenary one: maximising IT investment in challenging times**

- Reacting to the recession for tenants, staff, businesses and stakeholders
- Drawing on real business cases that demonstrate how to save time and money
- Driving process improvements and efficiency.

**Speaker:**

**Tony Travers**, *Director of the Greater London Group, London School of Economics*

**13:00 Lunch and exhibition viewing**

**14:30 Breakout sessions one**

## Strategic 1

**Weighing up the benefits of collaborating software and SMS services**

- Hear the pros and cons of collaboration
- Guidance on putting together an agreement and the legal implications
- Working with suppliers and local authorities and how to find a potential partner.

## Strategic 2

**Green ICT – have you got your strategy in place? Build one in this session.**

- How ICT can play a vital role in the delivery of your CSR programme/strategy
- Achieving substantial and sustainable efficiencies
- Building your own Green ICT Roadmap
- Green ICT Procurement and what to ask for
- Find out what the Government is doing, delivering and asking for
- Re-use strategies and optimisation before recycling redundant equipment.

**Speaker:**

**Catalina McGregor**, *UK Government Deputy Champion, Green ICT Delivery Unit, Cabinet Office*

## Technical 1

**The nuts and bolts of system integration**

- Hear how the Kier Group integrated its building maintenance IT system
- How integration can deliver improved efficiencies and cost reductions
- A case study from Data Dialogs on the Kier Group and interfacing with Orchard.

**Speakers:**

**David Waldron**, *Non-Executive Director, Data Dialogs*

**Senior representative from the Kier Group**

**15:30 Exhibition viewing and refreshments**

**16:00 Plenary two: IS (Information Systems) standards for housing systems**

- Driving up performance in housing software
- Meeting the required procurement standards by implementing the right suppliers
- Lessons learned from financial data transfer standards and the potential benefits to your tenants
- The possibility of setting a national standard for the exchange of housing benefit data.

**Speaker:**

**Speaker from the financial services sector**

**Chair:**

**John Paul**, *Group Director of Business Change, Circle Anglia*

**16:45 Plenary three: how to engage and influence decision-makers - the golden rule**

- Find out how IT departments can influence the organisation's top level decision-makers
- Get tips on how to navigate stormy corporate politics
- How to gain greater impact and influence at the top levels of your organisation.

Be enlightened by Emmanuel Aharoni who received 100% positive delegate feedback at our recent Finance Conference.

**Speaker:**

**Emmanuel Aharoni**, *Managing Director, Emmanuel Aharoni Ltd*

**17:30 Beer and bistro night in the exhibition**

**Jane Peyton**, *Official Tutor* from the Institute of Brewing and Distillery will take you on a discovery of drinks from around Britain, accompanied by food. A great chance to network with peers and exhibitors.

**19:30 End of day one**

Wednesday 18 November 2009

09:00 Registration, exhibition viewing and refreshments

09:45 Breakout sessions two

## Strategic 3

### Is the sun poking through cloud computing, or is it the start of a storm?

- Understanding the risks and security issues
- Incorporating infrastructure, platform and software as a service
- How to implement a Service Oriented Architecture governance strategy
- Most importantly, find out what the return on investment is on cloud computing.

**Speaker:**

**Glen Lewis**, *Director for Housing Systems, Civica*

## Strategic 4

### Upping your department's game with performance management

- Find out what the key performance indicators are and how to use them
- How to get IT managers to buy into benchmarking
- Unpicking Service Level Agreements and benchmarking
- Using surveys to measure and improve performance.

**Speaker:**

**Dr Andy Hopkirk**, *Head of Projects and Programmes, The National Computer Centre*

**Chair:**

**John Wallace**, *Director, WW Associates*

## Technical 2

### 10 things I would do differently when implementing VMware

- The process of implementing VMware – a user's experience
- The implications of licensing and support
- Software deployment issues that could affect you
- The future of VMware and cloud computing operating systems.

**Speakers:**

**Charles Barratt**, *Senior Solutions Architect, Dataplex Systems*

**A representative from VMware and an end user**

10:45 Exhibition viewing and refreshments

11:15 Breakout sessions three

## Strategic 5

### The role of IS (Information Systems) in leading change

- A vision of how technology can deliver change
- Learn how IS professionals position themselves in their organisations
- Is business process design a specialist role or part of every manager's job?
- Managing change without stifling innovation.

**Speaker:**

**A representative from Gartner**

## Strategic 6

### Using intelligent mobile technology to improve your organisation's repair service

- The practicalities of using mobile technology to improve customer service
- How to get the workforce to buy into mobile technology
- Identifying and avoiding the pitfalls of mobile technology.

**Speaker:**

**Robert Manion**, *Head of Property Services, Willow Park (invited)*

## Technical 3

### The fundamentals of data protection and IT security

- Emerging threats, hacking and educating users
- Keeping personal data secure through digital signatures and electronic identification
- The issues of monitoring internet usage
- Freedom of information legislation and how it may soon apply to housing associations.

**Speaker:**

**David Hall**, *Senior Associate*, Anthony Collins Solicitors LLP

**12:15 Lunch served in the exhibition hall and exhibition viewing**

**13:15 Plenary four: how to improve public services through innovative technology**

- Tools and methods used to improve a public service
- Valuable lessons on how to improve your supply arrangements
- Technology that can help you deliver efficiently.

**Speaker:**

**Dean James**, *Chief Operating Officer*, Department for Work and Pensions

**14:00 Plenary five: let's build a new system - what will we need in 20 years time?**

- Realistic implications of future technologies
- Back to the future – what we have and can re-use
- The need to innovate as a nation and what you should be looking out for.

**Speaker:**

**Graham Whitehead**, *Former Futurology Expert, BT, Director and Managing Consultant*, Bowzer Productions

**14:45 Conference close**

**15:00 Exhibition closes**

Don't miss the largest and most highly regarded housing technology exhibition in the UK. The exhibition, which forms the networking hub of the event, has grown considerably over recent years and offers delegates and visitors a superb opportunity to explore the latest innovations from many of the leading ICT suppliers to the sector.

Confirmed exhibitors to date include: Aareon UK Ltd, Advanced Work Management, Capita, Central Networks and Technologies Ltd, Civica Connect Ltd, Corvu plc, Destiny plc, Documotive Ltd, ESRI (UK), IBS OPENSsystems, in4systems Ltd, Keycom, Keylogic, M3 Housing Ltd, MIS Active Management Systems, National Housing Federation, Network Resource Group, ntl: Telewest Business, Odyssey Interactive Ltd, Phoenix Software Ltd, PIMSS Data Systems, Rocket Software, See My Data, Shelton Development Services, Sorce Intranet, Vodafone Unified Communications Group.

Entry to the exhibition is free of charge to all delegates and to 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 by contacting Foremarke Exhibitions on **020 8877 8899** or email [registration@foremarke.uk.com](mailto:registration@foremarke.uk.com)

Please note that the exhibition is not open to commercial visitors.

## Exhibiting and sponsorship opportunities

Exhibiting and sponsoring at this event offers the perfect opportunity to connect with senior ICT decision-makers in the housing sector.

'This was Keylogic's sixth year exhibiting at IT in Housing Exhibition, this event always provides us with an excellent platform to spread the word'  
**Tony Anderson**, Keylogic

'An exhibition where strong interest and high delegate numbers are a certainty'  
**Owen Holland**, in4systems

'Foremarke are a professional organisation that take a lot of the stress out of exhibiting. A good quality and professionally run exhibition that puts us in touch with our target audience'  
**Phil Shelton**, Shelton Development Services

To find out more about getting involved as an exhibitor or a sponsor, please contact Foremarke Exhibitions on **020 8877 8899** or [housing@foremake.uk.com](mailto:housing@foremake.uk.com)



# Conference fees and booking information

## How to book your place

**Online:** our online booking service is now available at [www.housing.org.uk](http://www.housing.org.uk). Instantly secure your place by paying with a credit or debit card online. Online bookings made must be made by the individual delegate, rather than on their behalf.

**email:** you can scan your completed booking form and email it to [events@housing.org.uk](mailto: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](http://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 3 November** may not appear on the final delegate list.

## Venue and travel information

Joining papers are available on the Federation's website [www.housing.org.uk/events](http://www.housing.org.uk/events)

## Breakout session choices

Breakout sessions will be strategically focused. There will be opportunities for questions at the end of speakers' presentations. 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.

## Fees

The full conference fee includes attendance at all sessions, refreshments and the buffet lunch on both Tuesday 17 and Wednesday 18 November 2009. Please note that accommodation is NOT included in your conference package.

|                                 | Early booking fee on or before Monday 28 September 2009 | Standard from Tuesday 29 September 2009 |
|---------------------------------|---|---|
| Federation member organisations | <b>£545*</b><br><b>SAVE £50</b>                         | <b>£595</b>                             |
| Associate member organisations  | <b>£625*</b><br><b>SAVE £70</b>                         | <b>£695</b>                             |
| Non-member organisations        | <b>£680*</b><br><b>SAVE £75</b>                         | <b>£755</b>                             |

\*EARLY BOOKING PRICE INCLUDES SAVING QUOTED

## Day attendance

Registration as a day delegate entitles one named person to attend all conference sessions on any one day (Tuesday 17 November or Wednesday 18 November) at the following rates:

|                                 | Standard    |
|---------------------------------|-------------|
| Federation member organisations | <b>£425</b> |
| Associate member organisations  | <b>£490</b> |
| Non-member organisations        | <b>£530</b> |

## 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 **IT1109**. Alternatively you can book online with a debit or credit card for a quick and easy way to confirm your place.

**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 3 November 2009**.

## 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 £275 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](mailto: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.

# Booking form

## IT in Housing Conference and Exhibition 2009 17 – 18 November 2009

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

### Booking instructions

**Book online** at [www.housing.org.uk](http://www.housing.org.uk) or complete this form and return with full payment; all places are subject to availability. Please read the conference and booking information before completing ALL sections of this form. Online bookings must be made by the individual delegate, rather than on their behalf.

**For multiple delegates**, please photocopy this booking form and complete one form per delegate in BLOCK CAPITALS.

**Delegate name** .....

**Job title** .....

**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  
 Federation Customer Relations Manager
- 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 17 NOVEMBER**, 14:30 – 15:30

- Strategic 1       Strategic 2       Technical 1

**WEDNESDAY 18 NOVEMBER**, 09:45 – 10:45

- Strategic 3       Strategic 4       Technical 2

**WEDNESDAY 18 NOVEMBER**, 11:15 – 12:15

- Strategic 5       Strategic 6       Technical 3

**If attending on a day rate, please state which day you will be attending**

.....

- 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 **IT1109** 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](http://www.housing.org.uk) 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** .....

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 3 November 2009**.  
Please return to: Business Sales and Support Team, National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, tel **020 067 1066**, fax **020 7067 1015**. Please note that any delegates whose bookings are received after Tuesday 3 November may not appear on the final delegate list.

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.

Sourcecode: IT1109WEB

## About us

The National Housing Federation represents 1,200 independent, not-for-profit housing associations in England and is the voice of affordable housing. Our members provide over two million homes for five million people.

*'The opportunity to meet fellow IT professionals, have access to a range of suppliers, as well as listening to informed speakers - a unique event on the area of social housing'*

**NATIONAL  
HOUSING  
FEDERATION**

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London  
WC1V 6NY

Tel: 020 7067 1066  
Fax: 020 7067 1015  
email: [events@housing.org.uk](mailto:events@housing.org.uk)

### Federation subscribers

The important work of our member housing associations requires a variety of external assistance across the board, from IT support of housing association staff through to suppliers for new housing developments.

The Federation subscriber scheme is designed to encourage relationship building between subscribers and our membership. Becoming a subscriber demonstrates a commitment to supporting the amazing work housing associations consistently produce.

For a full list of our Federation subscribers and to find out what services, products and expertise they can offer your business, please see our website [www.housing.org.uk/subscribers](http://www.housing.org.uk/subscribers) or email **Emma Hodges**, Business Development Coordinator, [emmah@housing.org.uk](mailto:emmah@housing.org.uk)

**NATIONAL  
HOUSING  
FEDERATION**  
subscriber

### Forthcoming events

#### **23 – 25 September 2009**

Annual Conference and Social Housing Exhibition, ICC, Birmingham

#### **24 – 26 March 2010**

Housing Finance Conference and Exhibition, University of Warwick, Coventry

For further information, please visit our website [www.housing.org.uk/events](http://www.housing.org.uk/events)

Alternatively, please contact the Federation's Business Sales and Support Team on **020 7067 1066** or email [events@housing.org.uk](mailto:events@housing.org.uk)

[www.housing.org.uk](http://www.housing.org.uk)

[www.iNbiz.org](http://www.iNbiz.org)



business for neighbourhoods