



ISPA's 6th Annual Conference: 'Delivering the Digital Economy'



**Wednesday, December 1st 2010,
9:15am**

A one-day conference debating the commercial and regulatory issues of today and tomorrow
Location: Bird & Bird, 15 Fetter Lane, London EC4A 1JP

What are the Key Issues?

- Cloud Technologies
- Digital Economy Act
- Broadband
- Safety

Who needs to attend?

- Directors
- Policy advisors
- Regulatory and technical specialists
- Senior management

What are the costs?

- Fee for ISPA members £95 plus VAT
- Early bird fee £85 plus VAT
- Fee for non-members £195 plus VAT
- Early bird fee £175 plus VAT

Delegate fee frozen for two years
Book before 31st October to receive early bird discount

2009 Conference in Numbers

80 delegates from across Industry and Government

90% of delegates felt that the Conference represented a valuable use of their time

88% of the panel sessions were rated 'very good' or 'good' by delegates

Previous ISPA Conferences in Quotes:

"Excellent event. Look forward to attending the next planned meeting."

"The topics covered were very relevant to my professional interests."

To register or for any queries please contact
ISPA on 020 7340 8740 or admin@ispa.org.uk

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MORNING AGENDA

0915 **Registration and Coffee**

0940 **Introduction by Nicholas Lansman - ISPA Secretary General**

0945 **Keynote Address: Chi Onwurah, Shadow Minister for Business, Innovation and Skills**

1005 Q&A Chair: Nicholas Lansman – ISPA Secretary General

First Session

1015 **The Initial Obligations Code and beyond**

- Will the Code achieve its aims?
- Are satisfactory alternative models of content distribution available and are they working?
- Will the outcome of the judicial review make a difference?

Chair: Mark Gracey – THUS and ISPA Council

Panellists: Daniel Klein – Detica, Graham Smith – Bird & Bird, Andrew Heaney – TalkTalk, Geoff Taylor - BPI

1115 **Coffee and Networking**

1130 **Providing Cloud based Services**

- What are the commercial advantages in offering cloud products?
- What about the liability, security and bandwidth issues?
- Is Cloud and virtualisation the future?

Chair: Matthew Hare – Technology Entrepreneur and ISPA Council

Panellists: Will Page – PRS for Music, Martin Saunders – Claranet, Lance Spencer – Opal, Kris Meulemans – EMC/Mozy

1230 **Speech: Jeremy Dear – General Secretary of the National Union of Journalists**

1250 **NETWORKING LUNCH**

AFTERNOON AGENDA

1410 **Speech: Simon McCalla – Director of IT, Nominet**

1430 **Speech: Simon Towler – Head of Broadband Policy and Programmes, BIS (confirmed)**

Third session

1450 **Delivering future content**

- What are the costs and practicalities of providing future content?
- How can providers most effectively monetise this?
- Is UK broadband ambitious enough?

Chair: Trefor Davies – Timico and ISPA Council

Panellists: David Lewis – Rutland Telecom, Annette Murphy – Geo, Tony Henderson – Microsoft, Simon Milner – BT

1600 **Drinks reception with selected members of the media**

1800 **Close**

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