

PIC 2007

The Perfect Information Conference

“Staying Relevant in a Constantly Evolving Environment - What’s next for the Information Professional?”

1st, 2nd & 3rd May 2007

MacDonald Bath Spa Hotel, Bath



Presentations to feature this year include:

CASE STUDY ABN AMRO: The Changing Service - Staying Competitive Through Continuous Improvement

Jacqueline Beattie, Head of Business Information Services, ABN AMRO

Know Your Value, Value What You Know
Mick Cope, Managing Director, WizOz

Narrative in Learning Systems
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd

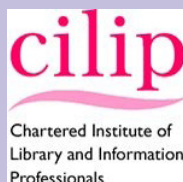
Emerging Markets - Russia & the CIS
Economist Intelligence Unit

Growing Social Media Projects from the Ground Up

Lee Bryant, Director, Headshift & Ruth Ward, Head of Knowledge Systems & Development, Allen & Overy

Internal Networking - The Route to Successfully Promoting You & Your Team
Jackie Marfleet, Head of Reference &

Conference sponsored by:



In Partnership with:



“Staying Relevant in a Constantly Evolving Environment - What’s next for the Information Professional?”

Tuesday 1st May Pre Conference (optional)

14.30 Check in at MacDonald Bath Spa Hotel

19.00 Welcome Drinks at the **Roman Baths** kindly hosted by 

- Champagne Reception in the historic, torchlit Roman Baths with exclusive access to the roman ruins & thermal spas by nightfall

20.30 Dinner at MacDonald Bath Spa Hotel kindly hosted by 

Wednesday 2nd May Main Presentations

08.30 Breakfast, Refreshments & Registration

09.15 **Welcome Address** - Greg Simidian, Managing Director, Perfect Information

09.20 **Chairperson’s Opening Remarks** - Chair TBC

09.30 **CASE STUDY ABN AMRO: The Changing Service - Staying Competitive Through Continuous Improvement**
Jacqueline Beattie, Head of Business Information Services, ABN AMRO

This presentation will give an insight into the Information Service at ABN AMRO, looking at why change is needed and how the service is adapting and evolving under the steerage of Jacqueline Beattie. How has Jacqueline used her past industry experience in her role at ABN AMRO? What developments are currently being implemented and what does the future hold? This case study will look at the following factors:

- Drivers
- People
- Processes
- Technology
- The Future

10.20 Break for Refreshments

10.35 **PANEL DISCUSSION: Meeting the challenge of equipping Information Centres with the right mix of people, skill sets and attributes**

Panel to include: Alun Davies, Head of Knowledge Management, Lovells
Dr. Hazel Hall, Senior Lecturer, Napier University
Sue Hill, Managing Director, Sue Hill Recruitment
Mark Jewell, Head of Business Information, Lehman Brothers

- Are academic institutions equipping their students with the right skill sets? Are courses evolving to react to changes within industry? Is an Information related qualification still important for employers?
- From a new graduate’s perspective, is a career in information still an attractive one? If not, what’s changed to cause this?
- For the employer, do you put a higher value on skills or personalities? Do you know exactly what you are looking for when you recruit? What impact does this have on the recruitment consultant?
- What career progression can information offer? In what other fields are the skill sets applicable?

11.35 Breakout Sessions 1

13.15 Lunch kindly sponsored by 

14.15 **The Process of Business Origination & Development in Professional Services Firms**
Paul Matthews, Consultant, The PACE Partnership

The business information world exists to serve the requirements of its internal clients - bankers, partners and other fee-earners, to name but a few. But what drives their demand for your services? This presentation will de-mystify the front-line of your business to offer you an insight into the current processes and practices in new and repeat business generation. Questions which will be answered, include:

- How is new business developed and retained successfully?
- What are the key stages and sequences in the sales process?
- How is business development both currently planned and monitored?
- How do you build trust with clients and become a trusted adviser?
- How do you gain a competitive advantage?

15.05 Break for Refreshments



15.15 Growing Social Media Projects from the Ground Up

Lee Bryant, Director, Headshift & Ruth Ward, Head of Knowledge Systems & Development, Allen & Overy

Social media projects are moving from the pilot or 'stealth' stage into full production and rollout in many large organisations. This talk will share the experience of Allen & Overy, an innovator in the legal KM field, in growing a participatory project from the ground up, with all the challenges and opportunities that entails. We shall also consider the issues faced by any large organisation as these projects move from pilot stage to become part of the organisational mainstream. Themes covered will include:

- The importance of real-world scenarios and strategic alignment
- How to incorporate new tools and innovation whilst maintaining a consistent user experience
- Moving from pilot to infrastructure - some challenges and how to address them

16.05 Breakout Sessions 2

17.45 Closing Remarks for Day One

19.15 Pre-Dinner Drinks & Gala Dinner

Thursday 3rd May Main Presentations

08.30 Breakfast & Refreshments

09.30 Chair Welcome - Jackie Marfleet, Head of Reference & Research, British Library

09.40 Emerging Markets: Russia & the CIS

By a speaker from the Economist Intelligence Unit

A forward-looking assessment of Russia's business environment. Key issues to be covered:

- Russia's business environment (the EIU's business environment rankings model): strengths and weaknesses, compared with other leading emerging markets, especially other 'BRICs' (China India, Brazil) - is Russia's investment climate worsening?
- Why is Russia, nevertheless, experiencing a strong pick-up in foreign direct investment inflows?
- How much should businesses worry about negative political trends?
- The macroeconomic and foreign investment outlook for 2007-2011 - can Russia escape the Dutch disease and move towards a more innovation-driven economy?

10.30 Break for Refreshments

10.45 Know Your Value, Value What You Know

Mick Cope, Managing Director, WizOz

Do you know what talent you have and how valuable it is? Do you know how to manage this value and how you can add to it? Your value is not about your salary, that's your cost. Your value is about your skills, your knowledge, your abilities, your experience. What are these talents and how do you use them to your advantage? If you've never thought about yourself in this way before, now is the time to start. As we move into an age of 'information wealth', you need to manage your personal capital - take what you know and make it pay.

Consider:

- What is your talent and how do you use it?
- What value does the organisation place on it?
- What tacit talent do you have and how can it be exploited?

11.35 Breakout Sessions 3

13.20 Lunch kindly hosted by



14.20 Breakout Sessions 4

15.55 Narrative in Learning Systems

Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd

Dave Snowden is one of the pioneers in narrative work. He has developed narrative methods and software to deal with issues from anti-terrorism to measuring learning outcomes in children. Drawing on a range of case studies, and learning from the cognitive sciences he will address the following:

- The differences between story telling and the scientific use of narrative
- Disclosing meaning through stories: the use of archetypes in learning
- Using narrative to create context for eLearning, and also to radically reduce time to complete in self directed systems
- Combining learning systems with living knowledge systems
- Shifting from taxonomy, to serendipity in knowledge discovery
- Measuring learning impact, avoiding the deficiencies of outcome based learning

16.45 Closing Remarks & End of Conference



Breakout Sessions Wednesday 2nd May

Breakout Session 1

Next Steps in Social Software - Towards "Enterprise 2.0" (Afternoon only)
Lee Bryant, Director, Headshift & Ruth Ward, Head of Knowledge Systems & Development, Allen & Overy

This session will build on last year's discussion of blogs, wikis and social tagging to look at how these social tools are coming together inside organisations as a new class of enterprise infrastructure - so-called "Enterprise 2.0". It will look at some examples of how this is being used, survey emerging trends and consider how this fits into a wider context of the changing role of IT and IS inside large organisations and networks. The session will be very discursive and participative, with plenty of room for challenging ideas.

Breakout Session 2

Continually Improving an Information Service (Morning only)
Jacqueline Beattie, Head of Business Information Services, ABN AMRO

A service can never stand still, there's always something that can be improved - so what can be done at a practical level? This session will provide a knowledge sharing forum discussing ways and means of improving a business information service and the drivers behind these changes. By taking some of the components of Jacqueline's presentation and using individual experiences, participants will be able to explore questions such as: Why is change necessary? How do we change our skill sets? How can we manage our workloads? How can technology help us?

Breakout Session 3

The Practice of Facilitation
James Traeger, Senior Consultant, Roffey Park

Group working is an essential part of the success of information projects, pooling the knowledge and ideas of different people and looking to achieve buy-in to decisions. Drawing on Roffey Park's popular and successful programmes, Practical Facilitation Skills and The Art of Facilitation, this session will introduce participants to some of the techniques of effective facilitation. Learn how we help facilitators with greater or lesser experience become a positive force - enabling ownership and consensus - so that the group quickly becomes more harmonious and productive. Experience facilitative interventions for group problem solving, decision-making and group dynamics

Breakout Session 4

Reducing Your Carbon Footprint in the Workplace
Simon Miller, Consultant, Best Foot Forward

With climate change emerging as the issue of the 21st Century there is an urgent need for businesses and individuals to tackle their direct and indirect carbon dioxide (CO2) emissions - their so-called 'carbon footprint'. This is already having far-reaching implications for facilities management, procurement policies, waste handling, employee engagement programmes and supply chain management. But how can companies and their workforce easily measure, track and manage their carbon footprint? What action can be taken and strategies developed? Can you create bottom line savings? What business opportunities exist? This session will address all these themes, allowing participants make sense of carbon footprint management and also explore the possible solutions and future opportunities in a low carbon world.

Breakout Session 5

Understanding the Drivers Behind a Vendor Salesman
Dermot Corrigan, Consultant

Taking on the evergreen theme of maximising your information spend, this session aims to provide real-world guidance and practical tips on how to extract as much value as possible from your information £.

- What are the economics that drive price in information businesses and how could a better understanding of these fundamentals provide negotiating advantage?
- How a bit of time and effort spent on "know-your-supplier" could prove invaluable
- How does your supplier view you - and more importantly, what you can do to work this in your favour?
- Exploding some myths - don't be seduced by received wisdom on how sales and salespeople operate
- What are the essential tactics behind a successful negotiation and how can they be turned to your advantage

Breakout Session 6

Project Management Skills
Bronia Szczygiel, Partner, Impact Factory

There are any number of good project management processes out there but, as always, a process is only as good as the people running it. This creative session will look at Project Management from a communications point of view, allowing you to develop techniques to get the best out of the people involved and the process you choose.

- Starting Out - outlining the project stages & setting objectives
- Establishing Outcomes - generating ideas to achieve these
- Planning - who, what, why?
- Getting the message out - 30 second influencer & shouting upwards
- Communication - the good, the bad and the ugly...



Breakout Sessions Thursday 3rd May

Breakout Session 1

How should Universities prepare Information Graduates for the Working World? Hazel Hall, Senior Lecturer, Napier University

An opportunity for delegates to discuss the issues surrounding university courses and how these institutions should be equipping graduates for information work. Themes to be addressed include:

- Existing course provision – what are universities doing right and where could improvements be made?
- What is the value of these existing courses?
- What are the future areas of employment growth for information professionals and how should universities adapt their courses to reflect this?

Breakout Session 2

Successful Communication with Business Neuro-Linguistic Programming (NLP) Katie Hogg, Director, Resolution Coaching & Training

Learning to use your mind, your emotions and your body, NLP provides a set of insights and skills enabling you to run your own life more successfully and to communicate with other people with extraordinary effectiveness. This high energy, fun and interactive session will explain the methodology of NLP along with practical exercises allowing you to experiment and practice with the newly learned techniques. Themes to be covered include:

- What is NLP? The 4 pillars of NLP - behavioural flexibility, sensory acuity, rapport & outcome orientation
- Non-verbal communication – techniques for building business relationships
- Practical applications of NLP

Breakout Session 3

What is your Personal Value? Mick Cope, Managing Director, WizOz

The Talent Tool helps people start to make sense of their personal value and how it can best be presented to the market. It draws upon a wealth of rich academic sources to offer a simple but powerful tool that can map anyone's personal and professional talent. It considers:

- The difference between explicit and tacit knowledge
- How thoughts, feelings and behaviours impact the talent model
- How these can be combined to provide a dynamic mapping tool

Breakout Session 4

Practical Implications of the Employment Equality (Age) Regulations 2006 Frank Morten, Partner, Employment Group, Beachcroft LLP

The Employment Equality (Age) Regulations that came into force on the 1st October 2006 have been heralded as the most significant change to employment laws and HR policy for 30 years. These laws have an impact which goes far beyond purely outlawing ageist assumptions, affecting individuals throughout their employment cycle and at all stages of their lives. Every aspect of the employment relationship will be implicated, including recruitment, pay, benefits, promotion, training, redundancy and retirement.

In this session Beachcroft LLP, a legal expert in this field, will explain the scope of these laws and highlight the key issues and practical problems that employees and employers will face. It will also look at key areas of risk for employers and how risk can be minimised through robust and well documented procedures.

Breakout Session 5

Developing Leadership Christopher Smith, Consultant, Bath Consultancy Group

This highly interactive session will explore the nature of leadership, linking some general principles to your own role within your organisation. We will challenge some existing views and assumptions about leadership and use some simple tools and processes to enable you to explore some of your own strengths and challenges. This session is for all levels, whether you are an experienced manager or a new trainee. Questions to be addressed include: Is leadership about providing answers or refining the question? Does it reside in individual competence or in the pattern of relationship? How do others see your leadership style? What might you do to increase your leadership impact?

We will consider some emerging themes such as:

- The focus on leadership rather than leader development
- Leadership in increasingly complex and dynamic organisational and environmental contexts
- The growing focus on leadership across boundaries, between organisations and sectors

Breakout Session 6

Internal Networking - The Route to Successfully Promoting You & Your Team Jackie Marfleet, Head of Reference & Research, British Library

- Networking within your organisation - where do you start? What forms of internal networks are there & how can they be used?
- What do you want to achieve through networking and how do you create your own network?
- Influencing upwards - who do you need to influence and how do you do it?
- How do you identify your key stakeholders and sponsors and what messages do you need to get across to them?
- Creating partnerships with other business units in your organisation. Who do you need to partner with and how do you breakdown any perceived cross-departmental barriers
- What coaching techniques do you need to employ with your team?
- What is the strategy of your company and how do you position your department to ensure that it delivers on organisational goals?



1st (optional), 2nd & 3rd May 2007, Macdonald Bath Spa Hotel

Who should attend PIC 2007?

This conference targets all professional skill sets within Global Investment Banking, Fund Management, Legal, Consultancy and Accountancy institutions. Public Sector will also benefit from this conference.

Who attended in 2006?

ABN AMRO * AIG * Alacra * Allen & Overy * Apax Partners * Baker Mckenzie * Bank of England * British Library * Bureau Van Dijk * Charles Russell * Clifford Chance * Commerzbank * CSFB * Deutsche Bank * English Nature * EuroInfoPool * Experian * Factiva * Financial Times * Freshfields * Global Insight * Grant Thornton * Henley School of Management * Herbert Smith HSBC * ICC * Intelligent Resources * JP Morgan * Lazards * Lehman Brothers * Lesley Robinson Consulting * Lexis Nexis * Linklaters * Lovells * Mercer Oliver Wyman * Merrill Lynch * Morgan Stanley * NM Rothschild & Sons * Norton Rose * One Source * Polygon * PWC * Rabobank * Richards Butler * Robson Rhodes * Runtime Collective * The Partnership Consultant * Thomson Financial * Threadneedle * UBS * Warburg Pincus * Watson Wyatt

Why should you attend PIC 2007?

- Increase professional development & enhance your industry understanding
- Share knowledge & experiences with your peers
- Learn something new, refreshing & relevant
- Develop skills to better your department's efficiency & effectiveness
- Chance to network & socialise with industry colleagues, old and new, and with your suppliers
- Enjoy practical & interactive sessions with industry experts
- Develop ability to identify changes & tackle current challenges

Further Information

Should you require any further information about this event, please contact Juliet Trew on **+44 (0) 207 892 4221** or email juliett@perfectinfo.com. Alternatively visit our website www.perfectinfo.com/learningevents.htm

The details in this brochure are correct at the time of going to print. While every effort is made to avoid changes, the organisers reserve the right to do so. For the most up-to-date agenda please visit our website.

How do I register?

- Simply complete the enclosed registration form and return with payment to Juliet Trew, Events Manager, Perfect Information, Michael House, 35 Chiswell Street, London, EC1Y 4SE
- Book **ONLINE** at www.perfectinfo.com/learningevents.htm
- Fax your completed form to **+44 (0) 207 892 4201**
- Call Juliet Trew on **+44 (0) 207 892 4221** to book over the phone

Travel & Accommodation

MacDonald Bath Spa Hotel
Sydney Road, Bath, BA2 6JF

Tel: +44 (0) 870 400 8222

Web: www.macdonaldhotels.co.uk/bathspa

Train: Bath Spa Station 1 mile away

1h30 via train from London Paddington to Bath Spa

Airports: Bristol Airport 15 miles

Car: 90 miles from London, 15 miles from Bristol.

The hotel is situated on the South East side of Bath centre, above and behind Sydney Gardens. For driving directions please visit the hotel website.

Sponsorship Opportunities

Why not increase your exposure at this event by becoming a conference sponsor? This is a perfect way to maximise your company profile at the event, enhance brand awareness, build business relationships and generate new leads.

There are many different sponsorship opportunities on offer and bespoke packages can also be designed to suit your specific business needs. For further details please contact Juliet Trew, Events Manager on **+44 (0) 207 892 4221**