

PIC 2010

The Perfect Information Conference



Proactively Taking Information to the Next Level

*11th – 13th May, 2010
Luton Hoo Hotel, Bedfordshire*



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About PI Conferences

PI Conferences, Perfect Information's events division, was established in 2004 in response to client feedback suggesting that the marketplace was lacking a high quality conferencing team that listened to market requirements and delivered inspiring, new and refreshing products. PI Conferences is now formed of two divisions, the PIC (PI Conference) and PICD (PI Continuous Development). 2010 will see our seventh annual PIC.

About the PIC

The PIC targets senior information and market data professionals, department heads and key decision makers from both the UK and abroad. Delegates are attracted from across the industry; including banking, legal, accountancy, education, consultancy, professional services, hedge funds, insurance and private equity.

The PIC is a unique conference, offering delegates an unrivalled hands-on, practical learning experience. We aim to provide delegates with current, in-depth knowledge and skills, which they can use within any business environment. The PIC has proven to be a successful and popular industry event with high re-attendance rates whilst simultaneously continuing to attract delegates from new companies and sectors.

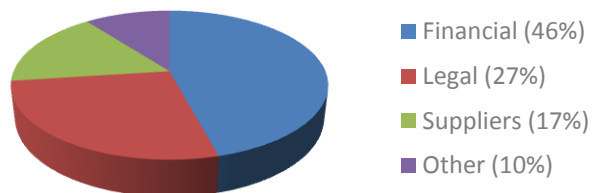
2009 Client Delegates

Allen & Overy	Deutsche Bank	ICAEW	Norton Rose
Apax Partners	Ernst & Young LLP	ING Bank	Oliver Wyman
Bank of England	Field Fisher Waterhouse	JP Morgan	Pinsent Masons
Barlow Lyde and Gilbert	FIL Investments Int	JP Morgan Cazenove	Sidley Austin
BDO Stoy Hayward	Freshfields Bruckhaus	KPMG	Simmons & Simmons
BNP Paribas	Deringer	Linklaters	Sullivan & Cromwell
BPP College	Grant Thornton	Morgan Stanley	UBS
Clifford Chance	Hawkpoint Partners	Nabarro	Zolfo Cooper
Deloitte	Herbert Smith	NM Rothschild	

2009 Vendor Delegates

7Side	Intelligent Resources
Bureau van Dijk	Mergermarket
CILIP	Prenax
Dun & Bradstreet	SLA
FactSet	Sue Hill Recruitment
ICC	tfpl

2009 Delegate Industry Breakdown



Delegate Quotes about PIC 2009

"Conference is exceedingly well organised but at the same time feels relaxed. Best networking opportunities available."

"Very well organised, good range of relevant sessions and impressive networking opportunities."

"It was an uplifting experience. An opportunity to step away from the operational day-to-day function with very informed, professional people in an atmosphere of warmth and supportiveness. I walked away with lots of ideas and actions."

"Overall a fantastic event. It contained variety in its topics but also managed to flow well."

"An excellent event – I would give the programme, the venue, the organisers, the panellists and the delegates 10/10!"

PIC 2010 PROGRAMME OF EVENTS

TUESDAY 11TH MAY, 2010

15.00 onwards	Arrival, check-in & PIC registration <i>Luton Hoo Hotel, Bedfordshire</i>
18.30	Official opening of the PI Conference 2010
19.00	Welcome drinks reception
20.00	Welcome dinner

WEDNESDAY 12TH MAY, 2010

07.30 onwards	Breakfast, refreshments and registration
09.00	Welcome address <i>Greg Simidian – CEO, Perfect Information</i>
09.10	Chair opens PIC 2010 Business Session
09.20	Communication Boot Camp <i>Ed Pugh</i> <i>Having served as a Captain in the Royal Regiment of Fusiliers, Ed is now working as the Sales and Marketing Manager for Hiscox. Ed will take delegates on a journey through the communication techniques required to build successful working relationships with soldiers and officers alike on operations in Iraq. Simultaneously, Ed will draw parallels between his experience of communicating in HM Forces and also in “civilian corporate” life.</i>
10.20	Refreshment break
10.35	Breakout session 1
12.05	Looking Ahead at the Future of the Information Profession and Professional Institute <i>CILIP</i>
13.05	Lunch
14.15	Breakout session 2
15.45	Refreshment break
16.00	The Economic Climate
17.00	Day one closing remarks
19.00	Gala Champagne Reception
20.30	Gala Dinner

PIC 2010 PROGRAMME OF EVENTS

THURSDAY 13TH MAY, 2010

07.30 onwards	Breakfast and refreshments
09.00	Welcome
09.10	Enterprise 2.0: the use of social tools within the corporate environment <i>Stephen Perry – Independent Knowledge and Information Management Advisor</i> <ul style="list-style-type: none">- What Enterprise 2.0 is really about- How organisations are gaining real business benefit from Enterprise 2.0- Why it is important to embrace Enterprise 2.0- Future trends and developments
10.10	Breakout session 3
11.40	Breakout session 4
13.10	Awards Lunch
14.30	Panel Discussion: The Future of News <i>Panellists: Mat Pflieger – Director of Sales and Marketing, The Copyright Licensing Agency</i> <i>Andrew Hughes – Commercial Director, Newspaper Licensing Agency</i> <i>Dan Marshall – Commercial Director, LexisNexis</i> <i>Alison Parker – Director of Content Syndication, Financial Times</i> <ul style="list-style-type: none">- The use of news by businesses- The movement away from free content- Copyright and licensing- Best practice policies and process
16.00	Official closing of the PIC 2010

Breakout Sessions

Wednesday 12th May, 2010

A1 Breaking Down Internal Barriers: *small deliverables can have greater impact*

Peter Maughan – Research Product Manager, Deloitte LLP

- Building your personal profile
- Developing internal relationships
- Who are the right people to contact and why
- How to build the appropriate relationships
- Managing expectations
- Maintaining your profile and getting the appropriate recognition

A2 Equity Capital Markets: *recent market developments*

Sebastian Monk - Head of Product Strategy, PI

Roland Peters – Capital Markets Manager, PI

- Overview of advanced ECM transactions: what they are, how do they function and what does it mean for your ECM team and the markets?
- De-mystifying bells and whistles: know your 'Green Shoes' from your 'Grey Markets' and your 'Depository Interests' from your 'Global Depository Receipts'
- Advice on how an Information Professional can assist their ECM team
- Recent market developments: Firm Placings and Combination Offers

A3 Outsourcing – New Trends

Mark Jewell – Vice President, Integreon

- Outsourcing onshore
- Outsourcing research departments
- Outsourcing and sharing libraries

A4 Wiki in FIL Equity Research: *a pragmatic solution to an Information Management problem* *A Case Study*

Jane Heenan – Director, Knowledge and Content Manager, FIL Investments International

Katie Roberts – Research Analyst (Investment Solutions Group), FIL Investments International

- The Problem: Finding key internal information and communicating best practice guidelines to the research team
- The Constraints: The requirement of a zero cost and non-disruptive solution
- Why Wiki?
- How FIL built and deployed the Confluence Enterprise Wiki
- What worked, what didn't, what compromises were made
- Going global and moving forwards

A5 Information Managers or Change Managers

Alastair Campbell – Founder, changemanagementtraining.co.uk

- How the modern workplace is transforming the way organisations manage change and innovation
- Knowledge and knowledge managers as essential catalysts for change
- The way organisations and individuals really change
- The corporate and personal opportunity for knowledge management professionals
- Developing professional change management skills

Breakout Sessions

Thursday 13th May, 2010

B1 Finance for Non-Financiers

Claire Baty – Group Financial Controller, Centaur Media Plc

- Financial terminology and jargon explained
- Understanding financial reports (profit and loss statements, balance sheets, cash flow)
- The financial planning and analysis process (budgets, forecasts, variances)
- Ongoing cost control

B2 Maximising Personal Impact

Suzanne Wheatley – Recruitment Manager, Sue Hill Recruitment

- Key points for speaking (and listening) effectively with emphasis on the work environment
- The politics of when to speak
- The mechanics of speaking (voice projection, adjusting for the audience etc)
- Delegates will then share their successes and concerns to create a lively shared learning environment

B3 Measuring Departmental Success in a Commercial Environment

Emma King – Research & Information Manager, PricewaterhouseCoopers LLP

- How to ensure your department mirrors the commercial world of your users – adding value to their work in a way they understand
- Measuring this value – even if the offering is largely an intangible service
- Demonstrating this value to key stakeholders – who, in the commercial environment, are rarely Information Professionals
- Influencing stakeholders – playing a greater role in the future of your department

B4 Library Management Systems

Nick Dimant – Managing Director, PTFS Europe

Jonathan Field – Technical Director, PTFS Europe

- What are the current challenges facing special libraries?
- Is open source software an answer?
- Implementing and supporting an open source solution
- The role of the open source support company

B5 Contract Negotiation

Iain Simpson – Head of Commercial Insights & Digital Marketing, BDO

- How to build relationships and capitalise on them
- Knowing what you actually want from your vendors
- Understanding the vendor's driving force
- Recognising which type of negotiator you are

B6 Transferable Skills

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