Cloud Computing
CONFERENCE 2011

CHANGING TO THE CLOUD

15 NOVEMBER 2011
MONTIL AFFLIGEM (BRUSSELS)

Conference Prospectus

TMAB Business Events

AGORIA no future without technology

ict@onsultecom

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1. INTRODUCTION

CLOUD COMPUTING CONFERENCE: 'CHANGING TO THE CLOUD'

With such rapid development in the IT sector over the last 12 months, Cloud Computing is no longer a buzz term but a reality. With the opportunity for huge financial savings and on-demand Software-as-a-Service, migrating IT services to the clouds is an opportunity that's hard to ignore.

The Cloud Computing conference is the destination conference in 2011 to learn everything about cloud computing and related services. Designed expressly **for those engaged in purchasing**, **managing or developing cloud-based solutions**, the conference will answer all the tough questions about security, risk, integration and more.

Building on the success of previous years, the Cloud Computing conference is back in Brussels for the **fourth year in succession** and will be "**the gathering place**" for the entire **cloud computing marketplace**. This is the only event where you'll find companies embracing and using cloud computing, as well as the ISVs helping these companies lead the charge by providing applications and services. The entire spectrum of the cloud computing marketplace will be present. A unique event where education and networks converge. This year, we expect to see **over 150 professionals**.

- **Increase brand awareness** with 150 IT professionals
- Generate focused, **quality leads**
- **Announce** new technologies, products and service

YOU BRING THE EXPERTISE

WE BRING THE AUDIENCE

The conference sustained its **attendance growth of previous years** and seeks to continue its **growth** momentum and **diversity** through a **strong program development** by industry and academic experts.

Our proven and exclusive high-performance sponsorship packages will enable you to forge valuable relationships with 100% qualified delegates and effectively impact your best enterprise IT sales prospects in three ways: **on-site, in-print**, and **on-line**.

WHY SHOULD YOU BECOME A SPONSOR AT THE CLOUD COMPUTING CONFERENCE?

Cloud Computing conference is the only event to bring together the entire cloud computing ecosystem, creating the most efficient and effective platform to drive growth and innovation.

Participate to position your organization as a cloud market leader:

- **Demonstrate** thought leadership and **promote** the benefits of making the shift to cloud computing
- **Generate leads** with active buyers of cloud computing technologies
- **Develop business relationships** with partners in the cloud computing market

Sponsor the Cloud Computing conference for maximum visibility, including pre-event, onsite and post-event marketing and direct involvement shaping the conference programme.

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2. TOPICS

The successful programme was drawn up with feedback from end-users and professionals. These themes are now the basis from which other topics will be explored.

- *How can I **negotiate** the best contract terms for cloud-based services?*
- *How can I verify how **secure** my providers are?*
- *What are the best **techniques** for integrating applications?*
- *What are the evolving **standards**?*
- *What about **TCO and ROI** in the long term?*
- *How can I help my IT organization **adapt** to a future in the cloud?*
- *How can my business **benefit**, the value proposition, and the impact on the IT function.*
- *How to **manage and control** applications and resources in the cloud environment*
- ***Key risks** in cloud computing and interoperability of cloud systems.*

3. STRUCTURE OF THE CONFERENCE

4. PROGRAMME

10.00 a.m. – 10.40 a.m.	Registration, welcome coffee in the exhibition area
10.40 a.m. – 10.50 a.m.	Opening by the chairman of the conference
10.50 a.m. – 11.30 a.m.	Keynote speaker
11.30 a.m. – 12.00 p.m.	Keynote speaker
12.00 p.m. – 12.30 p.m.	Keynote speaker
12.30 p.m. – 13.30 p.m.	Lunch in the exhibition area
13.30 p.m. – 14.00 p.m.	Presentation
14.00 p.m. – 14.30 p.m.	Presentation
14.30 p.m. – 15.00 p.m.	Coffee break in the exhibition area
15.00 p.m. – 15.30 p.m.	Presentation
15.30 p.m. – 16.00 p.m.	Presentation
16.00 p.m. – 16.15 p.m.	Closing by the chairman of the conference
16.15 p.m. – 17.30 p.m.	Networking closing cocktail in the exhibition area

5. TARGET AUDIENCE FOR THE CONFERENCE

Senior Technologists including CIOs, CTOs, VPs of technology, IT directors and managers, network and storage managers, network engineers, enterprise architects, communications and networking specialists, directors of infrastructure Business Executives including CEOs, CMOs, CIOs, presidents, VPs, directors, business development; product and purchasing managers..

6. EXHIBITION AREA

In the catering area, an exhibition area will be provided for the conference. Consequently, partners are encouraged to bring along equipment offering delegates an unprecedented opportunity to view new products and to networking.

7. MEDIA

The Cloud Computing conference will be communicated extensively.

Sponsor visibility is generated via direct e-mailings towards a very high-quality and exclusive database of + 60,000 ICT interested targets.

The communication plan will consist moreover of on-line advertising. E-mails will be sent announcing the conference, and applicably the sponsors.

In order to offer maximum visibility for the partners, there are only a limited number of partnership packages available.

9. CONTACT

TMAB Business Events

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