

8th annual convergence summit



information pack

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convergence summit 2011

Cloud Services: Making Business More Agile

On 17th November Britannic Technologies' Annual Convergence Summit will come to Silverstone, home of British motorsport. Now in its 8th year, this event has established a reputation for bringing together world class experts and business leaders from across the UK.

Britannic's Annual Convergence Summit is renowned within the ICT industry for bringing together world-leading presenters from across the major players in the market to share their vision and future direction with our audience. There is a comprehensive technology exhibition providing a great opportunity to see the latest technologies first hand and have direct access to the technical experts. The event also presents a great opportunity for networking with industry peers with an anticipated audience of 400.

Britannic's summits are the annual pinnacle of a national events programme which includes 5 trade exhibitions and 10 seminars a year. The summits have grown in attendance and popularity since launch in 2004.



Previous attendance

Twickenham Stadium 2010	350
Ascot Racecourse 2009	300
Mercedes-Benz World 2008	240
IMAX 2007	200
Emirates Football Stadium 2006	160
Williams F1 Conference Centre 2005	120
BT Tower 2004	50

As of September 1st 2011 there are 400 attendee registrations.

Information

Presentations from industry experts will be supported by a technology exhibition which gives delegates the opportunity to review the technology first hand and to discuss their specific requirements in more detail.

The Britannic Convergence Summit provided a great opportunity to hear from a broad range of leaders from the communication industry and provided me with great networking opportunities. I would definitely attend again.

Networking

Throughout the day, particularly over lunch and at the closing drinks reception delegates will have the chance to network with peers, colleagues and industry specialists.

Tour of Silverstone

Book an exclusive behind-the-scenes tour of the circuit, including the pits, control room, medical suite and the world famous winners' podium.

Driving experience and pit tour

All Convergence Summit registrations will be entered into a weekly prize draw to win a Rally Thrill. The prize includes a behind-the-scenes tour of Silverstone, pit stop challenge and a Rally Thrill on the Silverstone off-road rally stage. Silverstone uses Group N spec Ford Fiesta STs, state of the art rally cars that are currently used in championship rallies around the world. The amazing sound, the kick-back acceleration and crazy handbrake turns are all part of what makes this one of the most thrilling activities that Silverstone has to offer.



Delegate demographics

Industry		Job role	
Accounting	2%	CXO	5%
Architecture	3%	Director	30%
Charity	2%	IT Director	9%
Consultancy	4%	Manager	30%
Courier	2%	ICT Manager	7%
Education	3%	Consultant	3%
Engineering	3%	Analyst	6%
Finance & Insurance	5%	Other	10%
Government	11%		
Healthcare	5%	Size of organisation	
Hospitality & Leisure	8%	<50 users	6%
Housing	12%	51 - 250 users	45%
IT & Computing	5%	251 - 500 users	19%
Legal	6%	501 - 1000 users	15%
Manufacturing	13%	1001 - 2500 users	6%
Media	6%	2501 - 5000 users	5%
Recruitment	2%	5001 + users	4%
Retail	2%	Total employees represented	1.3m
Other	6%		
		Telephone system	
Public / private sector		Avaya / Nortel	48%
Private Sector	70%	Mitel	26%
Public Sector	30%	Siemens	5%
		Cisco	9%
		Alcatel	4%
		Ericsson	2%
		Other	6%

“The Britannic Convergence Summit is one of, if not the best, event run by a Systems Integrator in the UK.”



Presenters

- Nigel Moulton, Product and Solutions Director, Avaya
- Nigel Pink, Vice President & General Manager UK & Ireland, Ipanema Technologies
- Tim Couper, Technical Director, Britannic Technologies
- Jonathan Sharp, Sales & Marketing Director, Britannic Technologies
- Christian Szpilfogel, VP Strategic Business at Mitel Networks, Mitel
- Paul Beacham, Head of Wholesale Ethernet, BT Wholesale
- Glynn Jones, VP EMEA Advanced Technology Group, Polycom
- Martin Charlton, Regional Manager, Cisco

A selection of exhibitors

- | | |
|------------------------|-------------------|
| Avaya | Kelder |
| Britannic Technologies | Keysource |
| Cisco | Mitel |
| ComputerTel | Mitel Affiliates |
| Gamma Telecom | Nimans |
| HP | Nouveau Solutions |
| iomart Hosting | Oak |
| Ipanema Technologies | Red Box Recorders |
| Intercept IT | THUS |

“The first time I attended a Britannic Summit I realized that a huge amount of thought and effort had gone into the event. The second event, the year after was even better. A fantastic number of delegates and a great range of topics covered during the event. I hope they invite me next year.”

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Agenda

Registration & Exhibition	08:30
Introduction	09:15
Presentations	09:20
Coffee & Exhibition	11:20
Presentations	11:45
Lunch	13:30
Exhibition	14:30
Tour and driving prizes	15:00
Drinks reception	16:30
Close	18:00

“This event was excellent. There was a full cross section of presentations and demonstrations covering all aspects of convergence and unified communications. It dramatically elevated our understanding of the solution options available to us.”



“The Convergence Summit provided an excellent showcase of the opportunities and challenges facing organisations. Britannic's knowledge and ability to navigate, for their customers, through the coming changes was evident, including their clear vision of Virtualisation and 'the Cloud' clearly aligns with industry developments.”

Online

The Convergence Summit takes centre stage on Britannic Technologies' website, www.btl.net.co.uk. Delegates can register directly from a link on the home page.

After the event, videos from the day, including full recordings of all presentations, will be available on our educational TV site, www.britannictech.tv



Register your place today!

Call the hotline:

01483 242 569

Register online:

www.btl.net.co.uk/summit2011