

## CMA Forum Meeting – ‘Maximise your telecoms budget to help fight the recession’

Thursday 9 July 2009

BCS – 1<sup>st</sup> Floor, The Davidson Building, 5 Southampton Street, London WC2E 7HA

The current economic climate has placed continued financial pressure on organisations and trying to deliver telecoms services as per strategic plans remains challenging. IT/telecoms budget holders must remain fully aware of the trends in the market, up to date with the latest technologies and positioned to take advantage of all possible services and solutions that can help to maximise budgets and/or reduce costs.

Join us, at our Central London venue, to discover how you can take some good news back to your management team for the benefit of your organisation.

13:00hrs	<b>Registration, lunch and networking</b>	
13.45hrs	<b>Opening address</b> Outline of the event, what the year holds for IT & Telecoms, how today will help	CMA
14.00hrs	<b>Balancing the books – tallying expenditure with services used</b> What to look out for in your telecoms budget, problem areas, areas of overspend that can be reclaimed and clarity of billing	Paul Fegan, Director, Mala Communications
14.20hrs	<b>Client experience</b> Key projects that assist the Trust in meeting their budgetary & operational targets in telecoms & IT.	Frances Pennell-Buck, Non Executive Director, South West Essex NHS Trust
14.40hrs	<b>The growth of mobile and the impact on budget planning</b> How the use of mobile is changing, the costs associated with increasing mobile usage (inbound and outbound) and future developments.	Aaron Payne, Sales Director Obsidian
15.00hrs	Tea/Coffee networking break	
15.15hrs	<b>Client Experience</b> Innovative projects that have assisted the council in meeting their budgetary & operational targets.	Steven Jewell, Head of IT and eGovernment, Milton Keynes Council
15.40hrs	<b>Delivering telecoms against demanding targets during an economic downturn</b> How to ensure that your existing and planned telecoms estate meets the requirements of your organisation both functionally and financially.	Sarah Cooney, Campaigns & Events Manager & Andy Wood, Head of Consultancy Practice at Affiniti
16.00hrs	<b>Panel Session:</b> Representatives from Mala, Affiniti, Obsidian, CMA, and two clients will answer pre-submitted questions or open questions from the floor	Chaired by Will Roebuck, Forum Manager, CMA
16.25hrs	<b>Summary</b> Summary of the morning and key areas to think about next	Will Roebuck, Forum Manager, CMA
Close	Networking and an opportunity to meet with suppliers	