

**THE PREMIER BUSINESS LEADERSHIP SERIES**

**Innovate. Optimise. Transform.**

## **Pocket Agenda**

**5 – 7 May, 2009**

Grosvenor House  
London

**Presented by SAS in association with [BetterManagement.com](http://BetterManagement.com)**

# AGENDA AT A GLANCE

## WEDNESDAY, 6 MAY

- 7:30 - 18:00** Conference Registration and Information  
Ballroom Foyer – Level 1
- 7:30 - 9:00** Informal Networking Breakfast  
Ballroom – Level 1
- 9:00 - 9:15** Opening and Welcome Remarks  
Great Room – Ground Level
- 9:15 - 10:15** **General Session**  
Great Room – Ground Level  
**Transformation of the Global Economy**  
Gerard Lyons, Joseph Quinlan, Dennis Turner and Nicholas Owen (panel host)
- 10:15 - 11:00** **General Session**  
Great Room – Ground Level  
**Executive Viewpoint: Innovation – The Currency of Competition**  
Jim Goodnight, David Brennan and Jim Davis (panel host)
- 11:00 - 11:45** Break in Networking Hall  
Great Room Balcony – Ground Level
- 11:45 - 12:30** **General Session**  
Great Room – Ground Level  
**Using Innovation to Thrive and Strive**  
Geoffrey Moore
- 12:30 - 13:45** Informal Networking Lunch  
Ballroom – Level 1
- 13:45 - 15:15** Networking Opportunities  
• Networking Hall open  
• Talking Points (one-on-one meetings)
- 15:15 - 17:00** **Breakout Sessions and Executive Workshops**  
All concurrent sessions and workshops will be held on 86 Park Lane – Level 2.
- 17:00 - 18:00** Reception in Networking Hall  
Great Room Balcony – Ground Level

## THURSDAY, 7 MAY

- 7:00 - 16:30** Conference Registration and Information  
Ballroom Foyer – Level 1
- 7:30 - 9:00** Networking Opportunities  
• Networking Hall open  
• Talking Points (one-on-one meetings)
- 9:00 - 9:15** Opening Remarks  
Great Room – Ground Level
- 9:15 - 10:00** **General Session**  
Great Room – Ground Level  
**Optimisation with Leading Organisations**  
Mikael Hagström, Rom Hendler, Lucy Woods and Ben Edwards (panel host)
- 10:00 - 10:45** **General Session**  
Great Room – Ground Level  
**Adapting to the New World Conditions by Way of Business Transformation**  
Dr. Kjell A. Nordström
- 10:45 - 12:00** Networking Opportunities  
• Networking Hall open  
• Talking Points (one-on-one meetings)
- 12:00 - 13:15** Informal Networking Lunch  
Ballroom – Level 1
- 13:15 - 15:00** **Breakout Sessions and Executive Workshops**  
All concurrent sessions and workshops will be held on 86 Park Lane – Level 2.
- 15:00 - 15:30** Break in Networking Hall  
Great Room Balcony – Ground Level
- 15:30 - 16:15** **General Session**  
Great Room – Ground Level  
**From Water to Wheels: Remaining a World-Beater Whilst Transforming the Way Your World Works!**  
Rebecca Romero

# CONCURRENT BREAKOUT SESSIONS

15:15 – 16:00 WEDNESDAY, 6 MAY

## Santander Group

Albemarle Suite

Rosanne Polman, Santander Group

## Bringing Patients and Doctors Together in Treating Rheumatoid Arthritis

North Suite

Staffan Lindblad, MD; Karolinska Institute

## Transforming Sales Performance and Experience

Burlington Suite

Ebru Dorman, Orange UK

## Credit Risk Management to Become Basel II Compliant

Fitzroy Suite

Mehdi Mazhoud, Amen Bank

## Taking the Sting Out of Tax Collections

Aldford Suite

Dato' Dr. Mohd Shukor Bin Hj. Mahfar, Income Tax Malaysia (Lembaga Hasil Dalam Negeri Malaysia)

## Data at the Heart of the Transformed Business – Tomorrow Is Closer Than You Think!

Stratton Suite

Stephen Brobst, Teradata Corporation

16:15 – 17:00 WEDNESDAY, 6 MAY

## Next-Level Campaign Optimisation

Albemarle Suite

Heiko Güthenke, Commerzbank AG

## The Pharmaceutical Industry: Well and Truly Shaken and Stirred!

North Suite

Sean Morgan-Jones, *PharmaTimes*

## Business Growth in Tough Times – What Does It Take?

Burlington Suite

Lucy Woods, Viatel

## Competing in Collections Using SAS® Marketing Optimization

Fitzroy Suite

Joe Allan, National Australia Bank

## A Handful of Data, a Lot of Energy Savings

Aldford Suite

Luciano Blasi, Gruppo Poste Italiane

## How to Exploit Innovation to Improve Business Performance

Stratton Suite

Dave Pepperell, Capgemini Technology Services UK

13:15 – 14:00 THURSDAY, 7 MAY

## Slicing the Fat from Forecasting, Budgeting and Production

Albemarle Suite

Armentano Raco and Alessandra Verzella, Grandi Salumifici Italiani

## Yield of Dreams: Predictive Analytics Helps Define the Most Profitable Patrons

North Suite

Rom Hendlar, The Venetian Resort Hotel Casino and The Palazzo Resort Hotel Casino

## Innovation at the Speed of Life

Burlington Suite

Paul Excell, BT Group plc

## CONCURRENT BREAKOUT SESSIONS

13:15 – 14:00 THURSDAY, 7 MAY

### Basel II Crisis? What Crisis?

Fitzroy Suite

Dr. Rui Martins dos Santos, Banco BPI

### Financial Crisis: Why Banks Who Knew Their Customers Prevailed

Aldford Suite

Jean-Baptiste de Looz Corswarem, AXA Bank Europe

14:15 – 15:00 THURSDAY, 7 MAY

### Fast, Granular and Connected: A New Era of Customer Insight to Increase Brand Value

Albemarle Suite

Martin Hayward, dunnhumby

### Maintaining a Long History of Innovation

Fitzroy Suite

Cary P. Oswald, Xcel Energy, Inc.

### Transforming the Malaysian Insurance Sector

Aldford Suite

Carl Rajendram, ISM Insurance Services Malaysia

## EXECUTIVE WORKSHOPS

Confirmed participants were notified via e-mail prior to the conference and received a workshop ticket (or tickets) with their conference materials. If you did not receive a confirmation e-mail or ticket(s), please visit conference registration and information in the Ballroom Foyer – Level 1 to find out if space has become available for you.

All Executive Workshops last approximately 90 minutes and will be held on 86 Park Lane – Level 2.

15:15 – 17:00 WEDNESDAY, 6 MAY

### IT Executive Workshop

CIO 2.0: Surviving in a World of Hyper-Disruption

Clarendon Suite

Facilitator: **Martin Veitch**, CIO UK

### Business Executive Workshop

Business Performance Management: Strategic Tools for an Era of Uncertainty

Devonshire Suite

Facilitator: **Gary Cokins**, SAS

13:15 – 15:00 THURSDAY, 7 MAY

### Innovate Executive Workshop

Bringing a New Perspective to Meet New Challenges

Stratton Suite

Facilitator: **Dr. Kjell A. Nordström**, author and international business visionary

### Optimise Executive Workshop

Driving an Efficient and Effective Organisation

Devonshire Suite

Facilitator: **Gary Cokins**, SAS

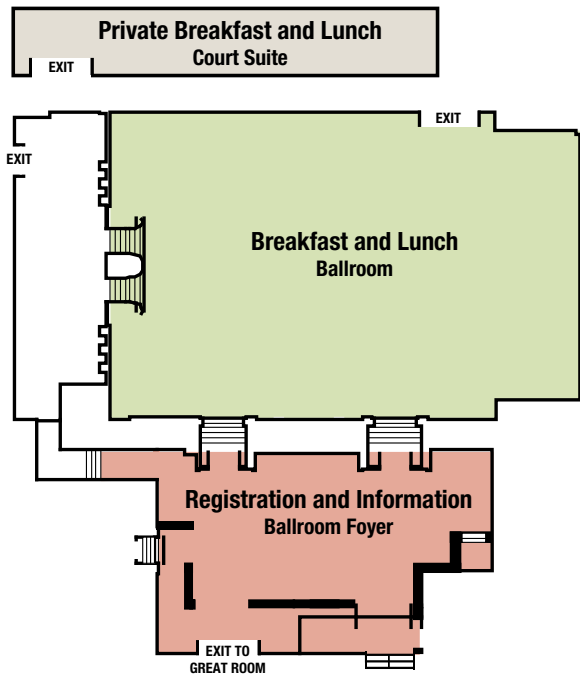
### Transform Executive Workshop

Taking a Business into the Digital Age

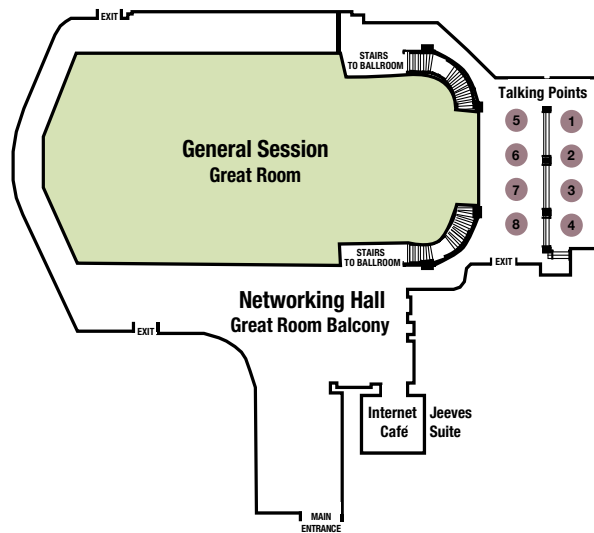
Clarendon Suite

Facilitator: **Ben Edwards**, Economist.com

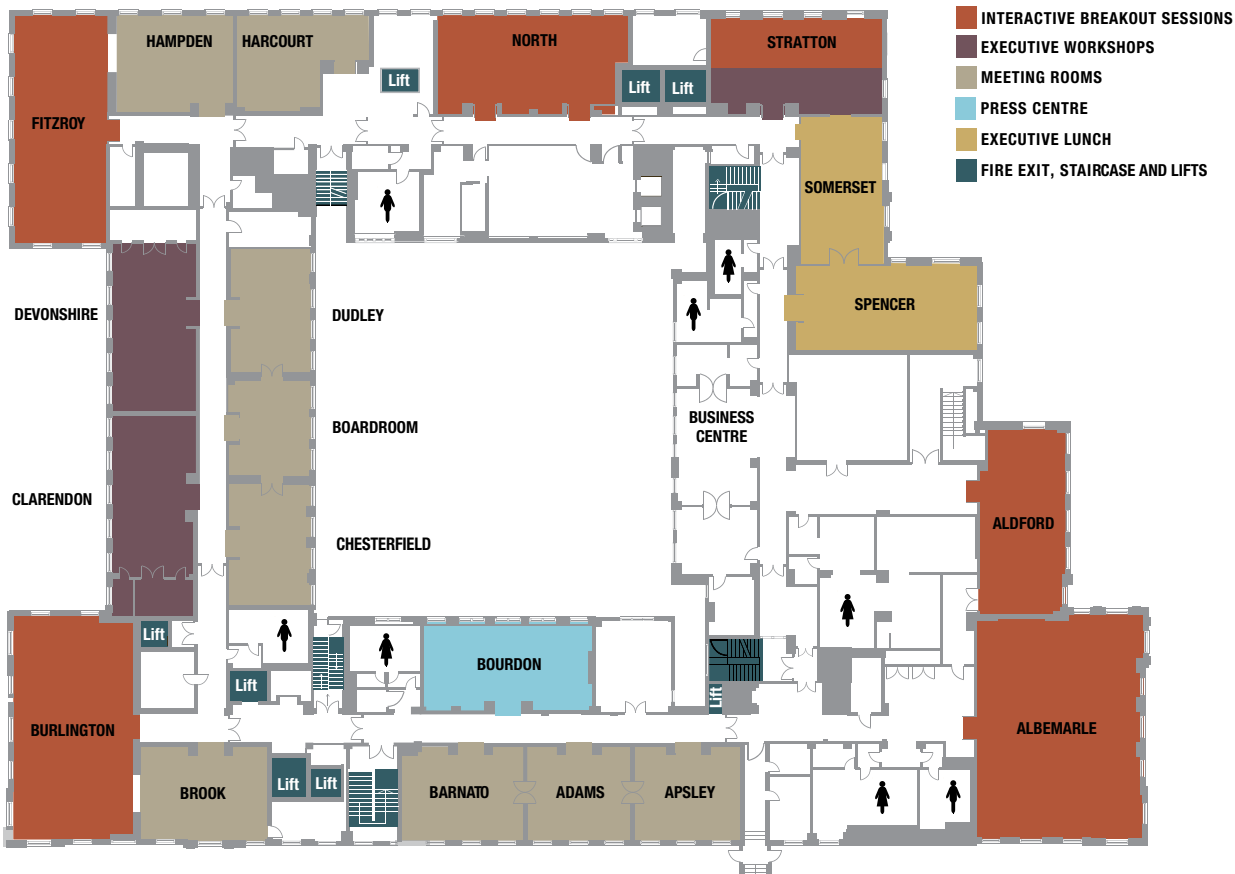
## Level 1



## Ground Level



## 86 Park Lane – Level 2



# NETWORKING ACTIVITIES

## REGISTRATION AND EVENT INFORMATION

Conference registration and information is located in the **Ballroom Foyer – Level 1**. Hours of operation are **7:30 – 18:00 on Wednesday, 6 May** and **7:00 – 16:30 on Thursday, 7 May**.

## TALKING POINTS (one-on-one meetings)

During the conference, private one-on-one meetings can be arranged to add value to your experience. Connect with a SAS expert or other attendees in a small-group setting. Meetings can be scheduled in the Networking Hall, located in the **Great Room Balcony – Ground Level**.

## SOCIAL NETWORKING

Ask questions, share your experiences and make connections. Join us online at **[pbis09london.crowdvine.com](http://pbis09london.crowdvine.com)\***, the social networking site dedicated to The Series – London.

## NETWORKING ACTIVITIES

Please plan to attend our special networking events.

### Welcome reception and dinner at The British Museum

19:00 – 22:00 on Tuesday, 5 May

### Cocktail reception in the Networking Hall

17:00 – 18:00 on Wednesday, 6 May

### Informal Networking Breakfasts:

7:30 – 9:00 on Wednesday, 6 May and Thursday, 7 May

### Informal Networking Lunches:

12:30 – 13:45 on Wednesday, 6 May

12:00 – 13:15 on Thursday, 7 May

\* Please be aware that CrowdVine is a third-party Web site that is not owned or controlled by SAS. The CrowdVine site is publicly available on the World Wide Web and is not restricted or password protected. Your use of CrowdVine is at your discretion and if you choose to post any information on CrowdVine, you do so at your own risk. The CrowdVine Web site Terms of Use shall apply to your use of CrowdVine and the CrowdVine Privacy Policy shall apply to any personal information you choose to disclose on that site.

## LANYARD COLOURS

To assist attendees in networking with peers who have similar interests, we have provided different colour lanyards based on the information supplied at registration.



**BANKING**



**COMMUNICATIONS, MEDIA AND ENTERTAINMENT**



**LIFE SCIENCES**



**INSURANCE**



**PUBLIC SECTOR**



**RETAIL**



**OTHER**



**SAS STAFF**

*If you require a different lanyard than the one you received at check-in, please visit conference registration and information in the **Ballroom Foyer – Level 1**.*