

ABC

Access to Broadband Campaign

Powering up with Broadband

The Third Access To Broadband Campaign Conference

2 & 3 November 2004 at The Aviemore Highland Resort

Supported by The Scottish Executive, Highlands & Islands Enterprise
and Scottish Enterprise



SCOTTISH EXECUTIVE



Highlands & Islands
ENTERPRISE



Scottish Enterprise

Incorporating the Autumn DTI Content Workshop

Workshops - *New for this conference*

Choose from an exciting range of informative workshops covering vital topics:

Business/Economic

- Securing the Business Benefits – a 'how to' nuts and bolts session
Sponsor: BT
- Opportunities for Rural Areas enhanced by Broadband
- Business Transformation Through Broadband
- Flexible Working – Enabled by Broadband
Sponsor: Thus

Community

- Community Media – how to do it
A workshop run by people who've been there and got the T-shirt
- Community Networks – making important contributions to economic and social development
Sponsor: CMS

Technology

- Wireless Broadband *Sponsor: Acal*
- Security Issues for SMEs, Community and Private Applications

Policy and Delivery

- Regulation and Policy - Impact on Innovation. Speakers from senior levels in OFCOM, Government and Business
- Broadband in Education and Lifelong Learning
- Public Sector Services Enhanced by Broadband

KEYNOTE SPEAKERS

Rt Hon Jim Wallace MSP QC,
Deputy First Minister, Minister for
Enterprise & Lifelong Learning

Bob Downes, Director BT Scotland

Malcolm Matson, Entrepreneur and
Founder of Colt Telecom

Professor Peter Cochrane, Founder
ConceptLabs

Stefan Agamanolis, Media Lab
Europe

Dr Mark Parsons, Commercial
Director, EPCC, University of Edinburgh

Rene Carayol, MBE

www.broadbandforscotland.co.uk

INDUSTRY LEAD SPONSOR



www.ABCampaign.org.uk

Programme

For full details on speakers and the latest conference programme developments visit www.abcampaign.org.uk

MONDAY 1 NOVEMBER

1830 Joint reception and dinner by invitation only for representatives of The Scottish Executive, Highlands and Islands Enterprise and Scottish Enterprise, together with delegates from the DTI Broadband Content Workshop, speakers and sponsors

DAY 1 - TUESDAY 2 NOVEMBER

1000-1030 Registration and Exhibition opens. Coffee and refreshments available

1030-1200 **Session 1 / Workshop 1 – Wireless Broadband** *Sponsored by Acal*
Learn about the latest approaches and best practice in building and using wireless networks. Case studies will highlight the issues that can be solved using the wireless approach and cover the do's and don'ts

Session 1 / Workshop 2 – Regulation and Policy: The Impact on Innovation
'State Aid' guidelines impact heavily on publicly funded projects. This workshop examines the current state of the regulation in the UK and its potential impact on innovation driven by broadband

Session 1 / Workshop 3 – Community Media

This workshop looks at 'state of play' of community media and opportunities communities have taken and could take to develop their own content. Delegates will be inspired to get involved in community-based media projects

Session 1 / Workshop 4 – Broadband and Security Issues

Delegates will be briefed on the latest developments in security which will enable delegates to understand what measures they need to implement to ensure they operate safely in a broadband enabled world

DTI Content Workshop – Closed Session. Further details to follow

1200-1315 Buffet Lunch

1315-1325 **Welcome – Sandy Cumming, CBE**, Chief Executive, Highlands & Islands Enterprise

1325-1400 **Conference Opening Keynote 1 – Rt Hon Jim Wallace MSP QC**, Deputy First Minister, Minister for Enterprise & Lifelong Learning

1400-1420 **Lead Sponsor Address – Bob Downes**, Director BT Scotland

1420-1500 **Keynote 2 – Malcolm Matson**

Malcolm has a long and distinguished track record of starting and developing businesses. He founded Colt Telecom and he serves on the boards of numerous private companies and is currently involved with various ventures in telecommunications. He is an insightful and entertaining speaker

1500-1530 Networking Break and Exhibition Visit

1530-1645 **Session 2 / Workshop 1 – Opportunities for Scotland's Rural Areas Enhanced by Broadband**

This workshop will lead delegates through examples of how rural businesses are using broadband to develop business and 'destroy distance' and the opportunities for economic and social development that broadband can bring to rural areas

Session 2 / Workshop 2 – Securing the Business Benefits of Broadband *Sponsored by BT*

Learn through real examples, pragmatic advice and guidance on how the business benefits of broadband can be secured. This is a workshop about the 'how to' - using business applications enabled by broadband to generate real business advantage

Session 2 / Workshop 3 – Broadband in Education and Lifelong Learning

Broadband is playing a key part in the development of education and learning. This workshop will demonstrate the applications of broadband to education and learning

Session 2 / Workshop 4 – Public Sector Services Enhanced by Broadband.

Progress on the Delivery of Public Services by Broadband

Delegates will gain an insight into National and UK targets for access to public services, which are leading to significant investment in electronic delivery of services to citizens. Delegates will understand the opportunities to be involved in this new area whether as a service provider or citizen

1645-1730

Keynote 3 – Peter Cochrane: Fast Forward

Leading futurologist Peter Cochrane shares his technology and social visions for 2010. Peter Cochrane was Head of BT Research from 1993-99. In 1999 he was appointed Chief Technologist. In November 2000 Peter retired from BT to join his own startup company - ConceptLabs - which he founded with a group out of Apple Computers in 1998 at Campbell CA, in Silicon Valley

1730

Conference day one closes

1930

Drinks Reception, followed by Dinner. *Sponsored by Crownfield*

DAY 2 - WEDNESDAY 3 NOVEMBER

0830 Remaining Registration

0900-0945 **Keynote 4 – Stefan Agamanolis, Media Lab Europe – Beyond Communication**

Stefan is a principal research scientist at Media Lab Europe, the European research partner of the MIT Media Laboratory. He directs the Human Connectedness group, which explores the future of human relationships as mediated by technology

0945-1020 **Keynote 5 – Dr Mark Parsons, Commercial Director, EPCC, University of Edinburgh – Broadband: Real Business Benefits**

An independent perspective of the issues facing business in making the benefits of broadband tangible, relating examples of practical applications and insights that will inspire you

1020-1030 **Real Life Case studies.** At the coalface, on the ground examples of businesses who've reaped rewards from broadband and business transformation. Three case studies presented on video covering micro businesses and larger SMEs across industry sectors

1030-1100 Break and participants move to workshops

1100-1230 **Session 4 / Workshop 1 – Transforming your Business through Broadband**

This is a 'hands on' workshop for those who have had broadband for a while or who have a strategic interest in deploying it. Here delegates will evaluate online working using collaborative software, recognise the cost benefits of VOIP and consider the potential for customer relationships of "blogging for business"

Session 4 / Workshop 2 – Community Networks Workshop

Communities making it happen – examples of best practice and 'how to do it' *Sponsored by CMS*

Community involvement in broadband and delivery of social benefits is happening across the UK. This workshop will allow delegates to understand the opportunities for involvement by the public sector and the cooperative movement in Scotland and include an update from Community Broadband Network

Session 4 / Workshop 3 – Flexible Working enabled by Broadband

Sponsored by Thus

Delegates will examine the possibilities such as Voice Over IP to enhance services to customers and partners. Delegates will see how to increase their organisation's efficiency through flexible and remote working

DTI Broadband Content Workshop Runs from 1000 to 1230. Detailed programme to be published. Open to all participants

1230-1400

Lunch, Exhibition visits and scheduled demos
DTI Broadband Content Workshop working lunch. Closed Session

1400-1440

Session 5 – Scenario Planning session: Broadband Scotland 2010

A forward-looking session allowing delegates to imagine what can happen once Scotland really implements broadband technologies and applications

Panelists for this session will be selected from delegates and speakers who have contributed to the debates during the Conference

1440-1530

Keynote 6 – Rene Carayol MBE - What's the future going to look like? This keynote presentation will provide an overarching vision for a broadband enabled future from a business guru with unmatched credentials

1530-1600

Endnote **Conference closes and final networking**

Powering up with Broadband

BROADBAND IS IMPORTANT TO YOUR FUTURE

When it comes to clever use of new communications technology, Scotland has led the way from digital cities and wired communities, through to a distributed university that couldn't exist without broadband. (see <http://www.uhi.ac.uk>) Scotland even has Britain's most northerly bus shelter in Unst, Shetland – complete with web-cam! (see <http://www.unstbusshelter.shetland.co.uk>). All across the UK, the applications of broadband are delivering real change; from the Cumbrian fells of Cybermoor with its own local TV station (see <http://www.cybermoor.tv>), to the urban landscape of Newham in London where an entire community is connected to innovative services developed by them for them (see www.newham.org.uk/wired).

Broadband revolutionises how businesses and people connect to the world via the Internet and has the power to open up a whole new world of possibilities. Scotland is forging ahead in the roll-out and adoption of broadband and The Scottish Executive, Highlands & Islands Enterprise and Scottish Enterprise have a robust agenda for broadband access and take-up.

So join us for a practical, dynamic and relevant conference with keynote addresses being delivered by leading edge industry gurus and informative, relevant and practical workshops delivered by practiced and knowledgeable presenters and panellists.

BENEFITS OF ATTENDING

Broadband is not just about technology – it's about the future of our economy and how it will revolutionise the way we work and live. So, whether you're a business, consumer, community activist, public sector decision maker or industry player then you need to power on up to Aviemore to find out more. **It's really that important.** Come and interact with world-leading thinkers and doers in broadband and understand how to capture the benefits of broadband use.

WHAT DO DELEGATES GAIN FROM ATTENDING?

This Conference is designed to provide delegates with a vision of the broadband future, combined with the practical and technological tools to ensure that they get the most out of broadband technologies. Delegates will:

- Be inspired by true broadband visionaries through the keynote addresses
- Attend practical and relevant workshops
- See cutting edge demonstrations in the extensive exhibition area
- Engage with industry players and policy makers
- Get up to date with the latest thinking on technology and regulatory issues
- Network with fellow delegates
- Take part in a live "scenario planning" session: Broadband Scotland 2010

The Conference also plays host to the quarterly DTI Content Workshop for all the UK Regional Development Agencies and the Devolved Administrations alongside the main event - see the website for more details.

WORKSHOPS

The workshops are all free entry to delegates and designed to provide a wealth of impartial information and advice as well as access to a wide range of experts. The workshops are all closely positioned and delegates can choose which ones they attend - no pre-booking is required. The workshop durations have been planned to allow sufficient time for discussion and networking.

PUBLIC ACCESS NETWORK AND INTERNET CAFE

Public Access internet will be available for delegates with enabled devices in a wide range of locations that include the main hotel public area, the exhibition area, all Workshop rooms, the Auditorium, Registration and in the vicinity of the Internet Cafe. The Conference Internet Cafe is situated in the heart of the conference centre and will be available free for anyone to access the internet.

WHO SHOULD ATTEND?

SMEs keen to capture the benefits of broadband
 Community broadband groups
 Broadband ISPs and telcos
 Central government planners and devolved administrations
 Regional Aggregation bodies
 Regional Development Agencies
 Local Government bodies
 Chambers of Commerce
 Regulatory bodies
 Broadband solution providers
 Media producers

for recipients of this brochure the Early Bird Discount has been extended to 15 October

COSTS

~~Early Bird discounts apply until 20 September 2004~~

The costs have been kept to the minimum with the help of our sponsors in order to make the conference as inclusive as possible:

- SMEs (up to 250 employees) and community representatives: an unbeatable £50 early bird or £75 thereafter.
 - Government & NGO representatives: £295 rising to £350 thereafter.
 - Industry (250 employees or more): £395 rising to £450 thereafter.
- Costs include Dinner on day 1, breakfast on Day 2 plus lunches and refreshments

A wide range of accommodation is available in Aviemore and there are good transport links by road, rail and air. Details can be found on the conference web site www.abcampaign.org.uk

Call Richard Rymill today on 0800 197 8819 to book your place

Registration

BRINGING TOGETHER ALL THE KEY PLAYERS IN COMMUNITY AND PUBLIC BROADBAND

Delegates at the second ABC conference in January 2004 included:

1st Broadband, Action Broadband, ADSL Guide, Advantage West Midlands, Alcatel, Alston Cybermoor, Alvarion, Analysys, Arwain, AVONLINE, Axia, Axxcelera Broadband Wireless Ltd, Balloon-A-Gram, BBC, BECTA, Belfast Beacon, Bluewire Solutions Limited, British Chamber of Commerce, Broadband Collective, Broadband for Britain, Broadband for Caunton & Norwell, Broadband Stakeholder Group, Broadband Wight Ltd, Brooke Hall Residents Assoc, BSG, BT, BT Wales, Buckfastleigh Broadband, Cambridge Ring North-East Ltd, Carnet, Castle Howard Estate Ltd, CBN, Central Suffolk Broadband, Ceredigion CC and MARAN, Chamber Business Enterprise Ltd, Chilterns Online, Cisco Systems, Clicks & Links, Comhairle nan Eilean Siar, Communities Online, ConceptLabs, Connected Communities, Consume.net, Coop OSG, Cooperatives UK, Countryside Agency, Countryside Broadband Limited, Cross Education Support Services Ltd, Crowcombe Broadband Group, Crownfield, Dandin Group, Defra, DeHavilland, Devon CC, Digital Dales Ltd, Dovetail, Downland Broadband Ltd, DTI, East of England Telematics Dev Trust, East Sussex County Council, Easynet, EEDA, EEMA (Wireless Group), Energis, Ensign, Eurim, Euromedia, Advanced Television (a)imited, First Broadband, free2air, Fusion Ireland, Gaia Technologies plc, Global Village, Groupe Pathfinder, Highlands and Islands Enterprise, Infoglobal, Informal, Intel Corp (UK) Ltd, Ireland Offline, Isen.com, IWEP & Bembridge Bus. Ass., Kent County Council, Kilon Group, Lancom, Last Mile Communications / TIVIS Ltd, Lucent Technologies, Mawsley Village SME, MComWifi, Minister for Energy, E-commerce and Postal Services, Mobile Computing Columnist, National Aggregation Body, Net to Net, NetConnex Ltd, ADSL Guide, New Forest Community Broadband, Newdigate.net Ltd, Newham Net, Nortel Networks, NTL Broadcast, O2, OFCOM, One North East, Oracle, ORB, Oxfordshire Rural Broadband, Parliamentary Office of Science and Technology, Paul Stockwell Associates, Phone Coop, Project Cicerone, Proxim Corporation, QinetiQ, RABBIT, Redi, Scottish Enterprise, Scottish Executive, Scottish Water, SEEDA, Shere Broadband, Shropshire County Council, Six Characters, SKANSKA, Spectrum Telecom Services Ltd, Staffordshire Moorlands District Council, Stratex Networks, Suffolk Community Broadband, SWRDA, The Cloud, The ITC (UK) Ltd, TCom Capital Partners, UK Villages Ltd, UKCEED, Upton Bishop 4 Broadband, Village Internet and Broadband, W S Atkins, Welsh Assembly, Welsh Broadband Stakeholders Group, West Haddon and Winwick Community BB Ltd, West Midlands Networking Co Ltd, Wired Wessex, Wireless Wales, Yorkshire Forward and Your Communications

DISCOUNTED CONFERENCE PLACES

1. Conference fees are reduced by 20% for public sector bodies and by 85% for bona fide SME and community representatives
2. Take advantage of the Early Bird Discounts
3. Public Sector and Industry delegates discounted for four or more – call Richard on 0800 197 8819 to apply

SPONSORSHIP, EXHIBITION AND PROMOTIONAL OPPORTUNITIES

Benefits of sponsoring and exhibiting:

- Access a large number of SMEs
- Target a rich mix of broadband policy makers and funding officials
- Address a fast-growing group of community broadband service providers
- Position your company as a broadband leader
- Help nurture the development of ABC, the independent broadband campaign

To book your sponsorship or exhibition stand, call Piers Bearne on 020 8365 3824 or email piers.bearne@rockmedia.biz

EARLY BIRD DISCOUNTS ARE NOW EXTENDED AND TO QUALIFY REGISTRATIONS MUST BE RECEIVED BY FAX, POST OR ONLINE BY 15 OCTOBER

PLEASE REGISTER ME FOR THE CONFERENCE – (select one option)

Commercial / Industry £450+VAT or £395 early bird

Public sector £350+VAT £295 early bird

Community groups and SMEs £75+VAT £50 early bird Please give your community or SME URL for verification _____

For additional delegates please photocopy the registration form or call the ABC office

Your details

Title (Mr/Ms/Dr/Other) _____ First name _____ Surname _____

Job title _____ Organisation _____

Address _____ Postcode _____

Telephone _____ Fax _____ Email _____ Mobile _____

Payment method: Cheque enclosed (made out to ABC Conferences) Please invoice me Credit card (MasterCard / Visa / Switch / Solo / Delta)

Card number _____ Expiry date ____ / ____ Issue number (Switch) ____

Cardholder's name _____ Signature _____

Cardholder's address (if different) _____

On receipt your Credit/Debit card will be debited and an acknowledgement will be sent via e-mail.

On receipt of payment, a VAT invoice will be issued

HOW TO REGISTER: Fax to 08701 991111 Or post to ABC Office, Rapid Response Marketing, 19, Fountains Avenue, Boston Spa, West Yorkshire LS23 6PX

**or register online at
www.ABCcampaign.org.uk**

ABC

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