

it@cork | Technology in Business Conference **11**

Growth Through Innovation

**Thursday,
05 May 2011**

**Maryborough Hotel & Spa,
Douglas, Cork**

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Who should Attend?

Technical Developers, IT Managers, Sales People, Marketers through to Business Managers and Industry Leaders...

Networking Benefits

Forum for businesses that have a key dependency on IT to share best practices & network with over 200 members!

Networking Lunches

To assist networking among delegates, each lunch table of ten will have an it@cork host. The host will encourage delegates to network over lunch and also take questions for the Poster Session, which will take place directly after. A list of hosts will be available on the day and delegates can choose which table they would like to sit at. You are guaranteed to meet and network with at least 10 delegates over lunch.

Featuring



Mark Little, Broadcaster, Author and Social Media Entrepreneur

Mark Little is the founder of Storyful.com, an online news service which will curate useful content from the noise of social media. For almost 20 years, he worked for RTE as presenter of the RTE current affairs programme, Prime Time.



Brian Caulfield, Entrepreneur, Venture Capitalist and Partner, DFJ Esprit

Prior to joining DFJ Esprit, Brian was a partner at Trinity Venture Capital. Previously, in 1992 Brian co-founded Exceptis Technologies, sold to Trintech Group in November 2000. In 2001 Brian co-founded Similarity Systems, which was acquired by Informatica in January 2006. Brian currently sits on the boards of AePONA, ezetop, Clavis Technology and the Irish Times, Ireland's leading daily newspaper. Brian was the 2007 recipient of the Irish Software Association's "Technology Person of the Year" award.

Programme of Events

08:00 Heads of IT and Open Coffee Club Meet Up. *Sponsored by Cork County Council.*

08:30 Registration - Networking & Coffee in the Exhibition Area.

08:50 Cloud Computing - How To Leverage And Drive Opportunity.

Presenting three distinct views on the emerging impact of Cloud Computing.

SESSION CHAIR: Kieran Moynihan, *Entrepreneur-in-Residence, Cork Institute of Technology.*

09.00 Chairperson's Address: Tom Moore, *Chairman of Conference Committee* & Denis Collins, *Chairman of it@cork.*

09.20 "The journey from journalist to Storyful... Social Media & Cloud" - Mark Little, *Broadcaster, Author and Social Media Entrepreneur.*

09.50 "Cloud Computing - driving opportunity for your business" - Nicola Mortimer, *Head of ICT, O2.*

10.10 "Securing your Journey to the Cloud" - Andy Dancer, *CTO EMEA, Trend Micro.*

10.30 Q&A.

10.40 Coffee Break. *Sponsored by IBM.*

11:10 Practical Lessons And Getting The Business Results.

Practical Lessons from business, economic commentary & new it@cork innovation initiatives.

SESSION CHAIR: Caroline O'Driscoll, *Resident Partner, KPMG.*

11.20 "Personal experience of licensing technology, building a business and M&A in China" - Declan O'Mahoney, *CEO, Firecomms.*

11.50 "Getting smarter after the economic crisis" - Dr Mary Keeling, *Manager, Centre for Economic Analysis, IBM Institute for Business Value.*

12.10 New it@cork innovation initiatives 2011 - Michael Loftus, *Head of Faculty Engineering & Science, CIT & it@cork Board member.*

12.30 Q&A.

12:40 Lunch. *Sponsored by EMC.*

14.00 At The Coalface - Delivering Growth in Tough Times *(Sponsored by CorkBIC)*

Business leaders share their success-stories and challenges in growing revenue during downturn.

SESSION CHAIR: Jim Breen, *CorkBIC and Pulse Learning.*

POSTER SESSION: Featuring: **John Dennehy**, *Managing Director, HR Locker,* **Pat Ryan**, *Co-Founder, Abtran,* **Kevin O'Leary**, *CEO, Qumas.*

15.00 "The importance of innovation to potential investors & personal experience" - Brian Caulfield, *Entrepreneur, Venture Capitalist and Partner, DFJ Esprit.*

15.30 Close of Conference by Mark Little/Tom Moore.

16.00 Networking Reception. *Sponsored by Hibernia Evros Technology Group.*

Fees & Registration

Member Rate €195

Non Member Rate €295

- Join it@cork today & save on fees!

Student Member rate (50% discount) €95

EARLY BIRD TICKETS ON OFFER UNTIL 18 APRIL 2011 -

***Book four places and get the fifth FREE.**

If you have any queries, please contact **Marie Fitzpatrick** by email marie@itcork.ie or alternatively, by telephone: 021 230 7011.

Register on www.itcork.ie

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National Software Centre, Mahon, Cork

T: +353 21 2307011

F: +353 21 2307046

E: admin@itcork.ie

B: blog.itcork.ie

www.itcork.ie