

# vital

## FOCUS groups

Helping you overcome obstacles

[www.vitalfocusgroups.com](http://www.vitalfocusgroups.com)

Tuesday 28th June 2011, Park Inn Hotel, Heathrow

Organised by:

**m3D1A**

THIRTYONE MEDIA

[www.31media.co.uk](http://www.31media.co.uk)

Publishers of Vital Magazine

Co-located With

**TEST**

FOCUS GROUPS

Helping you overcome obstacles

[www.testfocusgroups.com](http://www.testfocusgroups.com)

• One Day Event • 120 Decision Makers • 15 Thought Leading Debate Sessions • Peer-to-Peer Networking • Exhibition • Cutting Edge Content

*VitAL Magazine*, the authoritative, thought provoking, and informative source of information on all issues related to IT service, IT delivery, and IT implementation is launching a specifically designed programme of Focus Groups that brings together senior decision makers for a series of well thought out debates, peer-to-peer networking, and a supplier interaction.

Held on the 28th June 2011 at the Park Inn Hotel, Heathrow, the *VitAL Focus Groups* promises to be a dynamic event that provides a solid platform for the most influential professionals in the IT industry to discuss and debate their issues, voice their opinions, swap & share advice, and source the latest products and services.

### How have the Focus Groups come about?

In its role as information provider *VitAL Magazine*, the *VitAL Focus Groups* sister product, spends a lot of time speaking and listening to its customers and then seeking out innovative ways to meet their needs. It has become apparent that senior decision makers wish to discuss their challenges in a meaningful and structured manner with a view to finding pragmatic and workable solutions to what are invariably complex issues. Suppliers, who are naturally keen to meet these professionals and want to gain a better understanding of the challenges faced and identify how, through meaningful dialogue, they can assist them has led us to launch the *VitAL Focus Groups* in June 2011.

### Co-located with the T.E.S.T Focus Groups

The T.E.S.T Focus Groups is a one day event that is held on the same day as the *VitAL Focus Groups*. As both events adopt the same business model they will seamlessly integrate with one another adding even more value to any delegate or sponsors that attends. With a delegate base of 80 senior testing & QA professionals the T.E.S.T Focus Groups guarantees additional networking and relationship building opportunities.

### What are the VitAL Focus Groups and how does it work?

The *VitAL Focus Groups* consists of 15 syndicate rooms, each with its own subject and each sponsored by a leading industry supplier who gains the unprecedented opportunity to facilitate and drive forward a debate surrounding the subject matter allocated to their chosen room.

Each room runs three times through the course of the day and with eight different delegates per session and with each session lasting 1.5 hours the *VitAL Focus Groups* makes for an exciting and interesting day.

Prior to the event delegates pre-select which three debates they would like to attend meaning the sponsor will need to be well prepared as participants will be keen to voice their opinion on the subject matter in hand. Adopting this subject selection method ensures each attendee discusses the most pressing issues to them, which ensures highly interactive and lively debate sessions.



### Who will attend?

The quality and spread of the *VitAL Product Group* is unparalleled as we believe it is the only suite of products that truly reaches decision makers and thought leaders working across a wide spectrum of industries. With access to over 35,000 contacts the *VitAL Focus Groups* has a ready pool of delegates to target for the event.

Sponsors can therefore expect to see individuals such as those listed below attending...

CIO UK & Ireland	Danone
Group Infrastructure Manager	Longhurst Group
Head of IT	Estonia Post
Head of IT & Service Desk	Arcapita Bank
IS Director	BUPA
Change Manager	University of Salford
Services IT Director	Saga Services
IT Services Manager	Carnival UK
Head of IT	Cosmos Holidays
Head of Technical Services	Retell Group
UK IT Director	Vodafone Group
Service Desk Operations Manager	University of Derby
Head of IT Services	East Lancashire Hospital
CSC Director	Unisys
IT Helpdesk Manager	Herefordshire Council
IT Service Desk Manager	London Bus Group
IT Manager	Chaucer
Head of IT Service Management	UBS
Service Delivery Director	Cable & Wireless
User Support Manager	Save The Children
European IT Director	3M
International IT Director	Tesco Stores
IT Director	AAH Pharmaceuticals
Head of IT	Allied Bakeries

### Value of Hosting

By providing a platform where like-minded professionals can come together and voice their concerns and opinions in a structured and well thought out environment, the **VitAL Focus Groups** provides each sponsor with unique access in to the mind of each delegate.

This vibrant and thought leading approach opens doors at the highest level in organisations that may have been difficult to penetrate and assists with the forging of solid and meaningful relationships between buyer and seller. Add to this each sponsor is able to position themselves as a market leader while at the same time demonstrating their thought leading credentials makes hosting at the **VitAL Focus Groups** an extremely powerful, exclusive, and insightful opportunity.

### Exhibition & Networking

To ensure delegates maximise their time at the **VitAL Focus Groups** there is a networking area and small exhibition that can be viewed during refreshment and lunch breaks allowing access to the latest products and services from some of the industry's leading suppliers.

For debate sponsors a stand in the exhibition is absolutely essential as delegates will have discussed and debated the issues facing them and found, with the guidance of the host, workable solutions to their challenges. To then view a demonstration of the very products or services that will help resolve their issues is an opportunity that should not be missed.

For those vendors who would like to maximise their brand awareness and showcase their product portfolios the exhibition can be a very cost effective way of targeting the entire visitor base.

### Syndicate Supplement

**VitAL Magazine** consistently strives to push the market forward and as such we pride ourselves on delivering up-to-date and cutting edge editorial that helps our readers develop long term strategies and implement sustainable solutions.

To enable us to do this we must consistently stay one step ahead of the market and as the **VitAL Focus Groups** will attract 120 senior level professionals who will be discussing and debating their key issues it will come as no surprise that each Focus Group session will be recorded. The results of which will be published in a specially designed Syndicate Supplement that will be distributed with the September issue of **VitAL Magazine**.

Each sponsor will receive a recording of their room to enable them to author an exclusive two page thought leadership article (4-pages for the event sponsor) based on the findings of their day. This unique approach guarantees that the hottest and most pressing topics are covered and the session sponsors thought leadership credentials are publicised.

In addition to the exclusive editorial opportunity and the kudos and gravitas that is gained from this; the host will also benefit from associated supplement advertising and branding. Perhaps more critically than this is that each article in the supplement validates every sponsor's commitment to sharing the findings of the Focus Groups with the wider IT community, which in turn helps move the market forward.



### Sponsorship Benefits

Bringing senior level decision makers together in this way enables sponsors to really get inside the minds of each delegate and truly understand the issues each individual is facing. Coupled with the fact that suppliers rarely gain the opportunity to have a structured debate with so many delegates in one place and the commercial opportunities that will be harvested from the **VitAL Focus Groups** are second to none.

As a sponsor to the **VitAL Focus Groups** suppliers are not only promoting themselves through the traditional means such as branding and pre-event promotion; by hosting a room they are also guaranteeing that delegates perceive them as knowledgeable market leaders who have the expertise and understanding to help them effectively overcome their key challenges.

### Non Tangible Benefits include:

- Discussing and debating relevant and pressing topics with your target market
- The opportunity to choose which subject to debate
- Understanding the challenges faced by each professional
- Significant brand awareness
- Peer-to-peer networking
- The opportunity to emphasise your market knowledge and expertise
- Thought-leadership positioning
- Increased market presence

### VitAL Product Group

VitAL Magazine, VitAL Online, VitAL Newsletters, and of course the VitAL Focus Groups makes up the VitAL Product Group. This market leading collection of products is aimed at the UK business to business IT market and is specially designed for directors and senior managers who are concerned about the business issues surrounding the implementation of IT and the impact it has on their business.

With a print & digital magazine circulation in excess of 20,000 senior professionals, VitAL Online receiving tens of thousands of page impressions per month, and the VitAL Newsletters being distributed to a further 15,000 professionals the VitAL Product Group has become renowned for vibrant, cutting edge content that is received by a high level, engaged, and responsive audience. This mix ensures The VitAL Product Group is a valued route to market for our advertisers and sponsors and a key source of information for our readers and visitors.

Each product in the VitAL Product Group is crammed with the latest news, views, thought leading articles, customer case studies, and cutting edge opinion pieces on a variety of subjects that range from IT & Business Service Management, ITIL, helpdesk systems, best practice, training & development, right through to reporting on the latest industry nuances and trends.

So whether you are looking to source industry information or gain access to a high quality audience the VitAL Product Group provides a complete solution.



## Sponsorship Options

### Event Sponsor

- 1 x syndicate room host
- Choice of subject to debate
- A 4x4m exhibition stand, table, two chairs
- Up to four company representatives at the event
- Sponsor branding with logo on all printed event marketing collateral
- Sponsor branding with logo and link on all electronic marketing collateral
- Sponsor branding with logo on event signage and graphics
- News story in **VitAL Magazine** promoting your event sponsorship status
- Button advert to run from the time of booking until the event on **VitAL Online**
- Sponsor branding and logo on the home page of the **VitAL Focus Groups** website
- Enhanced sponsor listing on the Focus Groups website
- Name check at opening and closing speeches
- Full delegate contact list post event
- A4 company promotional item in all delegate folders
- A recording of each of your hosted sessions
- Inclusion of a 4 page editorial piece in the post event Syndicate Supplement
- Event sponsor branding with logo on the cover of the Syndicate Supplement
- An A4 advert on the outside back cover of the Syndicate Supplement
- An A4 page sponsors statement in the Syndicate Supplement
- 250 copies of the Syndicate Supplement
- PDF of your supplement article to distribute as you see fit
- All refreshments & lunch

**Total Cost: £12,500**

### Session Sponsor + Exhibition Stand

- Host of a syndicate room
- A 3x3m exhibition stand, table, two chairs
- Up to three company representatives at the event
- Branding with logo on all printed event marketing collateral
- Branding with logo and link on all electronic marketing collateral
- Branding with logo on event signage and graphics
- Sponsor listing on the **VitAL Focus Groups** website
- Full delegate contact list post event
- A recording of each of your hosted sessions
- A 2-page editorial piece in the post event Syndicate Supplement
- Logo and branding on your editorial piece in the Syndicate Supplement
- An A4 advert in the Syndicate Supplement
- PDF of your article to distribute as you see fit
- All refreshments & lunch

**Cost: £7,750**

### Session Sponsor

- Host of a syndicate room
- Two company representatives at the event
- Branding with logo on all printed event marketing collateral
- Branding with logo and link on all electronic marketing collateral
- Branding with logo on event signage and graphics
- Sponsor listing on the **VitAL Focus Groups** website
- Full delegate contact list post event
- A recording of each of your hosted sessions
- A 2-page editorial piece in the post event Syndicate Supplement
- Logo and branding on your editorial piece in the Syndicate Supplement
- ½ A4 advert in the Syndicate Supplement
- PDF of your article to distribute as you see fit
- All refreshments & lunch

**Cost: £6,750**

### Exhibition Stand

- 3x3m exhibition stand space
- 2 chairs
- 1 table
- 2 x company representatives at the event
- Branding with logo on event signage and graphics
- All refreshments & lunch

**Cost: £2,350**

*All prices are net of VAT*

*(Additional company representatives are welcome to attend at a cost of £395 per person)*

For further information about the **VitAL Focus Groups** please contact Grant Farrell on +44 (0) 203 056 4598 or email: [grant.farrell@31media.co.uk](mailto:grant.farrell@31media.co.uk)

## The Sessions

### Subject

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- A**      **People Or Technology – Who Wins?**  
With increased pressure from all areas of the business the modern IT department has to make its budget stretch further than ever before and inevitably something must suffer. Who should get the extra buck the people or technology?
- B**      **IT Managed Services**  
Is finding a managed service provider the key to IT bliss? This session makes for a lively debate as it pitches internal services against outsourced services to see who will be triumphant.
- C**      **IT Service Pitfalls – How Do We Overcome Them?**  
Delivering IT Service is a complex process at the best of times but what are the most common pitfalls and what can be put in place to overcome them?
- D**      **Does The Service Desk Need Improving?**  
The modern customer is becoming more and more demanding and these increased demands require the service desk to consistently adapt. Is today's service desk coping under the strain and what improvements can be made?
- E**      **Maintaining A Secure Network In The 21st Century?**  
With so many threats from so many different sources a 21st century network must be able to withstand the most brutal assaults. Is it possible to maintain a secure network in this day and age and if so what is the best way to do so?
- F**      **Support Packages – Do They Really Matter?**  
Detailed research goes in to the purchase of software solutions but can the same be said for the support package. Is support really that important and if so what constitutes a respectable and robust package?
- G**      **What Is The IT Infrastructure Library (ITIL)?**  
This debate takes a holistic view of ITIL and asks what is ITIL's real value whether it really does help organisations be more effective. Is ITIL loved, hated, or dismissed?

### Subject

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- H**      **Event Sponsors Subject Choice**  
This session is to be decided by the event sponsor
- I**      **Managing Change Is It Really Possible?**  
With so many businesses having to adapt to ever changing environments this session debates whether is it possible for modern managers to implement successful & sustainable change and how best to do this.
- J**      **Training & Motivation**  
People are the most valuable asset to any business so keeping staff educated and motivated is a sure-fire way of improving productivity. Is regular training a necessity though? Is training good for moral and are there clear financial benefits to be gained.
- K**      **Understanding The Cloud**  
Research carried out suggests that 41% of senior IT professionals 'didn't know' what cloud computing was, while 17% thought 'it was internet based computing'. What does cloud computing mean to you, how much value do you place on it, and do you think it's the future?
- L**      **Software As A Service (SaaS) Vs On-Site?**  
With so much research on cloud computing a mine field is quickly developing; so which do you feel is best, on-site or SaaS?
- M**      **Successful Best Practice Implementation**  
How to effectively implement best practice in an IT management environment is key to us all but what's the best way to maintain productivity and moral through the implementation process?
- N**      **Providing Service Heaven**  
Is service heaven a myth or is there a method that can be undertaken and if so what is it?
- O**      **Green IT – The Financial Benefits**  
Green IT is something we are all conscious of but what are the most effective ways of reducing your carbon footprint while improving the bottom line.