

8.30	Registration		
9:00	Opening Address ITAMOrg & ICS		
9:15	Keynote: Vodafone Asset Management Services Attila Kiraly, Vodafone		
9.55	Keynote: Choosing your weapons in tool selection and the imperative of maintenance in modern businesses Daniel Begg , Sainsbury's		
10:35	Coffee Break		
	Security & ITAM	SAM & ITAM strategy and practice	Organisational maturity & competences
11.00	Don't Acquire Your Next Breach: Managing Vendor Risk Under the GDPR Hayley Pettit, One Trust	Open Chain Paul McAdam, Source Code Control	Global Process Maturity Report 2018 Rory Canavan, ITAMOrg
11:30	Why physical data protection should not be forgotten Aisling Murphy, 3M	The ITAM journey at Bank of Ireland Dave Hyland, Bank of Ireland	ITAM Roles & Competency Piaras MacDonnell & Jan Oeberg
12:00	The IoT challenge Matt Marnell, Flexera	Strategic alignment of SAM at BT Matt Turner	ITAM and ITIL 4 Stéphane Joret, Liscience
12:30	Lunch Break		
	Contracts & Legal	ITAM in a cloud perspective	Licensing
13:30	Legal aspects in second hand software Guy Tritton, Hogarth Chambers	Internal audit - friend or foe Rachel Ryan, Danske Bank	Best kept secrets to managing your Microsoft licenses Stephen Williams
14:00	Empowering your software asset Michael Vilain, ReLicense	Negotiating a Microsoft Cloud contract Gareth Redshaw, Cloud Optics	Oracle Java Licensing Changes: What's Really Going On? Paul Bullen, Version 1
14:30	Establishing IT-Service TCO using SAM Rory Canavan, ITAMOrg	Datacenter licensing – BYOSL Barry Pilling	"From SAP with Love" - SAP Digital age licensing Desiree Weiss & Wendie Balzano, Insight
15:00	Publishers Code of Conduct Danielle Jacobs, Beltug	Cloud Management Kylie Fowler, ITAM Intelligence	IBM licensing - common pitfalls and how to avoid them Torsten Feldmann, EY
15:30	Coffee Break		
16:00	Keynote: Are you an IT Asset Manager? Good, now let's talk finance! Kris Maes, Coca Cola European Partners		
16:45	Closing Address ITAMOrg		
17:00	Networking		