

## ITAM Conference 2019

### Schedule Tuesday 9 April

08.30	Registration		
09.00	Opening: ICS + ITAMOrg		
09.15	Key Note: Attila Kiraly, Vodafone		
09.55	Key Note: Daniel Begg, Sainsbury		
10.35	Break & Exhibition		
	<b>Contracts &amp; Legal</b>	<b>SAM &amp; ITAM strategy and practice</b>	<b>Organisational maturity and Competences</b>
11.00	Legal aspects in second hand software, Guy Tritton	TBA	Global Process Maturity Report 2018, Rory Canavan
11.30	Empowering your software asset, Michael Vilain	The ITAM journey at Bank of Ireland, Dave Hyland	Competency development (ITAM roles)
12.00	Publishers Code of Conduct, Danielle Jacobs	Strategic alignment of SAM at BT, Matt Turner	ITAM and ITIL v4, Stéphane Joret
12.30	Lunch & Exhibition		
	<b>Security and ITAM</b>	<b>ITAM in a cloud perspective</b>	<b>Licensing</b>
13.30	Where SAM and security overlap, Jason Keogh	Cloud Management, Kylie Fowler	Best kept secrets to managing your Microsoft licenses, Stephen Williams
14.00	the IoT challenge, Matt Marnell	Negotiating a Microsoft Cloud contract, Gareth Redshaw	Oracle licensing
14.30	Open Source could cost you CEO., Paul McAdam	Datacenterlicensing - BYOSL, Barry Pilling	"From SAP with Love - impact of SAP's Digital age licensing, Desiree Weiss
15.00	Break & Exhibition		
15.30	Key Note: Kris Maes, Coca-Cola European Partners		
16.10	Finance Session (speaker tba)		
16.50	Closing: ICS and ITAMOrg		
17.00	Networking and exhibition		
18.00	Conference closes		