

HOUSING TECHNOLOGY IN-DEPTH EVENTS

HOUSING™
TECHNOLOGY

HOUSING | IT | TELECOMS | BUSINESS | ECOLOGY

IN-DEPTH | 2015



MOBILE WORKING & COLLABORATION



OMNI-CHANNEL COMMUNICATIONS



HOUSING & ASSET MANAGEMENT



BUSINESS INTELLIGENCE & ANALYTICS



TELECARE



HOUSING TECHNOLOGY IS INTRODUCING ITS IN-DEPTH 2015 SERIES OF ONE-DAY EVENTS FOR CIOs, DIRECTORS OF IT AND OTHER SENIOR IT AND BUSINESS LEADERS FROM THE UK'S SOCIAL HOUSING SECTOR. EACH EVENT WILL TAKE AN IN-DEPTH LOOK AT A SPECIFIC TECHNOLOGY AREA, WITH PRESENTATIONS FROM SOME OF THE MOST INNOVATIVE HOUSING PROVIDERS AND IT SUPPLIERS IN THAT AREA, ALONG WITH A PANEL DISCUSSION AND PEER-TO-PEER NETWORKING.

ON-TARGET TOPICS

The topics for the In-Depth 2015 series of events are based on the results of Housing Technology's 2014 detailed survey of housing providers' future IT plans and how they plan to spend their technology budgets.

The series will cover:

-  **MOBILE WORKING & COLLABORATION**
-  **OMNI-CHANNEL COMMUNICATIONS**
-  **HOUSING & ASSET MANAGEMENT**
-  **BUSINESS INTELLIGENCE & ANALYTICS**
-  **TELECARE**

HAND-PICKED GUESTS

Housing Technology will hand-pick the guest list for each event from its database of 10,000+ subscribers. The 50-60 guests at each event will all be senior IT directors, heads of IT and other senior executives from UK social housing providers.

WHEN & WHERE

The five events will take place on a rolling basis during 2015 and early 2016. The exact dates and locations have yet to be confirmed.

HANDS-FREE MANAGEMENT

Both as a series and for each event, Housing Technology will take care of all the pre-event marketing (incl. finding speakers), invitation processes, guest registration and communications, AV & filming, logistics, catering and venue liaison, and post-event follow-up.

SELECT SPONSORS

IT suppliers have the option of sponsoring either the complete series of In-Depth 2015 events or individual events. Sponsorship of each event includes:

- 1x presentation slot
- 3x staff tickets
- 5x guest passes for housing customers
- The option to put forward a housing customer as one of the speakers
- All event management, invitations and logistics
- Pop-up banner/stand in the lunch and networking areas (stands not provided)
- Post-event access to the delegate list

VALUE FOR MONEY

The cost of sponsoring the In-Depth 2015 series of events is £24,950 plus VAT. Sponsorship of individual events is £7,495 plus VAT.

NEXT STEPS

Housing Technology invites IT suppliers to submit 'expressions of interest' to indepth@housing-technology.com by 27 March 2015, with details of which event(s) they are interested in sponsoring.

- Branding throughout the event, including badges, delegate packs, signage, etc
- Branding in all pre- & post-event communications
- Inclusion in all pre- & post-event editorial coverage in Housing Technology magazine
- Inclusion in the post-event video
- Branding and corporate profile on the event website
- Inserts in the delegate pack

OUTLINE AGENDA

While the exact agenda will vary for each event, the outline agenda for the event series will be:

- 10.00 Registration and networking
- 10.30 Presentations from housing providers and IT suppliers
- 12.30 Lunch and networking
- 14.30 Presentations from housing providers and IT suppliers
- 16.00 Panel discussion (with the event's speakers)
- 17.00 Close

ABOUT HOUSING TECHNOLOGY

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Housing Technology is the no.1 provider of IT, technology and telecoms news, comment, information and research specifically for the UK social housing sector.

IT STRATEGY

Established in 2006, the bi-monthly Housing Technology magazine and the annual market intelligence report are required reading for anyone responsible for IT strategy and delivery within UK housing associations. Subscriptions to Housing Technology are free and available online from www.housing-technology.com.

COMMUNITY NETWORKING

The annual Housing Technology conference and executive forum is now well-established as the leading technology event in the social housing sector. Housing Technology also runs a number of other smaller, topic-specific seminars and events throughout the year.

MARKET INTELLIGENCE

Housing Technology publishes a series of annual market intelligence reports, white papers and bespoke research on behalf of housing associations and IT suppliers.

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