



CMA Ontario/Microsoft Dynamics Business Lounge

REGISTRATION FORM

Greener by Design – Session 1 (Repeat Event) & Session 2 (New)

Sustainability isn't just a Corporate Social Responsibility "nice to have" – it's a critical factor in delivering measurable savings while protecting firms from reputational and regulatory risk.

To address Green initiatives an organization and its advisors needs to understand that Information Technology is a key component of an effective sustainability strategy. Research shows that by applying green principles to the IT infrastructure you can have a major impact on power consumption, thus IT has a significant impact on cost and carbon savings *outside* the IT department. In fact, a landmark report, **SMART 2020**, found that the intelligent application of IT in areas like travel avoidance and building management can reduce total energy consumption by five times the total power consumed by the technology itself.

Session 1

In our inaugural session in June, CMA members got tremendous value out of a session that delivered information on how to develop and apply a framework for an effective Green IT strategy, understanding cost and carbon-saving options and building a strategy to prioritize and execute on initiatives involving servers, PCs, facilities management, travel avoidance, and safe disposal of end of life products. On July 15, we will repeat this overview class, and add a second session focused specifically on how the finance function can understand and provide guidance on issues involving technology power consumption in the data centre and on the desktop.

Session 2

This second session will include a new, proprietary Excel tool that helps professionals to understand the cost and carbon implications of PC, printer, and monitor refresh and management strategies.

IT in Canada invites you to join us for an executive briefing on Thursday, July 15th, where we will share insight and approaches to help your business reduce the cost, risk, and time associated with adopting and implementing a sustainability solution.

What you will receive: At the end of the sessions, you'll receive presentation materials with references for further reading. Attendees at the first session will also receive a Word-based template for activity planning, while those in the second session will receive the Excel-based Distributed Technology Evaluation Calculator (DTE-Calc) to use in planning future management and acquisitions activities.

About the Presenters:

Michael O'Neil

Michael O'Neil is Canada's most senior IT industry analyst. Through the course of his career, he has led two different research firms to leadership positions in the Canadian market, launched research projects to provide benchmark information for the Canadian IT industry, and provided guidance to the country's leading vendors, distributors, solution providers, and corporate executives. In the past four years, he has expanded his activity to the media world, acting as Chief Content Officer for Canada's foremost IT-focused social media network, and as Managing Editor for Canada's top IT journal, while remaining active in consulting as CEO of research firm IT Market Dynamics.

Joel Martin

Joel has over 15 years experience in product management, qualitative and quantitative market analysis, developing new businesses & partnerships, and creating market strategies. As a Microsoft ERP product manager and IT analyst I have worked with companies, consultants and partners to develop, define, and deliver go-to-market strategies for their business and those of their customers.

About IT in Canada:

IT in Canada and its subsidiary The Sustainability Platform provide research-based best practices and tool kits for organizations, consultants and public officials to measure, impact and sustain Green Technology and business practices. Our organization brings together thought leaders from across North America and published their stories, moderates discussion forums, and benchmarks from a wide variety of local and international businesses based in Canada.

Date:

Thursday July 15, 2010

Location:

Microsoft Dynamics Business Lounge
70 University Avenue, Ground Floor
Toronto, ON M5J 2M4
416-977-7741



Time:

7:30 a.m. to 8:00 a.m. – Registration / Breakfast / Networking for Session 1
8:00 a.m. to 9:15 a.m. – Session 1 Presentation and Discussion
9:15 a.m. to 9:40 a.m. – Registration / Breakfast / Networking for Session 2
9:40 a.m. to 11:00 a.m. – Session 2 Presentation and Discussion

Cost:

\$35.00 plus HST – Members to attend one session (either Session 1 or 2)
\$40.00 plus HST – Non-Members to attend one session (either Session 1 or 2)
\$50.00 plus HST – Members to attend Session 1 and 2
\$55.00 plus HST – Non-Members to attend Session 1 and 2

CPLD: 2 credits per session

REGISTRATION FORM

Please fax or email your registration form to Leena Rosenberg, Tel : (416) 204-3140 or (800) 387-2991 ext 140,
Fax (416) 977-1365, lrosenberg@cma-ontario.org

Greener by Design – Thursday, July 15, 2010

Name: _____ Tel: _____

Member #: _____ Guest Name(s): _____

Attending Session 1 _____ Attending Session 2 _____ Attending both Sessions _____

Credit Card (Visa/MasterCard/Amex): _____ Expiry Date: _____

Signature: _____ Dietary Restrictions: _____

No refunds for cancellations after July 8, 2010. Substitutions accepted at no charge.