



CMA Ontario/Microsoft Dynamics Business Lounge

REGISTRATION FORM

Greener by Design

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.

In this session, attendees will learn 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.

IT in Canada invites you to join us for an executive briefing on Tuesday, June 22nd where we will share insight and approaches to help your business reduce the cost, risk, and time associated with adopting and sustaining a sustainability solution.

What you will receive: At the end of the session, you'll receive a kit with best practices and excel-based tool that you can use to compare the activities in your organization with those of your peers.

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:

Tuesday, June 22, 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

8:00 a.m. to 9:15 a.m. – Presentation and Discussion

Cost:

\$35.00 plus GST – Members

\$40.00 plus GST – Non-Members

CPLD: 2 credits

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 – Tuesday, June 22, 2010

Name: _____ Tel: _____

Member #: _____ Guest Name(s): _____

Guest: _____ Expiry Date: _____

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

Signature: _____ Dietary Restrictions: _____

No refunds for cancellations after June 15, 2010. Substitutions accepted at no charge.