

# 2012 European Information Management Conference



5-7 November 2012  
La Dolce Resort  
Brussels, Belgium

*Sponsored by ARMA International,  
PRISM International and NAID-Europe*





# 2012



## *Information Management: The Way Forward*

In an era known as the Information Age, there can be little argument that the management of information holds a position of especially high importance. It is no surprise, therefore, that information management, including its storage, retrieval, integrity and protection, is evolving so quickly. The 2012 European Information Management Conference is designed specifically to help delegates keep up with these changes. In doing so, attendees secure their value to the organisations they serve. This year's hosts invite you to attend, not only to ensure your role in the world of information management, but also because proper information management is a critical part of the way forward.



### **ARMA International**

ARMA International is a not-for-profit professional association and the authority on managing records and information - paper and electronic. ARMA offers invaluable resources such as legislative and regulatory updates, standards and best practices, technology trends and applications, live and web-based education, marketplace news and analysis, books and videos on managing records and information, and a global network of 10,000+ records and information management professionals.



### **PRISM International**

PRISM International (Professional Records and Information Services Management) is a not-for-profit association based in Glenview, Ill. The organization is global in scope and serves members in more than 60 countries around the world in the areas of physical records storage and management, data protection, imaging and conversion services, and confidential destruction services. In addition to the Illinois headquarters, PRISM International also maintains a secretariat in Brussels, Belgium, to serve members and engage in regulatory activities in the European Union.



### **NAID-Europe**

NAID-Europe is a standing committee of the National Association for Information Destruction (NAID), an international association of companies offering data destruction services, uniting to promote the secure disposition of discarded information by emphasizing the highest standards and ethics. By securely destroying all types of discarded media, including paper, film, computer hard drives and other electronic devices, in a highly efficient and environmentally responsible manner, NAID-Europe members assist all types of organisations fulfill their legal obligation to prevent unauthorised access to discarded personal and competitive information.



# SCHEDULE

## Monday, 5 November 2012

13:00 - 15:30	Optional Brewery Tour
17:00 - 18:00	Opening Ceremony <i>Sponsored by REB Storage Solutions</i>
18:00 - 20:00	Opening Night Reception in Solutions Expo <i>Sponsored by Iron Mountain</i>
20:00 - 23:00	Banquet and Casino Royale Night <i>Sponsored by Oasis Group</i>

## Tuesday, 6 November 2012

07:30 - 08:30	Continental Breakfast in Solutions Expo
08:30 - 10:00	The Global and Regional Economic Outlook <i>Sponsored by OSG Records Management</i>
10:00 - 11:00	Refreshment Break in Solutions Expo
11:00 - 12:00	The Brave New World of the Data Protection Regulation Information Governance: New Challenges and Opportunities for Records Management Trends in Digital Document Processing
11:00 - 16:00	Optional Spouses Event: Magritte Museum Tour with Lunch
12:00 - 13:30	Lunch
13:30 - 14:20	Part 1: A Shred School Intensive <i>Sponsored by Andrews Software</i> Metadata: The Critical Ingredient for Managing and Exchanging Information Document imaging: A Value Added Service in RIM
14:30 - 15:30	Part 2: A Shred School Intensive <i>Sponsored by Andrews Software</i> We are all Used to "Blue Sky Thinking" but is the Future of Your Business Cloudy? Database Archiving: A Case Study at the Belgian National Archives
15:30 - 16:30	Refreshment Break in Solutions Expo
16:30 - 17:30	Safe and Dependable: Issues and Challenges of Electronic Media Disposal Data Protection Laws Roundtable Discussion
17:30 - 18:30	Reception in Solutions Expo <i>Sponsored by Wincanton Records</i>
18:30 - 01:30	Optional Dinner in Brussels (and Shuttle)

## Wednesday, 7 November 2012

07:30 - 09:00	Continental Breakfast in Solutions Expo
09:00 - 09:50	You are the Logo
10:00 - 10:50	Social Media Part 1: Basics Plus Marketing 1001: Advanced Marketing Strategies for RIM Service Providers Generally Accepted Recordkeeping Principles: A Case Study Evaluating 50 Years of Record-Keeping Practices in a Public Utility Company
11:00 - 12:00	Refreshment Break in Solutions Expo
12:00 - 12:50	Social Media Part 2: Building Community ISO 27001: What Does it Mean to you? Business Intelligence for Non-Profits: Transforming Customer Records to Maximize Donor Outreach
13:00 - 14:30	Lunch in Solutions Expo
14:30 - 15:20	The new DIN and What it Means for the Secure Destruction Business Emerging Trends in Records and Information Management Improving Business ROI Through use of Standards
15:30 - 16:30	Panel Discussion of the Future of RIM in Europe: Conference Themes and Lessons

# Special Events

## **Opening Ceremony** (17:00, Monday, 5 Nov.)

### **Welcome to the European Information Management Conference**

*Sponsored by REB Storage Systems*

Prior to the reception, the conference hosts will officially open the event with comments from a number of thought leaders in information management as well as industry dignitaries. In addition, attendees will receive an overview of the three-day conference, with particular insights into many of the educational sessions and networking events planned during the conference.



## **Zsolt Darvas, Ph.D.** (8:30, Tuesday, 6 Nov.)

### **The Global and Regional Economic Outlook**

*Sponsored by OSG Records Management*

Zsolt Darvas, a Hungarian citizen, joined Bruegel as a Visiting Fellow in September 2008 and continued his work at Bruegel as a Research Fellow in January 2009. He is also Research Fellow at the Institute of Economics of the Hungarian Academy of Sciences and Associate Professor at Corvinus University of Budapest. From 2005 to 2008, Dr. Darvas was the Research Advisor of the Argenta Financial Research Group in Budapest. Before that, he worked at the research unit of the Central Bank of Hungary (1994-2005) where he served as Deputy Head.

Dr. Darvas holds a Ph.D. in Economics from Corvinus University of Budapest where he teaches courses in econometrics and at other institutions since 1994. His research interests include macroeconomics, international economics, central banking and time series analysis.

Dr. Darvas will provide a unique perspective about the economy that is likely to emerge from the current global financial realignment, focusing on the effect on demographics, information management, and on B2B and services sectors.



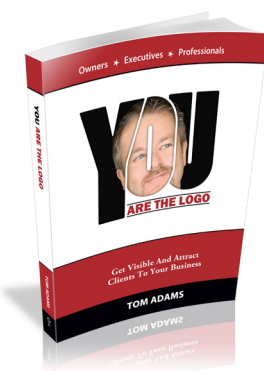
## **Tom Adams**

### **You are the Logo** (9:00, Wednesday, 7 Nov.)

Richard Branson, Bill Gates, Steve Jobs, Warren Buffett, Donald Trump and Martha Stewart have all achieved notable business success - a significant portion of which was dependent on their willingness to become iconic figures in their business. In this session, regular NAID contributor and RIM marketing expert Tom Adams will show you how to capitalize on what is often your most underdeveloped and underappreciated marketing and positioning asset: yourself.

It is commonly known that an organization takes on the personality of its leader. But what is often neglected is the incredible leverage that comes from using it as a powerful marketing strategy. The business landscape is full of countless examples of successful enterprises that are positioned in the marketplace, not just by their products or services, but by the very visible personalities of their leaders and marketing icons.

In this session, Adams will explain why "You are the Logo" positioning is so attractive to your prospects and will challenge you to develop and grow this proven marketing strategy for your business.





## **Closing Session:** (15:30, Wednesday, 7 Nov.)

### **The Future of RIM: Conference Themes and Lessons**

After two days of great educational sessions, several conference speakers and industry leaders will come together to discuss the major themes and lessons emerging from the event. With an emphasis on broad participation, panelist will frame the hidden trends and secrets to success buried in the content. From this discussion will emerge a window on the future of records and information management that attendees will use to improve their departments and businesses over the coming years.

*Panelists: To be determined*

# *Session Descriptions*

(In order of appearance)

## **Tuesday, 6 Nov.**

**11:00 – 12:00**

### **The Brave New World of the Proposed Data Protection Regulation**

The long wait is over...almost. Vice President Viviane Reding and her team have issued a proposal to convert the current European Union Data Protection Directive into a Data Protection Regulation. If adopted, as appears likely, it will dramatically change the data protection landscape in the region, including a significant increase of the related liabilities for data controllers and RIM service providers. In this session, NAID CEO Bob Johnson will explain the likely outcomes, opportunities and challenges that will result.

*Presenter: Bob Johnson, CEO, NAID*

### **Information Governance: New Challenges and Opportunities for Records Management**

ARMA International recognizes that effective records management is a core contributor to any organization's information governance efforts. And yet, information governance goes beyond RIM into areas such as privacy, data protection and security, litigation and eDiscovery, compliance, etc. Marilyn Bier will discuss how information governance is creating new challenges for records managers and providing opportunities for professionals managing their organizations' information assets.

*Presenter: Marilyn Bier, CAE, CEO, ARMA International*

### **Trends in Digital Document Processing**

Join the discussion with Hans Kaashoek from Strategy Partners about paper in the digital world. It is clear that these two worlds are coming closer every day. How are the worlds of SAP, IBM, Canon, and Microsoft, for example, processing paper and digital documents?

*Presenter: Hans Kaashoek, Managing Partner,  
Strategy Partners*

**13:30 – 14:20**

### **Part 1: A Shred School Intensive**

*Sponsored by Andrews Software*

It is often said, "It is not what you know but who you know." In the first of a two-part session, the Dean of Shred School Ray Barry, will provide the framework for a networking strategy that can result in a consistent and never-ending flow of "warm" leads. Barry will discuss qualifications that attract new customers as well as how many of NAID's marketing programs can be used to enhance customer loyalty and position a service provider as the expert in the field.

*Presenter: Ray Barry, President, Total Training Service*

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### **Metadata: The Critical Ingredient for Managing and Exchanging Information**

This presentation will discuss the role of metadata in managing information and records. In an increasingly interconnected world it is crucial to be able to exchange information, and that requires agreement on methods and standards for the exchange. Hans Hofman will give a brief overview of the metadata standards for records (ISO 23081, three parts) and will then discuss issues regarding the capture of metadata and how it is used to migrate information from one system to another. Topics include guaranteeing the usability, integrity, reliability and authenticity of information; as well as requirements for possible models to import and export information.

*Presenter: Hans Hofman, Senior Advisor,  
Nationaal Archief of the Netherlands*

### **Document Imaging: A Value Added Service in RIM**

Today's economic environment means that each organization must evaluate its business model to identify lateral service opportunities. These opportunities are often identified by the client base. This "think tank" for service possibilities can propel your growth in the RIM market. Document imaging, as a core service or a value-added service can enable you to expand your scope of services while ensuring a broad client base. This session will explore the opportunities that exist in the document imaging and data management arena. Tom Gilsenan will share his experience with building a company based on identifying market niches and staying ahead in the ever changing RIM environment.

*Presenter: Tom Gilsenan, Informa*

## **14:30 – 15:30**

### **Part 2: A Shred School Intensive**

Like it or not, first impressions usually set the stage for any relationship, including the sales relationship. Too often, sales professionals begin the sales process on the wrong foot because they have not established relationships of trust and respect with prospective clients. In Part 2 of his Shred School Intensive, Ray Barry will discuss strategies and techniques for creating that relationship and, ultimately, a solid bond based on value and good will.

*Presenter: Ray Barry, President, Total Training Service*

### **We are Used to "Blue Sky Thinking" but is the Future of Your Business Cloudy?**

Ian Thomas will provide a brief background on the cloud and examine the impact that it will have on businesses in the future. From your daily work to how you interact with your customers, the benefits of the cloud should be considered. However, does that mean that business as we know it has ended? This session will examine these questions and present a balanced approach, allowing you to draw your own conclusions about the cloud and how to use it.

*Presenter: Ian Thomas, O'Neil Software*

### **Database Archiving: A Case Study at the Belgian National Archives**

A lot of information is stored in databases, which means they are becoming increasingly complex. Database archiving is becoming more and more important to guarantee the long-term availability and usability of the data. Also, the information stored in databases needs a complete descriptions in order to be useful for future users and researchers. Although storing useful information is important, so is eliminating superfluous information. In the archiving project run by the Belgian State Archives, different aspects of database archiving are examined such as formats, metadata, procedures, legal and constraints.

*Presenter: Lucie Verachten, Archivist,  
Belgian State Archives*

## **16:30 – 17:30**

### **Safe and Defendable: Issues and Challenges of Electronic Media Disposal**

Few areas of information disposition is as fraught with misconceptions and confusion as electronic media disposal. Not only is the issue clouded by the existence and evolution of a range of media formats, including solid state drives and hybrid drives, disposition also has important environmental and regulatory liabilities associated with it. In this session, a panel of IT asset management professionals, including practitioners and service providers will discuss a sensible approach to the destruction of data on electronic equipment. This panel will also provide information about developing organizational policies.

*Panelists: To be determined*



## Data Protection Laws Roundtable Discussion

The uncertainty around the future of the European Union's data protection laws continues to trigger significant interest in Europe. As the European Commission proposes stringent enforcement measures, with fines potentially reaching up to two percent of the annual worldwide turnover of a company, businesses around the world are paying more attention to the ongoing legislative process. Join us for an informative roundtable discussion about the impact of this legislation on the RIM industry.

*Presenter: Rita Balogh, Senior Associate,  
APCO Worldwide*

## Wednesday, 7 Nov.

**10:00 – 10:50**

### Social Media Part 1: Basics Plus

In this session, NAID Director of Communications Kristina Carlberg will provide a basic introduction of social media platforms. Carlberg will demonstrate how to set up accounts and discuss social media etiquette, the strengths and weakness of the various platforms and the type of content that is most likely to engage the right audiences.

*Presenter: Kristina Carlberg, Director of Communications,  
NAID*

### Marketing 1001: Advanced Marketing Strategies For RIM Service Providers

Never has there been more marketing and advertising options for your business. Marketing 101 just doesn't work anymore. As a RIM service provider it's easy to bury your head in the sand and continue to do what you've always done. Alternately, you can get seduced by the never-ending array of shiny marketing objects and use them only to discover that they do little for you in the long run. Neither approach works. Marketing 1001 is advanced training for RIM marketers who want a clear path to success through the clutter of options.

*Presenter: Tom Adams, Flourish Press/RIM Marketing*

### Generally Accepted Recordkeeping Principles: A Case Study Evaluating 50 Years of Record-Keeping Practices in a Public Utility Company

ARMA International's Generally Accepted Recordkeeping Principles were recently used as part of a review of 50 years' worth of recordkeeping practices in an American utilities company. The company's recordkeeping practices have come under scrutiny as part of ongoing litigation related to a pipeline rupture and fire that killed eight people. Two British consultants were asked to provide independent, expert opinions on the utility company's recordkeeping practices through time. Alison North will discuss her

decision to use the principles as a means to explain the deficiencies in the recordkeeping practices, discuss the experience in applying the principles to a real case study, and offer suggestions to those considering using the principles when evaluating their own records management programs. Questions will be taken throughout; however, the details of the case will not be open for discussion.

*Presenter: Alison North, Information Governance  
Consultant, AN Information Ltd.*

**12:00 – 12:50**

### Social Media Part 2: Building Community

In Part 2 of the program series on social media, a panel of RIM professionals will discuss their strategies for successfully using social media to engage their audiences and clients. Panelists will share their perspectives on social media in business, including the relationships between engagement, customer loyalty, and personal and career branding.

*Panelists:*

*Kristina Carlberg, Director of Communications, NAID  
Tom Adams, Flourish Press/RIM Marketing  
Yarom Ophir, Co-Founder and Chairman, KATANA SA  
Lloyd Williams, CEO, ShredAll, Ltd.*

### ISO 27001: What Does it Mean to you?

ISO 27001 is here. An increasingly popular and comprehensive program for information security, this standard touches on nearly everything that system administrators do and addresses information security across the organization. Join Pierre Dewez from Devoteam as he walks us through the basics of this important standard and discusses the implications for the RIM industry.

*Presenter: Pierre Dewez, Consulting Director, Devoteam*

### Business Intelligence for Non-Profits: Transforming Customer Records to Maximize Donor Outreach

The World Food Programme (WFP) is the world's largest humanitarian organization operating in 70 countries to help 90 million people, 58 million of which are children, to receive food for long-term sustainability and emergency food assistance in times of crisis. This session will focus on the transformation of the WFP's due diligence process and use of Salesforce.com to implement key metadata fields for enhanced reporting functionality to create business intelligence. This session will focus on creatively using affordable key third-party software tools from otherwise static records. The presentation will provide insight into

*continued on next page*



strategies beyond traditional records management to help records managers move into the information governance era. Hunger is the world's most solvable problem. Solid information management strategies are part of the answer.

*Presenter to be determined*

**14:30 – 15:20**

### **The new DIN and What it Means for the Secure Destruction Business**

After several years of work, the new DIN Standard for Secure Destruction is now official. Since the discussion at last year's joint conference, the DIN standard developers responded to a significant number of comments from a wide cross section of stakeholders. In this session, a panel of those stakeholders will describe the final revision, as well as its impact and significance on the commercial secure destruction sector.

*Panelists:*

*Markus Gauer, Gauer Daten-und Aktenvernichtung  
Jeroen Harinck, Managing Director,  
Cintas Document Management*

### **Emerging Trends in Records and Information Management**

What are the key challenges in records management? What's driving records management today? Join our expert panel of RIM professionals as they discuss key trends affecting RIM both today, and, more importantly, tomorrow. Bring your questions and join the discussion!

*Panelists: To be determined*

### **Improving Business ROI Through use of Standards**

The past 10 years, there have seen a notable increases in developing international standards and initiatives within the recordkeeping community. This has resulted in a number of new ISO standards, such as the ISO 23081, ISO 16175 and ISO 30300, and the ARMA International Generally Accepted Recordkeeping Principle. These provide a solid framework but are still isolated and largely unknown to the business community, despite an attempt with the ISO 30300 standards and GARP to remedy this. The route of ISO 30300 and ARMA principles. However, in order to effectively reach out to businesses and ensure a profound impact on recordkeeping principles, the records community must integrate recordkeeping requirements directly into business standards. This session will examine how to do this using an example like sustainability reporting, an activity which is conducted by all large businesses around the world.

*Presenter: Ineke Deserno, Archivist, North Atlantic Treaty Organization (NATO)*

## **Accommodations**

### **Hotel Information**

Dolce La Hulpe Hotel  
135, Chaussée de Bruxelles  
1310 La Hulpe  
Belgium  
Phone: +32 (0)2 290 98 00  
[www.dolcelahulpe.com](http://www.dolcelahulpe.com)

Dolce La Hulpe Brussels is located in the heart of the ancient Sonian Forest, creating a tranquil sanctuary minutes from Brussels and Brussels International Airport. Our resort inspires the best in our business and leisure guests - from the invigorating indoor pool and fitness center, a lavish spa, fine lounges and restaurants, contemporary guest rooms and suites, and an exceptional staff - every aspect nourishes the mind, body and spirit.

### **Room Rates**

Single Occupancy - 170€ (VAT included)  
Double Occupancy - 200€ (VAT Included)



### **Reservations**

To reserve a room at the Dolce La Hulpe Hotel, please make a copy of the Housing Form on the inside back cover and email a scanned image or send a facsimile to CMIG using the information on the form.

Deadline for hotel reservations is 5 Oct. 2012. Hotel room availability cannot be guaranteed after 5 Oct. 2012. A one night's room and tax deposit is due when the reservation is made.



## Networking Events

### Opening Reception in Solutions Expo

*Sponsored by Iron Mountain*

20:00 - 23:00, Monday, 5 Nov.

### Banquet and Casino Royale Night

*Sponsored by Oasis Group of Companies*

20:00 - 23:00, Monday, 5 Nov.

Join your colleagues for a delicious meal at the Conference Banquet Monday evening, followed by a night of intrigue and gambling at the Casino Royale...Brussels. Sip Martinis (shaken not stirred) amid the high-stakes gaming tables where you can enjoy Blackjack and Roulette, or for all the James Bonds in the crowd, try your hand in a real poker tournament.

### Continental Breakfast in the Solutions Expo

7:30 - 8:30, Tuesday, 6 Nov.

7:30 - 9:00, Wednesday, 7 Nov.

### Refreshment Breaks in the Solutions Expo

10:00 - 11:00 and 15:30 - 16:30, Tuesday, Nov 6

11:00 - 12:00, Wednesday, Nov. 7

### Networking Reception

*Sponsored by Wincanton Records*

17:30 - 18:30, Tuesday, 6 Nov.

## Optional Networking Events

*The following events are open to conference attendees. Additional fees apply as indicated in the descriptions below. All events include transportation to and from the hotel. Registration for the events is available in the online registration as well as the printable registration form. Please register early as space is limited for each event!*

### Brewery Tour: Brasserie Cantillon

13:00 - 15:30, Monday, 5 Nov.

With more than 800 types of Belgium beer, you're sure to get a taste of one of the country's most popular exports. Take a shuttle from the hotel to Brasserie Cantillon, Brussel's museum of traditional Belgium beer, Gueuze. Enjoy the crisp, oaky, cider-like, spontaneously fermented flavors of Gueuze on your museum tour.

Cost: \$35 USD per person



### Spouse Activity: Tour of Magritte Museum

11:00 - 15:30, Tuesday, 6 Nov.

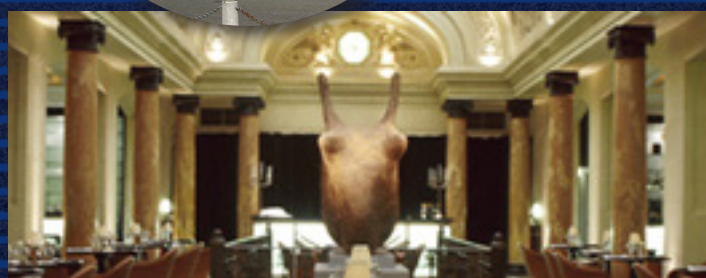
Enjoy lunch at the Musical Instruments Museum restaurant while enjoying a beautiful view from the terrace of the Old England Art Nouveau building. After lunch, take a self-guided tour of surrealist artwork at the Magritte Museum, located at Place Royale in the restored Altenloh Hotel. Cost: \$95 USD per person



### Off-Site Dinner at the Belga Queen

18:30 - 22:30, Tuesday, 6 Nov.

Housed in an 18th century landmark building and decorated with contemporary flare, the Belga Queen is known for its beautiful architecture and unique cuisine. Pairing delicious dishes with flavorful beers and wines, this restaurant is located in the heart of Brussels, just 10 minutes from the Grand Place and a short shuttle ride from the hotel. After dinner, attendees will have the option of either returning to the hotel or exploring the city. The shuttle will run hourly after dinner from 22:30 to 1:30. Register early as space is limited to 80 people! Cost: \$120 USD per person





## Exhibitors

ALL Source Security Containers  
Allegheny Shredders  
Andrews Software  
AXO Shredders LTD  
DACS, Inc.  
Delta Shelving Systems  
DHS Worldwide  
DocuData Software  
Elite Storage Solutions, LLC  
Invicta Group  
Jake, Connor and Crew  
O'Neil Software  
Osborn Associates  
Perm-A-Store  
REB Storage Equipment Worldwide  
Russ Bassett Corporation  
Shred-Tech  
Vecoplan, LLC  
XpresspaX, Inc

## Sponsors

### Monday Opening Reception



### Monday Dinner and Party



### Tuesday Networking Reception

**Wincanton Records Management**  
*Handled with care*

### Monday Evening Keynote



### Tuesday Opening Keynote



### Delegate Bag Co-Sponsor



### Delegate Bag Co-Sponsor



### Conference Signage



### Session Sponsor



## In Brussels

### Average Temperatures

**LOW** - 3°C (37°F)    **HIGH** - 9°C (48°F)

## Stuff to Do

**The Atomium**, a symbol of Brussels and Belgium, is an international tourist attraction. This unique piece of architecture, created on the occasion of the World Fair of Brussels in 1958, became the most popular monument of the capital of Europe.

**Belgian Comic Strip Center** is a permanent exhibition of unique objects and beautiful original drawings from the comic world.

**Fine Arts Museum** contains about 20,000 of the world's most revered paintings, sculptures and drawings.

**Halle Gate** is an ancient gate of the second wall of Brussels. It is located on the small ring road between Louise and the Midi Station. The tower now contains a museum of Brussels.

**The Musical Instruments Museum** is a federal scientific institution. The 1,200 most interesting instruments are installed in four exhibition halls, supported by images, text panels and a sound system.

**The Museum of the National Bank of Belgium** was founded in 1982 and has 15 rooms on the history of money, the role and importance of money in the economy, the tasks and activities of the National Bank in the new European framework, Euro notes and money as a cultural phenomenon.

**The Dinosaur Gallery in the Natural Sciences Museum** is the largest dinosaur exhibition in Europe, with more than 30 complete skeletons. The most famous dinosaurs are the Iguanodon, Tyrannosaurus Rex, and Stegosaurus.





**HOUSING FORM**  
**2012 EUROPEAN INFORMATION MANAGEMENT CONFERENCE**  
**DOLCE LA HULPE BRUSSELS**  
**5-7 NOVEMBER 2012**

**ALL HOTEL REGISTRATIONS MUST BE RECEIVED BY 5 OCTOBER 2012**  
Please duplicate this form for each room reservation.

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_  
Name (Last/First): \_\_\_\_\_  
Staying with (Name): \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Prov.: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email (required for confirmation): \_\_\_\_\_

**ROOM PREFERENCE/RATES**

Please indicate all that apply. Special requests honored on available basis at time of check-in

\_\_\_\_\_ Single Occupancy – 170€ (VAT Included)      \_\_\_\_\_ 1 King Bed  
\_\_\_\_\_ Double Occupancy – 200€ (VAT Included)      \_\_\_\_\_ 2 Twin Beds

*The hotel is a non-smoking hotel and only offers non-smoking rooms*

**DEPOSITS/PAYMENTS**

A 1 night's deposit for accommodations as listed above + 0.90€ City Tax per person per night is due when reservation is made. American Express, VISA, MasterCard and Diners Club are accepted.

**PAYMENT ENCLOSED**

☐ American Express    ☐ MasterCard    ☐ VISA    ☐ Diners Club

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**Fax this form to +1 919-782-5131**

**IMPORTANT**

Hotel reservation deadline is 28th September 2012. Hotel room availability cannot be guaranteed after 5 October.

**Mail or Fax this form to:**

CMIG

Robin Powers

804 Salem Woods Dr.

Suite 204-B

Raleigh, NC 27615

Fax: +1 919-782-5131

Tel: +1 919-782-9417

Email: [robin@cmig.com](mailto:robin@cmig.com)

**CANCELLATION POLICY**

The individual cancellation for sleeping rooms is 7 days prior to your arrival date. If you do not cancel at least 7 days prior to, a 1 night's room/tax will be charged to your credit card.

**HOTEL INFORMATION**

Dolce La Hulpe Brussels  
135 Chaussée de Bruxelles  
1310 La Hulpe, Belgium  
Tel: +32 (0) 2 290 98 00



Dolce La Hulpe Brussels is located in the heart of the ancient Sonian forest creating a tranquil and verdant sanctuary only minutes from Brussels City Centre and Brussels International Airport.

**2012 EUROPEAN INFORMATION MANAGEMENT CONFERENCE**  
**HOSTED BY: ARMA INTERNATIONAL, NAID-EUROPE, AND PRISM INTERNATIONAL**  
**DELEGATE REGISTRATION FORM** *EXHIBITORS PLEASE USE "EXHIBITOR/SPONSOR REGISTRATION FORM"*  
**LA DOLCE HOTEL – LA HULPE, BRUSSELS 5-7 NOVEMBER 2012**  
**(OR REGISTER ONLINE AT [BIT.LY/2012JOINTEUEVENT](http://BIT.LY/2012JOINTEUEVENT))**

I OR OUR FIRM IS A MEMBER OF: ☐ ARMA ☐ NAID ☐ PRISM (MARK ALL THAT APPLY) OR ☐ N/A (PLEASE USE NON-MEMBER RATE)

USE ONE FORM FOR EACH DELEGATE. COPY FORM AS NEEDED FOR ADDITIONAL DELEGATES.

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE/PROV: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

**DELEGATE REGISTRATION** (Includes access to all educational sessions, lunches, refreshment breaks and receptions in the exhibit area. Events indicated as "Optional" are not included in the price and require an additional fee).

PLEASE LIST NAMES AS THEY SHOULD APPEAR ON THE NAME BADGE

Name: \_\_\_\_\_ Email: \_\_\_\_\_

		On or Before 1 Oct. '12	After 1 Oct. '12
Provide mobile number below to receive text alerts during event*	<b>First Delegate (Member)</b> <input type="checkbox"/>	\$629	\$729
	<b>Additional Delegate (Member)**</b> <input type="checkbox"/>	\$579	\$679
	<b>First Delegate (Non-Member)</b> <input type="checkbox"/>	\$929	\$1,129
	<b>Additional Delegate (Non-Member)**</b> <input type="checkbox"/>	\$749	\$849
	<b>Optional Brewery Tour***</b> <input type="checkbox"/>	\$35	\$35
	<b>Optional Off Site Dinner***</b> <input type="checkbox"/>	\$120	\$120

**OPTIONAL SPOUSE/GUEST REGISTRATION** (Includes all expo receptions, lunches, refreshment breaks and on-site dinners. Does NOT include access to educational sessions. Events indicated as Optional are not included in the guest rate and require an additional fee).

Name: \_\_\_\_\_ Email: \_\_\_\_\_

		On or Before 1 Oct. '12	After 1 Oct. '12
Provide mobile number below to receive text alerts during event*	<b>Guest</b> <input type="checkbox"/>	\$275	\$315
	<b>Optional Brewery Tour***</b> <input type="checkbox"/>	\$35	\$35
	<b>Optional Spouse/Guest Event***</b> <input type="checkbox"/>	\$95	\$95
	<b>Optional Off Site Dinner***</b> <input type="checkbox"/>	\$120	\$120

**PLEASE READ CAREFULLY**

☐ Check this box if you do not wish to have your contact information provided to conference attendees.

All fees are quoted in U.S. dollars and all sessions will be conducted in English.

\* By providing a mobile phone number, delegate agrees to receive text updates. All text alerts are subject to the fees imposed by delegates' mobile service provider.

\*\* Additional delegate rate is available to employees of the same organization.

\*\*\* Details regarding the optional brewery tour, spouses event and off site dinner is available in the event brochure and on the event website at [Bit.ly/2012JointEUEvent](http://Bit.ly/2012JointEUEvent). Events marked "Optional" are not included in the registration fee and require an additional payment as indicated in the fee schedule. Optional events have a limited number of seats and registration is based on availability.

**PAYMENT INFORMATION**

ALL TRANSACTIONS WILL BE PROCESS IN U.S. DOLLARS

THERE ARE A TOTAL OF \_\_\_\_\_ REGISTRATION FORMS COVERED BY THIS PAYMENT

TOTAL PAYMENT USD \$ \_\_\_\_\_

ENCLOSED IS CHECK NO. \_\_\_\_\_ PAYABLE & MAILED TO **NAID, 1951 W. CAMELBACK RD., STE. 350, PHOENIX, AZ 85015 USA**

AmEx/VISA/MC/DISCOVER #: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

CARDHOLDER'S NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

WIRE TRANSFERS ACCEPTABLE – PLEASE CALL +1.602.788.6243 EXT. 2007 OR EMAIL [CONFERENCES@NAIDONLINE.ORG](mailto:CONFERENCES@NAIDONLINE.ORG) FOR DETAILS

**Fax completed forms to +1.480.658.2088**

Pre-registration closes on 19 October 2012. After 19 Oct., onsite registration is required at the event.

Questions? Please call +1.602.788.6243 ext. 2007 or email to [conferences@naidonline.org](mailto:conferences@naidonline.org)

**Cancellations** must be sent via fax to +1.480.658.2088 or email to [conferences@naidonline.org](mailto:conferences@naidonline.org)

Rec'd Date:	Member #:	Postmark:	Registered:	
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