

---

**4 October 2007**

---

## **Record numbers expected at West Midlands ICT showcase**

Places are still available at a major event for the region's ICT industry, which features presentations and workshops from the likes of Microsoft, McAfee, SAS Software and National Computing Centre.

Around 300 professionals from across the West Midlands are expected to attend the 2007 ICT Cluster Conference and Awards at the National Motorcycle Museum on 22 November 2007.

Hosted by award-winning broadcaster Stuart Linnell MBE, the event has been put together by the West Midlands ICT Cluster, which seeks to gather together ICT organisations and related industries for the economic good of the region.

The conference programme will feature a keynote interview with Scott Dodds, General Manager of Microsoft's Small Business Division, a session on Effective Ways of Making Your Business Grow with Peter Richard of SAS Software and a discussion on Future Directions in IT – The Business Opportunities, led by Michael Gough, CEO of National Computing Centre.

The event seeks to provide access to technology partners, thought leaders and business innovators and opportunities to hear from organisations from the West Midlands SME sector sharing their tips on successes and how to avoid failures.

An afternoon programme of workshops includes sessions on McAfee Security, Web 2.0, Operational Efficiency IP and Green IT. An early evening event will see the ICT Awards ceremony, with categories ranging from ICT Excellence in Innovation (Product), to ICT Excellence in Public Sector ICT Projects.

Mike Musson, ICT Cluster Manager said: “We’re expecting around 300 people to this year’s ICT Cluster Conference, which will be a record for us. The calibre of experts taking the platform is extremely high and delegates can expect some top level industry insight, along with a fantastic opportunity to network with colleagues.”

For event registration contact [kylie.smith@ncc.co.uk](mailto:kylie.smith@ncc.co.uk) register online at [www.ncc.co.uk/wmict](http://www.ncc.co.uk/wmict)

**- ENDS -**

## **Notes to Editors:**

### **Conference Sponsorship**

Sponsorship packages are available for this conference, for further information please contact [kylie.smith@ncc.co.uk](mailto:kylie.smith@ncc.co.uk).

### **About ICT Cluster**

The ICT Cluster is one of ten clusters established by Advantage West Midlands as part of its economic development strategy. These clusters have been chosen on the basis of their current strength in the region and their potential to create jobs and economic growth.

Advantage West Midlands is one of nine Regional Development Agencies in England whose role is to provide leadership and action to create more, better jobs and in improve the quality of life for all in the West Midlands.

For further media information, please contact Ranbir Sahota, at Vitis PR on 0870 8965448 or email [ranbir@vitispr.com](mailto:ranbir@vitispr.com).