



2012 European Information Management Conference

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18 Sept. 2012



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Registration discount available through September

Conference planners urge those interested in attending the 2012 European Information Management Conference in Brussels, Belgium, to register in September. There are significant discounts available to those who sign up before 1 Oct. For more information, visit <https://Bit.ly/2012JointEUEvent>.



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New name, fresh approach could lead to bigger event

Recently, the NAID-Europe, PRISM International and ARMA International conference was renamed to the 2012 European Information Management Conference. Not only does the name change more accurately reflect the nature of the event, it also recognizes that the European records management community did not have a cross-border conference providing this type of education.



"By creating a pan-European records and information management event that is uniquely identified as bringing together practitioners and service providers, we have all the ingredients necessary to make this event the biggest of its kind in the region," said NAID CEO Bob Johnson. "More importantly, such a change in course has a great potential to advance records management across the region."



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Conference brochure mailed

The official conference brochure has been mailed to industry professionals in the region and should be arriving any day. In the meantime, for those who would like a preview, the conference brochure is available on the [conference website](#).



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Session spotlight: "You are the Logo" by Tom Adams



Since the last time Tom Adams appeared at a European conference, he has been a busy guy. Amid the growing popularity of his regular weekly radio podcast The RIM Report, he managed to find time to write a bestselling book. Then, earlier this year, just as the book was being released, he presented his concept during a NAID keynote that many say was the best they'd seen.



Adam's message focuses on the fact that a personal brand is something that must be purposefully cultivated to achieve professional and business success. Tom then proceeds to define how such personal branding happens in a world of social media and global competition. As practical as it is insightful, Adams leaves his audience motivated to take control of their personal brand and provides the tools and resources necessary.

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Event spotlight: Tuesday dinner at Belga Queen

Conference attendees looking for a little history and culinary adventure are in luck. On Tuesday, 6 Nov., conference delegates have the option to escape to the center of bustling Brussels for an evening of fine dining at the [Belga Queen](#), an elegant restaurant set in a historic building in the center of the city.

After dinner, delegates have a choice of returning to the Dolce La Hulpe Resort immediately or spending the evening sightseeing or club hopping, catching one the hourly direct shuttles that will run to the resort until 1:30 a.m. Space at the Belga Queen is limited for this event. Register soon to reserve your spot.

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Important links

[Conference Website](#)

[Online Event Registration](#) (Not for exhibitors/sponsors)

[Delegate Registration Form](#) (Not for exhibitors/sponsors)

[Exhibitor/Sponsor Registration Form](#)

[Housing Form](#) (Required for Dolce La Hulpe accommodations)

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