

2013



**European Information  
Management Conference  
10–12 November 2013  
Renaissance Amsterdam**



2013

Never before has information management been so important. Individuals, businesses, organizations, and governments all strive for security as information breaches make headlines around the world. That's why now, more than ever, it's crucial that you stay on the cutting edge of information management—from storage and retrieval to integrity and protection. The 2013 European Information Management Conference can help you do just that. Make a decision for your future by registering now to ensure you will have the invaluable skills so desired in today's market.

## **PRISM International**

PRISM (Professional Records and Information Services Management) International is a not-for-profit 501(c)(6) corporation based in Chicago, IL. The association provides services and education related to four primary business areas: physical record storage and management, data protection, media vaulting, imaging and scanning services, and confidential destruction services. PRISM International is global in scope and serves members in more than 60 countries around the world. In addition to the Chicago 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 united 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 organizations in fulfilling their legal obligation to prevent unauthorized access to discarded personal and competitive information.

# Schedule at a Glance

**Sunday, 10 November 2013**

**17:30–18:30**

**Opening Reception in Exhibits**

*Sponsored by Iron Mountain*

**Monday, 11 November 2013**

**07:30–08:00**

**Coffee in Exhibit Hall**

**08:00–08:15**

**Opening Comments**

**08:15–09:45**

**General Session**



## **RIMproLive from Amsterdam! Part One: The Leaders**

*Tom Adams, Flourish Press, Inc.*

Do you wonder what some of the largest European information management service companies are doing and thinking? Do you wish you could have a private conversation with their leaders to explore their strategies and perspectives and how to apply that knowledge to your business?

In this keynote session, Tom Adams will interview CEOs of some of the largest companies in Europe. You'll get a chance to eavesdrop on his conversation with them—almost as if you were talking to them yourself. This session will help you understand what these leaders and their companies are doing, how they are doing it, and the ways they are responding to the trends and patterns in the marketplace.

*Sponsored by O'Neil Software*



**10:00–11:00**

**Coffee in Exhibit Hall**

**11:00–12:00**

**PRISM Breakout Session**

## **Adapting to Changes in the Marketplace: New Services! New Outlooks! New Customers!**

*Andy Brown, COR365 Information Solutions*

COR365 Information Solutions has been in the information management business since 1984. During this time, it has become one of the largest independent information management companies in the United States and is one of three operating units in a family business that is more than 43 years old. In this forward-looking perspective and case study, Andy Brown will discuss how the company evolved as a family business and the successes attributed to its evolution, including changes in service offerings and geographic reach.

**NAID Breakout Session**

## **Looking Forward: Developing Partnerships with Regional Associations**

*Peter Wildenberg, Wildenberg Recycling B.V.; Markus Gauer, Gauer Daten-und Aktenvernichtungs GmbH; Lloyd Williams, Shredall Ltd.*

NAID often encounters like-minded international, national, or regional organizations with similar goals. In this session, members will discuss their ideas and efforts to develop mutually beneficial relations between NAID and regional organizations with local focus and resources. Ultimately, this discussion will help NAID-Europe develop an overall strategy for greater relevance while providing attendees a blueprint for similar outreach initiatives in their marketplaces.

**12:00–13:00**

**Lunch in Balcony Area**

**13:00–13:30**

**Dessert in Exhibit Hall**

**13:30–14:30**

**PRISM Breakout**

## **Planning for Our Future in the EU Marketplace** *(three 20-minute sessions)*

New to the conference this year, speed-learning sessions bring experts in the industry together to discuss essential information and current issues and trends relevant to the records and information management industry. This 60-minute session will be divided into three 20-minute segments, allowing for personal attention from experts and more information in a short period of time.

## **The New Data Protection Act—How Will It Affect Us?**

*Natasha Rawley, Archive Document Data Storage*

The release of the new Data Protection Act is scheduled for early 2014. However, a draft was submitted to each country for feedback and suggested modifications earlier this year. It is predicted that within Europe the new act has the potential to have a massive impact on our industry and also our customers. During this session, Natasha will guide us through the planned changes to the act and what the future holds. Natasha will also predict areas of potential for growth within our industry given the anticipated changes.

# Schedule at a Glance

## PCI—Why Is This Accreditation Important and How Do We Win It?

*Claire Gallagher, Oasis Group*

The five major credit card networks (American Express, Discover Financial Services, JCB, MasterCard Worldwide, and Visa, Inc.) established the Payment Card Industry Data Security Standard (PCI DSS)—a set of requirements for business of all types to use when configuring their IT and payment-processing environments. This session will delve into the user's perspective of the process involved in gaining accreditation and benefits to the records management industry and your customers.

## ISO 27001—Overview of ISO 27001 in Our Industry

*Speaker TBD*

ISO 27001 is a specification for an information security management system (ISMS) standard that was published by the International Organization for Standardization (ISO) in 2005. An ISMS is a framework of policies and procedures that includes all legal, physical, and technical controls involved in an organization's information risk management processes. Learn about how this standard works and how to prepare for certification.

## NAID Breakout

### Translating NAID Certification and Other Certifications to Customer Value

*Amadeo Roig Cassanova, Destrupak; Ian MacKay, Allshred Ltd.; Freerk Potze, REISSWOLF-Scheemda; Markus Gauer, Gauer Daten-und Aktenvernichtungs GmbH*

The importance of certifications and accreditations correlates directly with the escalation of data protection concerns and client liability. In this session, secure destruction professionals will discuss how they strive to extract value from the wide range of certifications that now populate their marketplace. Within the session, NAID will unveil new versions of its promotional certification video created specifically for the Dutch, Spanish, and German markets.

**15:00–17:30**

### Tour of Hulshoff Archiefbeheer

See page 6 for details.

**18:30**

### Optional Dinner Event and Tour of Amsterdam Canals

See page 6 for details.

## Tuesday, 12 November 2013

**08:00–09:30**

### General Session



### RIMproLive from Amsterdam! Part Two: The Strategy

*Tom Adams, Flourish Press, Inc.*

Based on the information revealed in Monday's CEO interviews, Tom Adams will facilitate a planning group session. This will be an opportunity to identify, assess, and develop your own response for your business through group discussion and to mastermind opportunities with your peers. You will leave this session with practical ideas and strategies to take back to your business.

*Sponsored by O'Neil Software*



**09:30–10:00**

### Coffee in Exhibit Hall

**10:00–11:00**

### PRISM Breakout

### Winning the Paper Wars—Capture the Content and Mobilize the Process Troops

*Chris Fenton, Association of Information and Image Management (AIIM)*

In this presentation (based on global research of its 80,000 member community), AIIM reports on the progress toward paper-free business processes and the use of capture and BPM platforms across multiple processes and multiple departments. AIIM also will provide an insight into the drivers and issues behind the movement of scanning and capture toward the periphery of the business through digital mailrooms, branch-capture, outsource, consumer self-service, and capture on mobile devices.

## NAID Breakout

### Talking to the Top: Using LinkedIn to Reach the Real Decision Maker

*Yarom Ophir, Katana SA*

A recent article on sales and marketing boasts that LinkedIn is now the number one tool of top sales reps. While all social media platforms are getting attention for their unique ability to attract and engage customers, none has had such a practical and demonstrated effect on sales. In fact, a recent study showed that top sellers used LinkedIn more often and differently than their colleagues. They reported using LinkedIn as a tool that could be leveraged to open more doors, expand their business in existing accounts, and enhance their professional presence. In this session, successful industry veteran Yarom Ophir will describe how his Switzerland-based firm is using LinkedIn to find and develop relationships with decision makers.

# Schedule at a Glance

**11:00–11:15**

**Stretch Break**

**11:15–12:15**

**PRISM Breakout**

## **The Changing Role of Information Management: Why the Boardroom Is Taking Interest**

*Paul Doody, Iron Mountain Europe*

Managing information is more complex today than it has ever been. European businesses face a shifting environment defined by rapidly increasing volumes of information in multiple formats, the explosion of social media, the proliferation of mobile devices, frequent changes in legislation, and a rising malicious threat. At the same time, many businesses need to harness greater value from their information. Iron Mountain research shows that awareness of information risk has grown, but the number of data breaches continues to increase every year. Businesses recognize the need to act. While many remain unclear as to where to turn or what to do next, the front runners have a strategy led from the top. Join Paul as he discusses the need for information management to be a board-level issue and the opportunities it presents to businesses that manage their information as an asset.

**NAID Breakout**

## **Using Contracts to Increase Sales and Security**

*Bob Johnson, NAID*

Given the growing data protection environment, service contracts have taken on new relevance and carry more weight in the sales environment. Having a solid understanding of the new contract provisions can be the difference between success and failure. A sound knowledge of emerging contract principles also can better protect clients and service providers. In this session, NAID CEO Bob Johnson will describe a series of unique contract provisions and how they can be used to close deals, limit liability, and better protect everyone involved.

**12:15–13:30**

**Lunch in Balcony Area**

**13:30–14:00**

**Dessert in Exhibit Hall**

**14:00–15:00**

**PRISM Breakout**

## **Changes in Technology in Our Industry**

*Ian Thomas, Accutrac Software*

In September 1991, the Association of Commercial Records Centers issued the results of a Research Committee study undertaken by Ducker Research, "What Will the Future Bring?" One respondent replied, "The biggest challenge we can foresee is

that we need to be one step ahead and know more of the perception of our customers' needs." Fortunately, today you know that with the pace of change in technology, staying just one step ahead isn't good enough, and that has always allowed the industry to adopt innovative solutions quickly. In this session, we will examine some of the technologies being used today to create market differentials and also gaze into a crystal ball to imagine what technologies could be utilized in the future.

**NAID Breakout**

## **Company Valuation and the Current Mergers and Acquisitions Climate**

*Dennis Barnedt, Oasis Group; Jeroen Harinck, Maverick Management BV*

It is important to understand company valuation and current mergers and acquisition markets when considering the sale of a business, purchase of another, expansion into new territories, addition of services, or investment in new capacities. In this session, records and information management industry veterans involved in many mergers and acquisition transactions will candidly discuss the current environment, the appetite for such deals, valuation metrics, and the varying perspectives of sellers and acquirers. In addition, panelists will discuss the future of company valuations and trends impacting it.

**15:15–16:15**

**Closing Keynote**



### **Norm Brodsky's Five Most Controversial Business Ideas**

*Norm Brodsky, CitiStorage, LLC*

Join *Inc. Magazine* Senior Contributing Editor, veteran entrepreneur, and founder of CitiStorage Norm Brodsky as he discusses his five most controversial business ideas. Norm has made many mistakes but he has a knack for learning from setbacks and using the knowledge gained through adversity to improve his business. This session will review five controversial and easy-to-argue business ideas that he has come to believe in through trial and error. Hint: You may want to rethink that glossy marketing brochure.

*Sponsored by REB Storage Systems International*



**16:15–17:15**

**Cheese and Wine Tasting/Book Signing Event in the Conference Hall**

*Sponsored by Oasis*

See page 6 for details.



## Optional Events

### Monday, 11 November 2013

15:00–17:30

#### Tour of Hulshoff Archiefbeheer

Take a couple hours away from the host hotel to view one of the most modern records management and storage facilities in Europe. Built in 2010, this new facility offers multiple services including box and vital records storage, open filing, and imaging. The Hulshoff Archiefbeheer facility holds approximately 800,000 boxes and is 100% full. The facility is also 100% CO<sub>2</sub> neutral, and is heated and cooled through a reversible heat exchange system that uses underground heat/cold storage up to 80 meters deep. It is fully compliant with the Dutch National Records Act. This event is included in your registration fee. Please indicate your participation on p. 7 to ensure proper transportation is available.

18:30

#### Optional Dinner Event and Tour of Amsterdam Canals

Amsterdam has been called the “Venice of the North” for its more than 100 km of canals and 1,500 bridges. The first pleasure cruise in the history of the Amsterdam canals took place in 1621 when Queen Elisabeth Stuart of Bohemia was welcomed into the city in a parade of festively decorated admiralty sloops with thousands of Amsterdammers cheering from the banks. Join your friends and colleagues to combine wining, dining, and sightseeing as we continue the tradition and tour Amsterdam’s beautiful and magical canal system. The fee for this event is \$120 USD.

### Tuesday, 12 November 2013

16:15–17:15

#### Cheese and Wine Tasting/Book Signing Event in the Conference Hall

We are excited to have Tom Adams of Flourish Press, Inc., and author of *You Are The Logo: Get Visible And Attract Clients To Your Business*, and Norm Brodsky of CitiStorage, LLC, and author of *The Knack: How Street-Smart Entrepreneurs Learn to Handle Whatever Comes Up*, available for a special book signing. Come get your books signed, meet Tom and Norm, and network while you enjoy a variety of local and artisan cheeses, including Gouda, Holland’s most famous cheese, with a selection fine wines! Books will be provided to conference attendees free of charge.

Sponsored by Oasis



## Accommodations

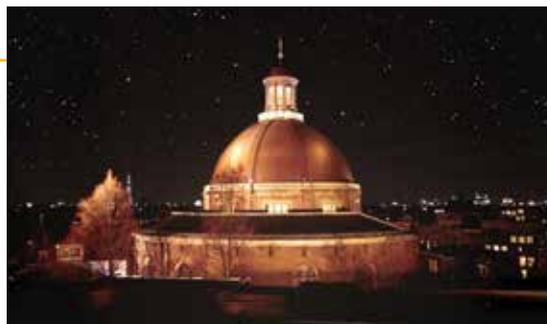
### Renaissance Amsterdam Hotel

Kattengat 1

Amsterdam, 1012 SZ, The Netherlands

31 800 022 0122

Just a short walk from Central Station and situated in the historic city center of charming Amsterdam, the Renaissance Amsterdam is a contemporary hotel offering a warm, welcoming lobby and renovated guest accommodations. In addition, the Renaissance luxury hotel suites, large club rooms, and new club lounge will add to your stay. The lounge bar 2B and new Mediterranean-style restaurant Scossa offer the opportunity for travelers to mingle, socialize, meet, eat, and relax. You also can enjoy the unique 17th century Koepelkerk (church) and high-tech conference rooms, which are connected to the contemporary settings of the hotel.



#### Room Rates

Single occupancy: €199

Double occupancy: €219

#### Reservations

The deadline for hotel reservations is 18 September 2013. Hotel room availability cannot be guaranteed. A deposit for one night’s room plus tax is due when the reservation is made. To make reservations and learn more about accommodations, please visit <http://bit.ly/EUInfoMangConf13>.

# 2013 European Information Management Conference

10–12 November 2013 | Renaissance Amsterdam | Amsterdam, The Netherlands

Please print. Use a separate form for each registrant. Duplicate as necessary.

FOR OFFICE USE ONLY

Cust# \_\_\_\_\_ Date \_\_\_\_\_

Mtg Ord #1- \_\_\_\_\_

Complete Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Company Mailing Address \_\_\_\_\_

City \_\_\_\_\_ | State/Province \_\_\_\_\_ | ZIP/Postal Code \_\_\_\_\_ | Country \_\_\_\_\_

Business Phone \_\_\_\_\_ | Business Fax \_\_\_\_\_ | Website \_\_\_\_\_

Business E-mail (required) \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_ | Day Phone \_\_\_\_\_ | Evening Phone \_\_\_\_\_

To register, make your selections in boxes A–C, add the subtotals, and indicate the total amount in box D.

I am member of  NAID  PRISM  Both  Neither

## Full Conference Registration (10–12 November 2013) A

Take advantage of the member rate for this conference by selecting the appropriate dues level below and including it in your total payment.

	On or before 10/1/2013	After 10/1/2013
<input type="checkbox"/> Member	\$699 USD	\$799 USD
<input type="checkbox"/> Member Employee	\$656 USD	\$756 USD
<input type="checkbox"/> Nonmember	\$999 USD	\$1,099 USD
<input type="checkbox"/> Nonmember Employee	\$819 USD	\$919 USD
<input type="checkbox"/> Spouse/Guest Spouse/Guest Name _____	\$275 USD	\$315 USD
<input type="checkbox"/> Exhibitor Representative	\$399 USD	\$399 USD
<b>Subtotal A \$</b>	_____	_____

## Optional Events B

**Dinner and Tour of Canals** Monday, 11 November

\$120 USD No. of tickets \_\_\_\_\_ x \$120 USD

Spouse/Guest Name \_\_\_\_\_

**Tour of Hulshoff Archiefbeheer** Monday, 11 November

No fee No. of tickets \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

**Subtotal B \$** \_\_\_\_\_

## Special Requests C

- I will need vegetarian meals. (SDV)  
 I require special assistance. Please contact me. (SA)  
 I have other needs. Please contact me. (OTH)

## Total D

If payment does not accompany this form, your registration will not be processed.

A + B = **Total \$** \_\_\_\_\_

**4** easy ways  
to register

**Mail**  
PRISM International  
8735 W. Higgins Road, Suite 300  
Chicago, IL 60631

Note: For mailed registrations, allow at least 20 days for delivery to PRISM.

**Phone\*** +1.847.375.6344  
+1.800.336.9793  
**Fax\*** +1.847.375.6343

\*Credit card payment only

**Online\***  
www.prismintl.org

## Payment

Visa  Mastercard  Discover  American Express  Check (enclosed)

- Make checks payable to PRISM International in U.S. funds
- If rebilling of a credit card charge is necessary, a \$75 USD processing fee will be charged.
- I authorize PRISM International to charge the credit card listed below amounts reasonably deemed by PRISM International to be accurate and appropriate.
- A charge of \$50 USD will apply to checks returned for insufficient funds.

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name (print) \_\_\_\_\_ Signature \_\_\_\_\_

**Cancellation Policy:** All cancellations must be made in writing. A \$50 USD processing fee will be charged for all cancellations postmarked before 26 October 2013. No refunds will be made under any circumstances on cancellations postmarked after 26 October 2013. PRISM International reserves the right to substitute faculty or to cancel or reschedule sessions because of low enrollment or other unforeseen circumstances. If PRISM International must cancel the entire meeting, registrants will receive a full credit or refund of their paid registration fee. No refunds can be made for lodging, airfare, or any other expenses related to attending the meeting.

# 2013

## European Information Management Conference

10–12 November 2013

Renaissance Amsterdam | Amsterdam



*Tom is a totally unique individual, very bright and extremely creative. He is at the top of his field in CRC Marketing. No one knows more about marketing in our industry and how to capture prospects."*

In the rapidly evolving world of **information management**, it is imperative that you remain on top of the changing environment and understand your role in managing the information age and its impact on your organization. Attending the **2013 European Information Management Conference** will equip you with **valuable insight** into where all elements of information management are headed.

**Join** your colleagues and friends in Amsterdam this 10–12 November and be a part of the 2013 European Information Management Conference.



*Norm Brodsky took his first business's sales from nothing to \$120 million in 8 years—and from \$120 million to almost nothing in 8 months. He vowed to focus on making his next business, CitiStorage, great instead of big."*