Table of contents

1. What is Sage Summit UK?
2. The Sage story
3. Product Fact Sheets
4. Event Summary
5. Colleague Information
6. Venue Floor plan & Space Allocation
7. Event Experience Glossary
8. Wi-Fi Access
9. Badges / Registration
10. Security
11. Mobile App
12. Sage Booth Specific Information
13. Speaker Overview
14. Sage Executives Onsite
15. External Speakers
16. Media
17. Sage Summit UK - Main Event Contacts
18. Sage Summit UK - Map
19. Sage Summit UK - Agenda
1. What is Sage Summit UK?

“Together We Succeed”

Thirty years ago, a small software startup had a big idea: Bring the capabilities of Big Company accounting software to everyone, regardless of their businesses size, regardless of their location. Three decades later, across the globe, in tiny hamlets and cosmopolitan capitals everywhere, business builders are leveraging Sage to make a difference in their business, their communities, their lives. The exponential effect of empowering businesses of all sizes means everyone plays a role in our collective success. So together we succeed. It’s a world of opportunity for all.

At Sage Summit UK, we are celebrating the possibilities and the potential of business builders everywhere. Throughout the next two days, we’ll hear how the future of business in Britain is changing, the way technologies are impacting how we do business, and most importantly, the role diversity of people and thought plays in driving opportunity for all.

2. The Sage story

Like many of our customers, we began as a start-up business. Our founder David Goldman wanted to automate the print estimating and basic accounting process in his own business.

We floated on the London Stock Exchange in 1989 and in 1999 we entered the FTSE 100 where we still remain.

Today we have millions of customers and circa 13,000 employees across 23 countries, including UK and Ireland, mainland Europe, North America, South Africa, Australia, Asia and Brazil.

The Company and the Group are committed to high standards of corporate governance and the Board is accountable to the Company's shareholders for good corporate governance.

Chat to customers about what we do...

We give businesses around the world the information, insight and tools they need to succeed today.

Our vision is to energize the success of businesses and communities around the world through the imagination of our people and smart technology.

We provide small and medium sized companies with a range of easy to use business management software and services – from accounting and payroll, to enterprise resource planning, customer relationship management and payments.

We combine social, mobile, real-time technology to put live information at your fingertips so you can make fast, informed decisions.

Everything we do starts and finishes with building customers for life by offering them choice, support, expertise and innovation.
Demonstrate our Customer First value........

Staying close to our customers is second nature to us.

We pride ourselves on understanding that businesses come in all shapes and sizes, from start-ups to small and medium sized businesses, and mid-market companies.

Our customers range from business owners to bookkeepers and finance directors, all of whom have different requirements.

While everyone is unique they all share common challenges and goals - a desire for simple, secure and smart solutions that reduce complexity and risk.

And when they have problems that need resolving, they want to speak to a real person – someone they can trust. So we make sure we’re always there to listen and help.

3. Product Fact Sheets

See supplemental reading (Product Overview pdf)

4. Event Summary

Dates

5-6 April 2017

Event Location

ExCeL London
One Western Gate Way
Royal Victoria Dock
London, E16 1XL
Tel: +44 20 7069 5000

ICC Entrance (East Door) Postcode: E16 1FR

Using Public Transport

ExCeL is located on the DLR (Docklands Light Railway). Station for the East Entrance and ICC London: Prince Regent.
Event Times

Wednesday 5th April (Day 1 of Sage Summit UK – Accountant and Partner Day)

Exhibitor Access 06h30 – 08h00 (exhibitors can access during keynote for final setup)
Participant Access 08h00 – 18h30 (closed during keynote – 09:00-11:00)
Show Floor Reception 17h00 – 18h30
Exhibitor Departure 18h30 – 19h00

Thursday, 6th April (Day 2 of Sage Summit UK – All attendees)

Exhibitor Access 07h00 – 08h00
Participant Access* 08h00 – 18h30 (closed during keynote – 09:00-10:30)
Show Floor Reception 17h00 – 18h30
Exhibitor Departure 18h30 – 19h00

* Registration Closing at 17h30

5. Colleague Information

Hotel Information
We have secured hotel rooms for pre-registered colleagues that requested accommodation. You must stay at one of our contracted hotels, which helps Sage meet our contractual obligations. Hotel information was provided to colleagues the week of March 27th. All hotels accommodations have been prepaid by Sage. Colleagues will need to provide a credit card upon check in for any incidental expenses incurred during their stay. All colleagues that live within a 60-mile radius of the ExCeL will not be provided with a hotel room, unless they pay for it themselves.

Expense Information and Meals
Payment for Sage Summit expenses should be made with your Sage company credit card if you have one or through a personal credit or debit card and then reclaimed through expenses. For questions, contact your regional travel director.

Breakfast each morning will be at your hotel, as breakfast is included in your hotel costs. Lunch will be provided at the ExCeL center each day. Dinner will be on own. To claim expenses for evening meals you will need to register with certify, you can find this in Brian under purchases and Payments then click on Expenses.

Transportation
If you’re travelling from Newcastle Sage has already booked seats with virgin East Coast Rail. Trains will be departing starting at 07.29. Your specific train time will be confirmed once you have accepted your invitation. If you are departing from other locations, please arrange your rail and ensure arrival at the ExCeL London for 13:00.

There is no transportation arranged between colleague hotels and the ExCeL. Colleague hotels are not within walking distance of ExCeL. Hotels are close to the Docklands Light Railway (DLR) which will take you directly to the ExCeL. You can access information on the DLR system at https://tfl.gov.uk/modes/dlr/. Fares can be expensed per your regions travel policies post event.

**Dress Code**

Professional Casual Attire for the 4th April. Smart casual wear as you would wear at work.

**Sage Colleague uniform:**

- (2) Navy Sage polo shirts
- Black / Navy / Chino trousers or skirts; new, dark-wash, no-ripped jeans (professional) are acceptable.
- Black / brown / navy shoes (no trainers)

**UKI Executive uniform:**

- (2) Navy Sage polo shirts
- Navy gilet
- Black / Navy / Chino trousers or skirts; new, dark-wash, no-ripped jeans (professional) are acceptable.
- Black / brown / navy shoes (no trainers)

**Sage Ambassador uniform:**

- Green long sleeve shirt
- Black pants

**Colleague Training**

A colleague training will be held at 16h30 on the 4th of April. Badges/credentials can be picked up in the ICC Boulevard outside the Auditorium starting at 14h00 on the 4th of April. The training will be held in Capital Suite 11/12.

All colleagues are to be on site at the following times (some variations may occur based on your role). Seek confirmation from your team leader on your final schedule.

- April 4th: 16h30 – until training concludes (approximately 2-3 hours)
- April 5th: 07h00 – 18h30
- April 6th: 07h00 – 18h30
Social Media

We encourage all colleagues to share the excitement of Sage Summit UK on social media. Links to our official channels are as follows:

www.twitter.com/sageuk
www.facebook.com/sageuk
Sage Summit UK Facebook Event
www.instagram.com/sageofficial

The official event hashtag is #SageSummit. Share insights from the keynotes or your favourite sessions or take a selfie with a customer; whatever inspires you, that’s what we want to see! We want to make a lot of noise for Sage and this amazing event, and we need everyone’s support.

Booth Duty

All colleagues manning booths/demo area at the Expo are to be on site at 06h30 on April 5th to test that all demo devices are working. Booth managers are to manage their teams to ensure their stands are always manned according to the predetermined rosters. Booth Managers are to be on site all day.

Talking to customers

You may have arranged to meet customers, accountants or business partners that are well known to you which is great reason to be at Sage Summit, just be yourself. However, there will also be a number of customers, prospects, accountants or business partners that are purely looking for advice, a recommendation or a solution to an issue. The information below is set out to assist you with handling these queries:

- Thank them for attending Sage Summit to spend time with Sage.
- Enquire about their business e.g. size, function, no of employee, what’s their strategy, what challenges do they have, etc.
- Try and assess their reason for attending Sage Summit and what their plans are whilst at the venue.
- The product section of the briefing pack should provide you with enough information to hold an intelligent conversation with a customer.
- Familiarise yourself with all of the keynotes, the presentations, seminars, and panel sessions—make recommendations, plus advise how they can book.
- If their need is deeper than your knowledge either signpost them or accompany them to Solution City (Sage Solutions Area).
- One of the key purposes of Sage Summit is to generate sales or sales leads, if you feel there is a revenue opportunity, arrange for the customer to talk to the right person there and then in the Meeting Centre (Capital Lounge), if this isn’t possible, ensure that you capture the customers’ details and record the opportunity through the agreed lead logging process.
- Familiarise yourself with the layout and facilities of the venue as some queries may simply be about directions.

Be aware that there may be attendees that have other reasons for attending, so if you think that you are speaking to somebody from:

- The Press – be professional but careful around disclosure. Escort them to the Media Centre (Capital Suite 6/13) for assistance.
- Competitors – as above, it is feasible that they are trying to gain commercial advantage. Be careful with what you share and try to capture personal information so that we can follow up. You may find that they are reluctant to provide this detail. There is no harm in engaging in conversation – just don’t say anything you wouldn’t want repeated in print or online!
• **Complainants** – diplomatically try to relocate the individual from central areas to a quieter spot. If necessary, escalate to senior leaders.

Golden rule, if in doubt go with what experience tells you and ask for help or support, if needed.

**Behavioural Guidelines**

This is the biggest Sage event that has ever been held in the UKI. There will be record numbers of customers, prospects, accountants, and business partners attending so it is important that we make the event positively memorable for all attendees. Of course, the usual people and behavioural policies apply, however in addition, we will be very visible and the public eye so need to be on our “A” game throughout the event. Please ensure that you are aware of your audience at all times and act professionally, in particular:

- **Don’t congregate in groups with colleagues**, the purpose of the event is to network and mix with attendees, clustering in groups can make you unapproachable.
- Go out of your way to ensure that customers are happy and that you have addressed all questions that they ask.
- Take personal responsibility for any actions that you agree with a customer and ensure that they are followed up.
- Watch your non-verbal communication as this will be noticed.
- Keep your conversations around facts rather than sharing personal opinions.
- Be conscious that outside of the venue there will be customers, prospects, accountants and business partners that can overhear your conversations.
- Be responsible… don’t forget you are representing the Sage brand wearing Sage clothing inside and outside of the event.

Enjoy yourself, embrace the event and most of all, have fun.
6. Venue Floor plan & Space Allocation

- **Show Floor**
  - ICC Capital Hall, Level 0

- **Speaker Ready Room**
  - ICC Capital Suite (1), Level 3

- **Main Entrance**
  - East Entrance

- **Meeting Centre**
  - ICC Capital Lounge, Level 2

- **Keynote**
  - ICC Auditorium, Level 0

- **Registration**
  - Boulevards, Level 1

7. Event Experience Glossary

**Registration**

Registration desks are located on the Boulevard at ICC, Level 0. This is the check-in area for colleagues, sponsors, speakers and attendees alike where they are welcomed, receive their badge and all of the initial information regarding Sage Summit UK.

**Keynote**

Keynotes take place each morning from 9:00-11:00 on the 5 of April and 9:00-10:30 on the 6 of April. Colleagues will be expected to assemble in the ICC Auditorium prior to each morning’s keynote to greet our delegates. More information will be provided during colleague training.

Sage executives and special guests will lead keynote presentations at Sage Summit UK. Delegates will be interested in finding the location of the keynotes. The ICC Auditorium will be referenced on venue signage.
Sage World (Show Floor)
In the Capital Hall on Level 0

Town Hall Area - Hub including:
Welcome desk
Sage Foundation
Newcastle Theatre (thought leadership topics)

Tomorrow’s World - Hub including:
10 demo areas
- Sage Accountants and Alexa
- Sage One and Alexa
- Sage One with Messenger Bot
- Sage X3 and Messaging Bot
- Build your own Bot Alex
- 2x Verifone
- Drone Lass
- Halo Lens
- Sage Pay VR
Dublin Theatre

Network Neighbourhood – Hub including:
Startup Van
Social Media Hub
Testimonial Pod
Manchester Theatre, by Salesforce
## Solution’s City - Hub including:

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## Sponsors booth

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Mentor Lounge

Mentor Lounge is located at the rear of Sage World. In this area, leading business experts serve as Mentors, hosting 1:1 consultation with attendees on one of five important and relevant topics. Appointments booked on-site only, each 30-45 minutes long. Appointments at the topic of each hour. More than 20 business experts and Sage leaders will be on hand to spark a-ha moments and inspire dreams.

- Starting and growing a business
- Leadership and vision
- Finding the right technology for your business
- Finding and retaining customers
- Finding and retaining talent

Capital Suite

Located on the 3rd Floor, the Capital Suite includes the following areas:

- Breakout sessions (Capital Suites 7, 10, 11, 12, 15/16, 17)
- The Media Centre (Capital Suite 6/13)
- The Speaker Ready Room (Capital Suite 1)
- The Analyst Room (Capital Suite 5)
- The Sage Colleague Room (Capital Suite 3)

Capital Lounge

Located on the 2nd Floor, the Capital Lounge is the location of the Meeting Centre:

The Meeting Centre provides private and semi-private meeting spaces in a professional and quite environment. Located in the ExCel Capital Lounge on level 2 – this space is dedicated to Sage colleagues, leaders, and business partners looking to advance and close deals with key attendees. Rooms can be booked in advance or on-site through https://sage.jifflenow.com/summituk2017. If you have any questions about the space or booking process please contact braden.cave@sage.com.
8. Wi-Fi Access

Network: Sage
Password: sageuk17
Wi-Fi access code will be printed on all badges.

Badges / Registration

Badge Holders - Badge holders with color attendee indication at the bottom
9. Security

**General Security Recommendation**
- Always avoid demonstrations or other civil disturbances of any description at all times.
- Take reasonable care in public places, keeping passports, credit cards, travel documents and money separately and keeping such items in closed and if possible zipped pockets.
- Do not carry large sums of money or passports unnecessarily, remove items you don’t need from your wallet or purse such as expensive jewelry, unnecessary credit cards, passports, car or house keys and lock them in the hotel safe.
- Do not carry more cash than you need at any one time.
- Fold paper money in such a way that the lowest denomination notes are on the outside.
- Make photocopies or digital copies of important documents and store them safely in case of emergency.
- Ensure you have appropriate travel insurance to cover unforeseen event.

**Safety in Public Areas**
- Use common sense and general situational awareness to avoid becoming a victim of crime especially when in popular and overcrowded tourist areas or returning to your hotel at night.
- Avoid using short cuts, narrow alleys or poorly lit streets.
- Travel in pairs. There is greater safety in numbers when dealing with opportunist crime.
• Maintain a low profile and never draw attention to yourself unnecessarily
• Beware of over friendly strangers who approach you uninvited. Be aware of revealing too much personal information.
• Beware of pickpockets. They often have an accomplice who will, jostle you, ask you for directions or the time, point to something spilled on your clothing, or distract you by creating a disturbance.
• Wear the shoulder strap of your bag across your chest and walk with the bag facing away from the curb to avoid drive-by purse-snatchers.
• Always try to seem purposeful when you move about. Even if you are lost, act as if you know where you are going. Try to ask for directions only from individuals in authority.
• Make a note of emergency telephone numbers you may need: police, fire, your hotel, and your nearest embassy or consulate.

**Liability**
Sage accepts no liability for loss or theft of equipment or materials on exhibitors' stands, especially during periods of assembly and dismantling.

**Emergencies**
Emergency services are situated on site, including Paramedics & Police. Do NOT dial 999. Instead, in case of an emergency please call 4444 from a house phone, which are all preprogrammed. Alternatively dial 020 7069 4444 from an external line.

Medical/First Aid - the main medical office at ExCeL is located by S4/N4, with a secondary office at N10/N11. The medical team will be onsite 6am - 8pm each day, and will always include a licensed paramedic. Most of the ExCeL events team are also first aid trained, and there are 3 defibrillators onsite.

If you choose to call an outside Emergency Service yourself, please report the incident by providing the information here below:

- What is the nature of the emergency?
- Where is it located? (Level, hall, …)
- If the emergency involves someone who is ill or injured
- State the overall condition of the ill or injured person.
- State the gender and approximate age of this person

**Lost & Found**
All lost and found items should be reported/handed to Ambassadors at Registration.

Ambassadors/Hostess will enter the description of the item, Date/time found/lost, location found/lost, name of person who has found/lost the item in the attached log.

Ambassadors will immediately inform me of high value items like wallets, lap tops I pads, tablets, mobile phone devices, Driver's licenses, Passports, Credit/Debit cards and other photo ID's. We will then, use information available at registration and housing and try to reach the owners of these items either by phone or email because of the urgency these items represent. We can also reach item owners by determining their breakout session rooms or booths from the system, and delivering information to them. Thereafter, the owners can claim their items at the information booth/desk, by accurately describing the item and producing identification, before signing off to indicate receipt.

Other Items will be kept at Registration. At the end of the day, the item should be handed into the nearest Security Guard. They will place it in their control office this will be logged with the item description, time it was handed in and the location it was found. It will be kept with this team until the end of the event.

It will then be handed over to the ExCeL London in house team whom will log and only keep for 1 month if this item is not collected within this time frame it is then given to a local charity.
In regards of the lost item please report to the Event Security Supervisor whom again will take the details of the item when it was lost and where it was lost. They will check with their team if anything has been handed in and check with venue team to see the item has been in turned in to the lost and found.

When collecting an item if it is a valuable item further questions will be asked before it is released. At the end of each day, the items will be handed to FreemanXP security for safe keeping under lock and key, in a cage at the security command post. These items will be released back to the Registration each morning.

We will make a report similar to attachment for FreemanXP/Client records at the end of the show, detailing items reported lost and not found, items found, claimed and those not claimed/handed to venue security.

10. Mobile app

Use it. Love it. Download the “Sage Summit Events” mobile app from the App Store, Google Play, or web view (https://apps.eventmobi.com/sagesummit) and you’ll have instant access to all the information you need—anywhere you are. The Sage Summit mobile app is your one-stop event tool. Using slide-out text menus, you’ll be able to easily find your personal and conference agendas, Twitter feed link, session information, surveys, maps, sponsors, event guide, and much more.

Logging onto the app is easy. Use your personal email (used during registration) and then create your own personal password. Just follow the prompts.

11. Sage booth - Specific Information

Lead Retrieval

Lead retrieval devices with custom qualifiers will be provided in the key product activation areas at Sage Summit. It’s critical that colleagues assigned to these areas actively engage and scan attendee badges to help ensure the success of the event. Additional informational as to the use of these devices will be available at the onsite colleague orientation.

Content on Your Stand Screens

Connection to all monitors will be supplied by Sage and will include; HDMI (PC), Mini-DisplayPort (MAC) and 8 Pin (iPhone/iPad). Please inform us if you need VGA and we can remove the standard cables and adapters listed above and replace it with a VGA cable. If you need any additional adapters not listed above for your devices, please bring them with you and make sure they convert to HDMI.

Note that all monitors will be displayed in the 16:9 format at a resolution of 1920 x 1080.
12. Speaker Overview

Registration
Upon arrival at the ExCel facility, please stop at the Sage Summit UK registration desk and pick up your badge. You will not have access to any area of the event without your badge.

Registration desk will be available during these hours:
Tuesday, 4 April | 14:00 – 16:00
Wednesday, 5 April | 06:30 – 18:30
Thursday, 6 April | 07:00 - 17:30

If you have not received an invitation to register for the conference, please send an email to Brian Webb at brian.webb@sage.com.

Speaker Check in Process
Once you have registered through the Sage Summit UK registration desk and picked up your badge, please proceed to the speaker ready room. The speaker ready room is located on level three of the ExCel facility in ICC Capital Suite Room 1.

The speaker ready room will be available during the following hours:
Wednesday, 5 April: 7:30am – 5:30pm
Thursday, 6 April: 8:00am – 5:30pm

During your speaker ready room check-in, please confirm with the ambassador there that we have the most current version of your presentation.

Please arrive to your session room 20 minutes before the session starts to make sure all devices are connected and working and the correct version of your PPT is available on the laptop.

Session Room Location
All breakout sessions will be hosted on level three in the ICC Capital Suite rooms. Your session room assignment is noted above at the beginning of this communication.

If you are presenting in the Newcastle, Dublin or Manchester theatres, please note they are located on the show floor, also known as Sage World.

Session Room Support
Each session room will have two ambassadors to assist and scan in attendees as they enter the room.

PPT
If you have submitted your PPT through the review process, then we have the final copy and it will be uploaded on the laptop of the room you are presenting in. As a back-up please bring your presentation on a USB stick. Speakers should bring their own laptops and devices to run any demos as part of their presentation.

If you did not submit your PPT for review or have made changes since the final upload, please bring a copy on a USB drive. You must check-in at the speaker ready room with your updated PPT so it can be uploaded to your session room.

After the conference, we will take all PPTs and convert them to PDF files and upload them for attendees to access about a week after the conference.
Audio Visual Equipment
Audio visual technicians will be available when breakout sessions are scheduled. The AV techs will be floating in the capital suite space to assist you with any support required to get your presentation up and running.

The following audio visual equipment will be provided in each of the breakout session rooms. Wireless lavaliere microphones for speakers (if multiple speakers have been identified then a microphone will be provided for each)

- 1 projector with screen (HD 1920 x 1080)
- 1 switcher (switch between PC, MAC or additional laptops)
- 1 laptop with internet (hard-wired)
- 1 podium
- 1 handheld mic for audience participation
- 1 remote slide advancer
- HDMI cables to connect devices
- Mini display port
- Sound to play audio

Notes:
- Additional cabling will be provided to connect an additional device. You will be able to connect two devices and toggle between them.
- If you require more than one browser, please bring your own laptop.
- There is only one screen in each room. If you need to show content from two different devices then you will need to use the switcher and toggle between the devices.

Room Set
All breakout session rooms will be set for theatre seating. Sessions that have been identified as panel discussions will have stools provided during those sessions. All seating is based on a first-come, first-serve basis.

Session Agenda Builder
Attendees have the opportunity to create a personalized agenda prior to arriving onsite. They can access this feature through the Sage Summit UK website. All seating is based on a first-come, first-serve basis. In addition, attendees will be able to view, change and update their personalized agendas through the mobile app while onsite.

Session Survey
The mobile app will feature a session survey option. We have asked all speakers to end their presentation using the last slide provided in the PPT template. This slide contains instructions for attendees on how to complete the session survey. We are asking all speakers to build a few minutes into their session to encourage attendees to complete the survey.
13. Sage Executives Onsite

Some members of the Sage board of directors are attending Sage Summit UK. Introducing the board: Don’t be shy; say hi if you see them.

The company and the group are committed to high standards of corporate governance, and the board is accountable to the company's shareholders for good corporate governance.

Donald Brydon CBE
Chairman

Donald joined the Board in July 2012 and became Chairman on 1 September 2012. He is also Chairman of the London Stock Exchange and the Medical Research Council and was, until 1 September 2015, Chairman of the Royal Mail plc, and until 19 November 2013, Chairman of Smiths Group plc. Donald had a 20-year career with Barclays Group, during which time he was Chairman and Chief Executive of BZW Investment Management and acting Chief Executive of BZW followed by fifteen years with the AXA Group including holding the posts of Chairman and Chief Executive of AXA Investment Managers and Chairman of AXA Framlington. He has also recently chaired the London Metal Exchange, Amersham plc, Taylor Nelson Sofres plc and the ifs School of Finance and is a past Chairman of EveryChild. He has also served as Senior Independent Director of Allied Domecq plc and Scottish Power plc.
Alan Laing
EVP, Partners and Alliances, Sage

Alan joined Sage in 2015 as the Executive Vice President for Partners and Alliances responsible for Sage’s indirect business worldwide. Alan has more than 30 years’ experience working in the technology industry in Digital Equipment Corporation, Oracle and Avaya. Alan also held the positions of CEO of the CMS supplier Mediasurface, and GM of Portal Software, one of the first ISPs in the San Francisco bay area.

You can follow Alan on @AlanLaing1

Jennifer Warawa
EVP, Product Marketing, Sage

Jennifer Warawa has been with Sage for over nine years and leads product marketing, based in Sage’s Atlanta, USA office. Prior to working with Sage, Jennifer owned an accounting and consulting firm in Kelowna, Canada. Jennifer is passionate about helping others reach their full potential and outside of work, she loves mentoring youth and is an active foster parent.

You can follow Jennifer on @jenniferwarawa

Nick Goode
EVP, Product Management, Sage
Nick leads product management for Sage. He's been in the software industry for over 20 years working globally on bots, cloud, mobile and enterprise B2B products. He's passionate about leadership, digital engagement, innovation and customer success. Outside work, Nick is crazy about sports and well-being; he lives on a farm in Cheshire with his wife, children and horses.

You can follow Nick on @nickgoode

14. External Speakers Profile

April 5th
Deborah Meaden

UK entrepreneur and TV Dragon

Destined to be a successful entrepreneur, Deborah Meaden launched her first business straight out of college, before setting up one of the first ‘Stefanel’ fashion franchises in the UK.

A "Dragon" since series 3 of "Dragon's Den" on the BBC, Deborah business sense emerged at age 19 when she launched a glass and ceramics import company, supplying stores including Harvey Nichols. She later took on a franchise for Italian clothing company Stefanel and a prize bingo concession at Butlins.

You can follow Deborah on @DeborahMeaden
Martha Lane Fox CBE

British businesswoman, philanthropist, and public servant

An inspirational dot.com driving force and entrepreneur, Martha Lane Fox CBE is passionate about promoting the need for skills and understanding of the digital world in all parts of the UK economy.

Martha co-founded lastminute.com in the dotcom boom, and later Lucky Voice, revolutionising the karaoke industry. In 2016 Martha became a board member of Twitter. As founder and executive chair of Doteveryone.org.uk – an organisation helping to rebuild Britain for the networked age – she is currently fighting for a fairer internet for all.

Martha joined the UK House of Lords as a crossbencher in 2013, becoming its youngest female member. She was also appointed as Chancellor of the Open University in 2014.

You can follow Martha on @Marthalanefox

April 6th
Jamal Edwards

CEO SBTV, digital entrepreneur

Jamal Edwards, MBE established SBTV the online music platform when he was 15 years old after he was given a camera as a present by his parents and started filming and uploading videos to YouTube of his friends rapping on the estate he grew up in Acton, West London. Since 2006, Jamal has grown his youth
broadcasting channel, SBTV, from the inner confines of his bedroom into a renowned brand with global reach.

You can follow Jamal on @jamaledwards

**Sahar Hashemi OBE**

Entrepreneur, Founder of Coffee Republic

Sahar co-founded Coffee Republic, the UK’s first US style coffee bar chain and built into one of the UK’s most recognised high street brands.

Sahar left the day to day management of Coffee Republic in 2001 and published a book called Anyone Can Do It which tackles some of the fears and answers some of the elusive questions about what it takes to become an entrepreneur.

In 2005, Sahar launched Skinny Candy, a high profile brand of sugar free sweets. It received wide press coverage and is available across major department store chains throughout the UK. She sold Skinny Candy to confectionery conglomerate Glisten Plc in 2007.

Her latest book Switched On 10 Habits to Being Highly Effective in Your Job and Loving It, is about creating an entrepreneurial mindset for employees.

You can follow Sahar on @saharhas
Kelly Hoppen MBE

Award-winning Interior Designer and ex Dragon's Den Investor

Kelly Hoppen is an award-winning internationally known interior designer and ex investor on the BBC's Dragons' Den. Her self-made business covers everything from fitting out private yachts to licensing her brand to fabrics, paint and wallpaper companies.

With 40 years’ experience in business, Kelly has built her brand and business from nothing to world-wide success.

The Kelly Hoppen brand brings her style to a wide range of home furnishings and products whilst continuing to offer exclusive, bespoke design to commercial clients all over the world.

Kelly speaks about her passion for creativity and design and the challenges of building her brand and business.

15. Media

Just a reminder to be professional but careful around disclosure to any media attendees. Escort them to the Media Centre (Capital Suite 6/13) for assistance.

Onsite registration – For media who already registered, normal registration process on-site. If a Media person comes onsite that isn’t registered, Rebecca Potgieter wants to be notified so she can come down and assist. +44 07976588009/ Rebecca.Potgieter@sage.com

Media Centre – The Media Centre is located in the Capital Suite 6 on Level 3. When a “Media” person picks up his/her badge, please let them know where the Media Centre is located.
## 16. Sage Summit UK - Event Main Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Trovalli</td>
<td>Executive Team Lead</td>
<td><a href="mailto:Michael.trovalli@sage.com">Michael.trovalli@sage.com</a></td>
</tr>
<tr>
<td>Kimberly Dorony</td>
<td>Event Operations</td>
<td><a href="mailto:Kimberly.dorony@sage.com">Kimberly.dorony@sage.com</a></td>
</tr>
<tr>
<td>Monique Perry</td>
<td>Event Operations Support</td>
<td><a href="mailto:nique49@hotmail.com">nique49@hotmail.com</a></td>
</tr>
<tr>
<td>Jenn Kimbel</td>
<td>Registration and Housing</td>
<td><a href="mailto:Jennifer.kimbel@sage.com">Jennifer.kimbel@sage.com</a></td>
</tr>
<tr>
<td>Brian Webb</td>
<td>Colleague liaison</td>
<td><a href="mailto:Brian.webb@sage.com">Brian.webb@sage.com</a></td>
</tr>
<tr>
<td>Sandra Foreman</td>
<td>Brand representative</td>
<td><a href="mailto:Sandra.foreman@sage.com">Sandra.foreman@sage.com</a></td>
</tr>
<tr>
<td>Amanda DeFuria</td>
<td>Keynote</td>
<td><a href="mailto:Amanda.defuria@sage.com">Amanda.defuria@sage.com</a></td>
</tr>
<tr>
<td>Becky Scruggs</td>
<td>Breakout Sessions</td>
<td><a href="mailto:Rebecca.scruggs@sage.com">Rebecca.scruggs@sage.com</a></td>
</tr>
<tr>
<td>Mark DeYoung</td>
<td>Sage World (Show Floor)</td>
<td><a href="mailto:Mark.deyoung@sage.com">Mark.deyoung@sage.com</a></td>
</tr>
<tr>
<td>Julia Commons</td>
<td>Tomorrow’s World</td>
<td><a href="mailto:Julia.commons@sage.com">Julia.commons@sage.com</a></td>
</tr>
<tr>
<td>Braden Cave</td>
<td>Solution’s City</td>
<td>Meeting Centre</td>
</tr>
<tr>
<td>Sarah Brush</td>
<td>Sponsors</td>
<td><a href="mailto:Sarah.brush@sage.com">Sarah.brush@sage.com</a></td>
</tr>
<tr>
<td>Michele Shannon</td>
<td>Mentor Lounge</td>
<td><a href="mailto:Michele.shannon@sage.com">Michele.shannon@sage.com</a></td>
</tr>
<tr>
<td>Ellie Silson</td>
<td>Social Media</td>
<td><a href="mailto:Eleanor.silson@sage.com">Eleanor.silson@sage.com</a></td>
</tr>
<tr>
<td>Rebecca Potgieter</td>
<td>Media Centre</td>
<td><a href="mailto:Rebecca.potgieter@sage.com">Rebecca.potgieter@sage.com</a></td>
</tr>
<tr>
<td>Kerri Davies</td>
<td>Mobile App</td>
<td><a href="mailto:Kerri.davies@sage.com">Kerri.davies@sage.com</a></td>
</tr>
<tr>
<td>Kimberly Clarke</td>
<td>Executive Care</td>
<td><a href="mailto:kclarke@kcimanagement.com">kclarke@kcimanagement.com</a></td>
</tr>
</tbody>
</table>
17. Maps

**Capital Hall: Show floor (Sage World)**
Capital Lounge: Meeting Centre

Capital Suite: Breakout Sessions / Media Centre / Speaker Ready Room
19. **Sage Summit UK – Agenda (subject to change)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 - 18:30</td>
<td>Registration</td>
<td>Stop by, grab your badge and you’ll be on your way.</td>
</tr>
<tr>
<td>8:00 - 16:30</td>
<td>Show floor and networking</td>
<td>Visit sponsors, test-drive new technology, and network with peers.</td>
</tr>
<tr>
<td>9:00 - 16:30</td>
<td>Sage partner and accountant keynote</td>
<td>Featuring <strong>Martha Lane Fox</strong> CBE, British businesswoman, philanthropist, and public servant &amp; <strong>Deborah Meaden</strong>, UK entrepreneur and TV Dragon</td>
</tr>
<tr>
<td>11:00 - 12:45</td>
<td><strong>Interactive learning</strong></td>
<td>Get valuable insights and solutions to address your key business challenges.</td>
</tr>
<tr>
<td>12:30 - 14:30</td>
<td>Lunch and networking</td>
<td>Refuel and network.</td>
</tr>
<tr>
<td>13:00 - 16:45</td>
<td><strong>Concurrent Interactive learning</strong></td>
<td>Get valuable insights and solutions to address your key business challenges.</td>
</tr>
<tr>
<td>17:30 - 18:30</td>
<td>Show floor reception</td>
<td>Take advantage of countless networking opportunities while you explore solutions to business challenges.</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Description</td>
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</tr>
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<td></td>
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</tr>
<tr>
<td>12:00</td>
<td>Diversity in Tech Keynote</td>
<td>Why diversity matters and what we can do to make the change. Featuring Kelly Hoppen, Award-winning Interior Designer and ex Dragon’s Den Investor.</td>
</tr>
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</tr>
<tr>
<td>13:00</td>
<td>Concurrent Interactive learning</td>
<td>Continue to gather valuable insights and solutions to address key business challenges.</td>
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