

# **Gain competitive edge from your most valuable asset – AIIM focuses on the changing role for information at upcoming AIIM Forum UK**

Submitted by: Sarum Consultancy

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European information management professionals gather to hear from an impressive line-up of thought leaders

June 08, 2016 – The changing role of the information professional and how organisations gain competitive edge from information, will be key themes at the upcoming AIIM Forum UK (<http://www.aiimforum.co.uk/>), which takes place on 22 June 2016 in London.

The annual forum – Europe's premier event for the information management community - will see an impressive line-up of thought leaders gather to discuss how information systems can be better leveraged to minimise risk, redefine business processes and prepare for sustained growth.

Keynote speakers at AIIM Forum UK include: outgoing AIIM (<http://www.aiim.org/>) President John Mancini, whose opening speech is entitled 'Crawling from the Chaos: The Future of the Information Profession' (<http://www.aiimforum.co.uk/programme/aiimkeynote>); Spencer Wyer, Group Chief Technology Officer, EDM Group who is presenting on 'Digital Mailroom to Robotics' (<http://www.aiimforum.co.uk/programme/edmkeynote>) and 'ECM re-imagined' (<http://www.aiimforum.co.uk/programme/>) by Toby Bell, ECM Marketing and Offering Strategy Lead at IBM Corporation.

"The three forces of consumerisation, cloud / mobile and the Internet of Things have been playing havoc with traditional information systems," said John Mancini, AIIM. "We want to look at the changing role of the information professional amidst this chaos and to explore how organisations can really exploit the value of the information they hold – information is fast becoming the true key to competitive advantage."

There will be a number of sessions and discussions all through the day, which focus on sharing with delegates the tools and best practice expertise to help them address the information challenges they are facing, and how to make best use of their information assets. Session leaders include thought leaders from organisations such as: ibml; Search Technologies; Restore; Deltascheme; Crown Records Management; CCube Solutions; Repstor and CompanyNet; Harmon.ie; Twofold and Star Storage.

Bringing AIIM Forum UK to a close will be a panel discussion on Europe, Privacy & the New General Data Protection Regulations. The panel will feature the following industry experts:

- CHAIR: Atle Skjekkeland, SVP, AIIM
- PANELLISTS: Ralph O'Brien, Principal Consultant, TRUSTe\*
- Ashley Roughton, IP & IT Specialist Lawyer, Nabarro LLP\*
- Madi McAllister, Information Governance & RM Officer, London Borough of Merton

The panel will discuss the key information challenges emerging from the EU's General Data Protection

Regulation (GDPR), looking at the specific legal requirements and timescales of the GDPR, as well as other commercial impacts that will affect all organisations operating in Europe.

The AIIM Forum UK will take place at Ibis London Earls Court (ILEC)

(<http://www.ibis.com/gb/hotel-5623-ibis-london-earls-court/index.shtml>), 47 Lillie Road, London SW6 1UD.

To register for the forum go to <http://www.aiimforum.co.uk/>

Join in the conversation on the AIIM Forum UK social channels – Twitter (<https://twitter.com/AIIMIntl>),

Facebook (<https://www.facebook.com/aiimcommunity>) and LinkedIn

([https://www.linkedin.com/groups/AIIM-Global-Community-Information-Professionals-3698?home=&gid=3698&trk=anet\\_ug\\_h](https://www.linkedin.com/groups/AIIM-Global-Community-Information-Professionals-3698?home=&gid=3698&trk=anet_ug_h))

## About AIIM

AIIM (<http://www.aiim.org/>) has been an advocate and supporter of information professionals for 70 years.

The association's mission is to ensure that information professionals understand the current and future challenges of managing information assets in an era of social, mobile, cloud and big data. Founded in

1943, AIIM builds on a strong heritage of research and member service. Today, AIIM is a global, non-profit organisation that provides independent research, education and certification programs to information professionals. AIIM represents the entire information management community, with programs and content for practitioners, technology suppliers, integrators and consultants.

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Contact:

Paul Allen

Sarum PR

[paul@sarumpr.com](mailto:paul@sarumpr.com)

+44 (0) 1 722 322916