

RTS Cambridge Convention 2011

Planning Committee

Adam Crozier, ITV (chair)

David Abraham, Channel 4

Peter Bazalgette

Andrew Barron, Virgin Media

Peter Barron, Google

Joshua Berger, Warner Bros

Mike Darcey, BSkyB

Carolyn Fairbairn

Wayne Garvie, All3Media

Sara Geater, talkbackTHAMES

Steve Hewlett

Ashley Highfield, Microsoft

Tim Hincks, Endemol UK

Jonathan Lenson, WPP

Alex Mahon, Shine

Graham McWilliam, BSkyB

John McVay, Pact

Kip Meek

Andrew Miller, Guardian Media Group

Steve Morrison, All3Media

Mark Oliver, Oliver & Ohlbaum Associates

Gavin Patterson, BT Retail

Heather Rabbatts

Sue Robertson

Simon Shaps

Peter Smith

Sir Martin Sorrell, WPP

Giorgio Stock, The Walt Disney Company

Martin Stott, Channel 5, Northern & Shell Media

John Tate, BBC

Mark Thompson, BBC

Deborah Turness, ITV News

Patrick Walker, Google

Nigel Warner, ITV

John Whiston, ITV Studios

Pat Younge, BBC



ROYAL TELEVISION
SOCIETY

RTS Cambridge Convention

TV Everywhere:

Paths to Growth

14-16 September 2011

PRINCIPAL SPONSOR

PRINCIPAL SPONSOR



RTS Cambridge Convention

TV Everywhere: Paths to Growth

Television is endlessly evolving, as one period of technological disruption is swiftly followed by another. With the end of digital switchover in sight, the arrival of connected television brings a whole new set of challenges and opportunities.

In TV Everywhere – Paths to Growth, we'll explore how modern media companies can take advantage of the opportunities presented by the convergence of broadcast and broadband technologies, to grow our businesses and increase investment and employment in the creative industries.

How do we measure our audiences across multiple platforms? What are the new strategies for creating and releasing content across platforms and across the globe? How do local businesses become global brands? What can legislators and regulators do to help creative enterprises help themselves to grow? What insights can we learn from global media players? And, crucially, what will advertisers and consumers want from the all the new services on offer?

The debate over what media convergence will mean for the television industry has been around for many years. Now it's happening for real, with a wide variety of connected-TV services looking to find their way into our living rooms. Join us and leading UK and international media figures for two days of lively and thought-provoking debate on the next stage of TV's remarkable evolution.

Adam Crozier

Chair, RTS Cambridge Convention 2011

REGISTRATION FORM

PLEASE COMPLETE THIS FORM IN BLOCK LETTERS

NAME _____

POSITION _____

COMPANY _____

ADDRESS _____

TEL NO _____ FAX NO _____

MOBILE _____ MEMBERSHIP NUMBER _____

EMAIL _____

REGISTRATION FEE

An early registration fee is available for all bookings received and paid in full by 1 August. Both the early and the standard fees are inclusive of fees, college accommodation and all meals.

Early registration fee:
£1,550+ VAT (£310) = £1,860

Standard registration fee:
£1,700+ VAT (£340) = £2,040

Cheques should be made payable to: RTS Enterprises Ltd. A VAT receipt will be issued on receipt of payment. Credit card payments cannot be accepted for this event. Purchase orders should be made out to RTS Enterprises Ltd.

Please ensure a hard copy of your purchase order is supplied with your registration form to enable us to check that the payment details are correct. If your invoice address is different from the above address please provide invoice contact details. **All applications must be accompanied by payment.**

SOCIAL EVENTS

Please tick which dinners you will be attending:

Wednesday 14 September

Thursday 15 September

Please let the Events Department know in advance if you have any special dietary requirements.

ACCOMMODATION

Please tick which nights you require accommodation:

Wednesday 14 September

Thursday 15 September

PATRON PRIORITY

In recognition for their generous support to the RTS, International, Major and Principal Patrons have been guaranteed a number of places at Cambridge 2011, subject to their bookings being received by 25 July. Places remaining after 25 July will be allocated with priority to Patrons and Members.

CANCELLATIONS

Refunds of the delegate fee will not be made for cancellations received after Monday 22 August 2011. Refunds prior to this date will be subject to a 10% administration charge. All cancellations must be received in writing.

FOR FURTHER INFORMATION PLEASE CONTACT:

The Events Department
Royal Television Society
Kildare House
3 Dorset Rise
London EC4Y 8EN

Telephone: 020 7822 2820

Fax: 020 7822 2811

Email: events@rts.org.uk

