

Standards Matter

Your invitation to an exciting one-day event
exploring the role of standards in a changing world

Thursday 22 June 2017

Sheraton Grand Hotel
Edinburgh

bsi.



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#StandardsMatter17



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Wherever you go, whatever you do, standards are essential. Standards influence real life. They shape the enterprises and activities in our modern world. They impact on every dimension of our daily lives from our work experiences to our personal choices.

Standards are used by business and industry to improve their performance. They have the power to make people's lives more successful and enjoyable. Whether you are trying to choose a care home, protect your company from cyber-attack, demonstrate that your product meets a regulatory requirement, or build trust with your customers, standards enable us to make good choices and be successful.

On 22nd June 2017, you're invited to join us at the Sheraton Grand in Edinburgh, where BSI is hosting Standards Matter - a special day of exhibitions, talks and debates on the future of standardisation and why standards matter in our changing world.

It's a chance to discuss how standards are changing lives across Europe and the world.

We hope you will join us in Edinburgh, where we will bring industry and standards makers together in an inspirational venue to discuss how standards can be used to accelerate innovation, enhance business potential and above all, improve people's lives.



A handwritten signature in black ink, appearing to read 'SMA Steedman'.

DR SCOTT STEEDMAN CBE
DIRECTOR OF STANDARDS, BSI



Standards supporting global growth

What are the key political issues affecting standards and trade today?

What does smart and better regulation mean for the future and what role can standards play?

How can standards support international trade?



Did you know?

The global construction market is forecast to grow by more than 70% by 2025, from \$8.7 trillion in 2012 to \$15 trillion by 2025

Join the debate to discover how standards can grow the global economy

GROW



The future of standards development



Did you know?
There are over
37,000
current British
Standards

What are the newest trends in developing content?

How can collaboration be powerful and effective across borders and time zones?

How will the future generation of standards makers create and share content?

How should standards developers respond to these challenges?



Join the debate on the future of knowledge creation

CREATE



Innovation in a digital world

What are the implications of a fully connected society?

How are digital technologies transforming society and the economy?

What is the future of intelligent mobility?

What is the role of standards in the governance of emerging and innovative technologies?



Did you know?
It's claimed that by 2020 there may be up to 50 billion connected devices adding \$10-19 trillion to global GDP

Join the debate on
accelerating the pace
of technological change

ACCELERATE



Our future society



Did you know?

By 2050, it's expected that two-thirds of the world's population will live in cities, creating challenges in meeting the needs of the growing urban population, from housing to health care

What is the circular economy and what role does standardisation play in defining and implementing it?

Building trust in a digital world – what is the role for standards?

Why should we and how can we define, create and measure social value?

The UN's Sustainable Development Goals - how can standards contribute to achieving their targets?

Join the debate on
empowering citizens
to build our future society

EMPOWER



Sponsorship opportunities

Take this unique opportunity to network with high-level participants, including CEOs from the National Standards Bodies in Europe, senior officials from the European Commission, UK national authorities, international Standards Development Organisation leaders, and senior industry figures

Support the UK's National Standards Body in hosting this world-class event, held for the first time in the magnificent capital of Scotland.

Looking for something a bit different?

Contact us at eventteam@cencenelec2017.com and we can work with you to create a bespoke package, from branding delegate gifts to sponsoring the popular tea and coffee stands.



Sponsorship **package**

	Platinum Plus	Platinum	Gold	Silver
Main podium speaking slot	✓			
Your organisation's advert on the event app	✓			
Two tickets to the Gala Dinner at the Royal Botanic Gardens, on Wednesday 21st June	✓			
Your organisation's logo on the delegate bag and relevant gifts	✓	✓		
Designated demonstration slot at your stand included in the agenda for the day	✓	✓		
50" plasma screen with stand	✓	✓		
A podium/cupboard unit	✓	✓	✓	✓
Your organisation's logo on relevant delegate handouts	✓	✓	✓	✓
Event entry for two stand staff	✓	✓	✓	✓
Stand of 3m x 3m	✓	✓	✓	
Stand of 2m x 1m				✓

Each stand comes with a hard wall back for branding, power outlets and wifi connection.

All the stands are conveniently located within the main meeting space and immediately adjacent to the catering and networking areas for maximum exposure.



Royal Botanic Gardens

Make your way

The event takes place in the Sheraton Grand Hotel on Festival Square, located with views of the magnificent Edinburgh Castle and within easy reach of Edinburgh Old Town and the stunning Royal Botanic Gardens



Sheraton Grand Hotel



Edinburgh Haymarket Station



BY AIR

Sheraton Grand Hotel is 7 miles / 33 minute drive from the Edinburgh Airport



BY TRAIN

Edinburgh Haymarket Station - 12 minute walk from Sheraton Grand Hotel
Edinburgh Waverley Station - 12 minute drive from Sheraton Grand Hotel



BY CAR If you are driving to the event the address for Sheraton Grand Hotel is 1 Festival Square, Edinburgh, Scotland, EH3 9SR

From the South - 7.7 miles / 31 minutes from the A68

From the East - 7.3 miles / 27 minutes from the A1 West

From the West - 5.2 miles / 19 minutes from the M8 from Glasgow


Be Involved

Limited availability

- Influence the debate
- Demonstrate your work
- Gain exposure
- Network with high profile participants from across Europe

Find out more about being involved in this exciting event:

Contact:

 eventteam@cencenelec2017.com



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