




PARTNERSHIP OPPORTUNITIES AT FOCUSED LOGISTICS 2009

In addition to being directly identified with this prestigious conference, partnership enables your company to enhance its visibility, brand awareness and reputation among the most senior representatives from the logistics community, whilst enabling you to engage an industry-focused audience in a relaxed atmosphere of goodwill.

Partnership opportunities include:

- Speakers' Dinner PARTNERED WITH  **BOEING**
- Official Drinks Reception
- Delegate Lanyards
- Delegate Folders PARTNERED WITH  **THALES**
- Delegate Bags PARTNERED WITH  **FINMECCANICA**
- Lunch Breaks Day One and Two
- Refreshment Breaks Day One and Two
- Internet Area
- Event Guides

Although the Focused Logistics Conference will not feature an exhibition, there are a number of limited spaces available for pop-up/table-top displays within the refreshment area. Packages can be tailored to suit your individual needs.

For further information on becoming a partner or to book pop-up/table-top displays, please contact:
Helen Nagle on +44 (0)1753 727018 or email hn@shephard.co.uk



Courtesy of US Army

VENUE INFORMATION

The Tower Guoman

St Katharine's Way
 London
 E1W 1LD
 UK

Tel: 0871 376 9036
 or +44 870 333 9106
Fax: 0871 376 9136
 or +44 870 333 9206
Web: www.guoman.com/the-tower



For hotel bookings visit the Focused Logistics 2009 event web page (via www.shephard.co.uk/events) to download the hotel booking form or contact the hotel directly using the numbers above.

To book your delegate place at **Focused Logistics 2009**, please contact:
Liz McLoughlin on +44 (0)1753 727017 or email lm@shephard.co.uk

FOCUSED LOGISTICS 2009 REGISTRATION AND BOOKING FORM



Online



Fax this booking form
to Liz McLoughlin



For enquiries call
Liz McLoughlin



For enquiries email
Liz McLoughlin

www.shephard.co.uk

+44 (0)1753 727002

+44 (0)1753 727017

lm@shephard.co.uk

YOUR INFORMATION (all fields are mandatory) - **Please photocopy this form for multiple delegates.**

Title: _____ First name: _____ Surname: _____
 Job title: _____ Organisation: _____
 Address: _____
 _____ Post/Zip Code: _____ Country: _____
 Telephone: _____ Fax: _____ Email address: _____

Were you aware of the Shephard Group before receiving this brochure? Yes No If yes, where from? _____

Which of the following best describes your job title?

- General Officer/President/MD/CEO Junior Officer/Junior Management NCO Operator Other (please specify)
 Senior Officer/Senior Management Executive Analyst Technician _____

RATES Please indicate your selection clearly using a tick and delete where applicable. **Rates are INCLUSIVE of 15% UK VAT tax.**

DELEGATE RATES	Standard	Early Bird (Expires 31/08/09)
<input type="checkbox"/> Industry rate	<input type="checkbox"/> £1,045	<input type="checkbox"/> £930
<input type="checkbox"/> Exhibitor/ADS Members rate	<input type="checkbox"/> £815	<input type="checkbox"/> £700
<input type="checkbox"/> SME rate (businesses with 250 employees or less)	<input type="checkbox"/> £575	<input type="checkbox"/> £460
<input type="checkbox"/> Military/Government rate	<input type="checkbox"/> £345	<input type="checkbox"/> £230
<input type="checkbox"/> OF5 and above plus Civil Servants Band B2	<input type="checkbox"/> FREE (subject to availability)	

DISPLAY SPACE	Standard
<input type="checkbox"/> 2m x 3m booth	<input type="checkbox"/> £2,500

PAYMENT METHOD (TICK AS APPROPRIATE)

Invoice

Please send me an invoice

Cheque

Enclosed is my cheque for

Cheques should be made payable to:
Shephard Conferences and Exhibitions Limited

Bank Transfer

Transfer to: **Shephard Conferences and Exhibitions Limited**, National Westminster Bank plc, 63 High Street, Burnham, BUCKINGHAMSHIRE, SL1 7JU, UK

Sterling Account number 47820160

Swift code NWB KGB 2L

Card

Please debit my: AMEX Mastercard Visa the sum of £

Card number: CVN: found on reverse of card

Expiry date: / / Start date: / /

Signature of card holder: _____ Date: / /

Credit card payments for sponsorship and exhibition packages will be subject to a surcharge of 2.5%.

Signature _____ Date / /

DATA PROTECTION

Your details will be held confidentially and will only be used by The Shephard Group to process your order and provide you with additional news and information on Shephard products. Occasionally we may make our lists available to carefully screened third parties.

Place a clear X in the box if you do not wish to receive information of interest from other companies approved by The Shephard Group.

Place a clear X in the box if you do not wish to receive information about new events and offers from The Shephard Group.

DELEGATE TERMS AND CONDITIONS

- No delegate will be allowed into conference sessions unless full fees have been received prior to the event.
- Registrations within 7 days of the event must be made by credit card.
- Delegate places may not be shared.
- Substitution of delegates is permitted, provided that the organisers are informed in advance in writing.
- Once a booking form has been received by the organisers and joining instructions issued, any cancellation, which must be received in writing, will be subject to the following:
 - All cancellations received more than one calendar month prior to the event will be subject to a 10% administration fee.
 - No refund of delegate fees will be made for cancellations received within one calendar month of the event.
- By providing your email address on this booking form, you consent to The Shephard Group using this to inform you of other products and services.
- These terms and conditions apply to delegate bookings only. Exhibitor terms and conditions can be obtained on request.

SHEPHARD

FOCUSED

Logistics

Conference
26-27 October 2009

The Tower Guoman,
London, UK

OPERATIONAL LOGISTICS: LESSONS LEARNT AND FUTURE CHALLENGES

Focused Logistics
NOW IN ITS
10th YEAR



Courtesy of US Army
Photo by Tech Sgt Shane A Cuomo

KEYNOTE ADDRESS

Rear Admiral Linda Bird (Ret'd),
Director of Logistics Programmes and Operations,
NATO Maintenance and Supply Agency, Luxembourg

Book online at www.shephard.co.uk

Member of



Partners



Supporting Partners



Media Partners



Focused Logistics, formerly known as Defence Equipment & Support Conference, has been running since 1998, and for the past two years, we have concentrated on acquisition support led by the merger here in the UK of the DLO and the DPA. For 2009, we have returned to our roots, driven by the upcoming surge in Afghanistan to a NATO force of 90,000 troops.

OPERATIONAL LOGISTICS: LESSONS LEARNT AND FUTURE CHALLENGES

Therefore, the theme this year will be Operational Logistics: Lessons Learnt and Future Challenges. This is an excellent time to bring the military and industry together to discuss how we equip and support our forces in Afghanistan, and how the changes we make now will impact on how we support our forces in the future. Although there will be a concentration on Afghanistan, we welcome input on other operations with an expeditionary element, such as EUFOR and Task Force 151.

The Shephard Group has built a strong reputation over the last 25 years in conference organisation, and we have been chosen to deliver major events for ministries of defence globally. For example, in 2009, we have organised the official events for the Royal Air Force and the Qatari Air Force.

The Shephard Group hopes you will consider taking part in this event; in these challenging times, we believe there is nothing more important than securing good lines of communication within our community. Focused Logistics intends to assist this process.

We are proud of the reputation the Focused Logistics conference has built up over the last decade. To quote Air Vice-Marshal Kevin Leeson, from the 2006 event, the then Assistant Chief of the Defence Staff (Logistics Operations):

"Unifying logistic ethos is one of the key themes of the Focused Logistics programme. With 32 speakers and 350 participants from around the world – from all elements of the logistic community – the conference offered a tremendous opportunity for us all to compare priorities and reach a shared understanding."

WHO WILL ATTEND FOCUSED LOGISTICS 2009?

- Chiefs of Logistics
- Operational Commanders
- Armed Forces Officers
- Government Officials
- Procurement Officers
- Through-Life Management Experts
- Research and Development Leaders
- Systems Technicians and Engineers
- Project and Programme Managers
- Strategists, Analysts and Consultants
- Defence Attachés

DELEGATE PACKAGE INCLUDES:

- Executive package with list of all attendees, speakers' biographies and presentation synopses, and online access to presentations after the conference
- FREE copy of *Military Logistics International* magazine
- UNLIMITED ACCESS to conference sessions and display area
- Conference support to delegates
- High-quality catering during conference

Conference Programme Day One – Monday 26 October 2009

Programme may be subject to change

09.50 - 10.50 – REGISTRATION, REFRESHMENTS AND DISPLAYS	
10.50	CHAIRMAN'S OPENING REMARKS Francis Tusa , Editor, <i>Military Logistics International</i> , UK
11.00	KEYNOTE ADDRESS Rear Admiral Linda Bird (Ret'd) , Director of Logistics Programmes, NAMSA
11.30	OPENING ADDRESS – UK VIEW Major General David Shouesmith , Vice-President and Formerly Assistant Deputy Chief of Defence Staff (Logistics Operations), PRTM
12.00	OPEN FORUM DISCUSSION
12.30 - 13.30 – LUNCH AND DISPLAYS	
13.30	Brigadier J Henderson , Director Logistics (Army), HQ LAND, Formerly Commander Joint Force Support Formation, British Army
14.00	Lieutenant Commander Neville McNally , European Union Naval Force
14.30	David Pile , Head of Sales and Marketing, Land Integrated Services, Thales UK
15.00	Jason Hill , Glue Reply, UK
15.20	OPEN FORUM DISCUSSION
15.40 - 16.10 – REFRESHMENTS AND DISPLAYS	
16.10	Brigadier General Krzysztof Szymanski , Chief of Logistics Planning Division, Polish Armed Forces
16.40	Claudio Buccini , Head of Logistics Processes, Finmeccanica
17.10	OPEN FORUM DISCUSSION
17.30 - 18.30 – DRINKS RECEPTION	



Courtesy of US Army

Conference Programme Day Two – Tuesday 27 October 2009

Programme may be subject to change

08.00 - 09.00 – REFRESHMENTS AND DISPLAYS

09.00 CHAIRMAN'S OPENING REMARKS
Francis Tusa, Editor, *Military Logistics International*, UK

SESSION ONE – MOVING TO THEATRE

09.10 **Wing Commander Jeremy Porter**, Deputy Director, Movement Coordination Centre Europe, NATO

09.40 **General Libor Krejcar**, Director Logistics Division, Czech Ministry of Defence, introducing
Colonel Roman Dufek, Chief of Movement, Transport and Logistics Information Services Department, and
Director Multinational Logistics Coordination Centre, Czech Army

10.10 **Peri Widener**, Director, Integrated Logistics, Global Services and Support, The Boeing Company

10.40 OPEN FORUM DISCUSSION

10.55 - 11.25 – REFRESHMENTS AND DISPLAYS

SESSION TWO – LESSONS FROM IRAQ

11.25 Presentation to be confirmed

12.00 **Lieutenant General (Ret'd) Bill Mortensen**, Executive Fellow, Institute for Defense and Business, and
Former Deputy Commanding General, Army Materiel Command, US Army

12.30 **Wing Commander Paul Regan**, SO1 A4 Tornado, HQ 1Gp, Royal Air Force

13.00 - 14.30 – LUNCH AND DISPLAYS

SESSION THREE – AFGHANISTAN LOGISTICS

14.30 **Colonel John Sutton**, Former CJ4 CJTF – 101 Afghanistan, US Army,

15.00 **Carla Lucchino**, Assistant Deputy Commandant for Installations and Logistics, US Marine Corps

15.30 **Major General Trond R Karlsen**, Commander, Norwegian Defence Logistics Organisation

16.00 OPEN FORUM DISCUSSION

16.15 – CONFERENCE CLOSE



Courtesy of US Army