

# What's in it for an IC professional like me?



## It's simply simple.

If there is just one conference you need to attend this year, make it smilelondon. The event attracts hundreds of delegates from the IC community and offers two full days of knowledge and networking. Day one is our fantastic conference of case studies and vendors all under one roof and day two is a full day workshop on IC Strategy, all held in a central London location. There is also allocated networking time throughout, giving you an opportunity to spark business relationships, friendships and connections, which at simply, we have a reputation for doing just that.

At simply, we have access to the best-case studies, since we interview and publish around 40 over the year, from organisations such as **Rituals** to **Network Rail**.

Our presentations provide insights and knowledge on a range of topics that can be implemented in your role to inspire success. The sessions are accredited by CIPR and delegates can claim 10 CPD points towards their qualification for attending.

The conference has some major sponsors, such as **Microsoft**, which means we can keep prices down and offer you the very latest insights from these technology leaders. Our exhibition means you can meet and quiz the people behind the platforms – and compare them with their competitors.

In one day you will learn about Stream, the new video platform from Microsoft that is going to revolutionise your client's townhalls, you will see how SharePoint Modern can deliver fresh-looking intranets without any technical knowledge; and how Yammer is being upgraded and integrated into the full O365 suite of products to give professional communicators a tool that is better than the current consumer tech or shadow IT.

All presentations can be downloaded from the simply communicate website after the event.

## See what delegates have had to say about smilelondon:

Loved the format and had some very good conversations. Have been to many events over this year and I have to say, this was the most engaging. Well done. - **Kelli Carlson- Jagersma, Wells Fargo**

Yesterday was excellent. It was great to find out just how not alone I am! But I did also learn so much more. - **Helen Hughes, Shell**

Enjoyed the event and came away with some great ideas, two already in progress. - **Ian O'Hare, Sanofi UK & Ireland**

**For more information or to discuss this opportunity, please contact our Sponsorship and Exhibitions Sales Executive Patrick Moss at [patrick.moss@simply-communicate.com](mailto:patrick.moss@simply-communicate.com)**

