

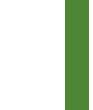


the International Big Event 2010

International Personalisation Conference

BT Convention Centre, Liverpool
16th March 2010

Supporting people to get a life, not just a service



What is the International Big event?

Each year, In Control hosts its unique Big Event – the largest international convention focused on personalisation in the health and social care sectors.

The event brings together a host of people, all united by a common aim – to help people to be fully in control of their lives.

Last year's event was a huge success but this year we're making it even bigger and doubling it in size.

With an international theme, **2,000 delegates, 100 exhibitors, 50 workshops**, as well as **high-profile key speakers, live entertainment and performances**, the event is set to be better than ever this year.

The convention is being held in the purpose-built BT Convention Centre in Liverpool in the heart of the City of Culture.



Who should attend?

In Control believes that together we really are better, and the Big Event is open to everyone.



Unlike other events catering solely for professionals, the Big Event encourages people from all walks of life to attend, including family members and carers, key influencers from local authorities, government agencies and providers as well as professionals from health and social care organisations.

It's an invaluable opportunity to network, explore the support and services on offer, hear real-life experiences, and to find out the latest developments in this fast changing world of personalisation.

What's on offer?

The International Big Event will feature high profile speakers, more than 50 workshops, an exhibition hall and an entertainment area.

Speakers

Dame Jo Williams



Chair of the Board of Trustees of In Control. Jo has spent more than 30 years in local government and was the Chief Executive of Mencap. In 2005 she was named the most influential person in social care by Community Care magazine.

Matthew Taylor



Chief Executive of the Royal Society for the encouragement of Arts, Manufacturers and Commerce (RSA). He has also been Chief Adviser on political strategy to the Prime Minister.

Philip Collins



Chair of the Demos Board of Trustees. He is a writer on the Times and was, until 2007, Chief Speech Writer to the Prime Minister.

Mark Pollock



Adventurer, athlete, author and international motivational speaker who became the first blind man to ski to the South Pole.

Professor Chris Hatton



Professor of Psychology, Health and Social Care at Lancaster University.

Workshops

Workshops will include: safeguarding; getting real jobs for people; social capital; personalisation and the law; personal health budgets; research and evaluation; new ways of commissioning, e-marketplaces; support planning; personal budgets for children; developing user-led organisations and people leadership.

Further information on the event programme will be available soon at [www.in-control.org.uk /bigevent](http://www.in-control.org.uk/bigevent)



New for 2010

- * **Launch of In Control's next major report**, reviewing progress in personalisation over the past 18 months
- * **The Marketplace**, a real-life version of In Control's unique new online marketplace – shop4support.com
- * **Comedy Club**, hosted by Abnormally Funny People – a group of gifted stand-up comedians
- * **Questiontime session** with a high-profile line-up

Sponsorship and exhibition opportunities



"This was the best exhibition we have ever done – our business is thriving as a direct result" David Abbey, My Safe Home.

The Big Event is the largest international personalisation event. With 2,000 delegates, 100 exhibitors and more than 50 workshops, it is the ideal opportunity to promote your organisation or services to key influencers from the health and social care sectors as well as community groups, user-led organisations and individuals.

There are a range of sponsorship and exhibition opportunities available.

For more information:

Web: www.in-control.org.uk/bigevent

Email: admin@in-control.org.uk

Telephone: 01564 82 1650



Getting there...

The BT convention centre is easily accessible by public transport or by car. Detailed travel information is available at www.in-control.org.uk/bigevent



By Train

From the south:

Virgin Trains operates hourly, direct services from London Euston to Liverpool Lime Street (with a journey time of just over two hours).

From the north: Most rail services operate a direct route to Liverpool Lime Street. (From Preston the journey time is one hour).

The BT Convention Centre is a 20-minute walk from the train station or a short taxi ride.



By Car

For Sat Nav, please use the postcode **L3 4BX**. The Centre is easily accessible from the A59, M6, M62 and M58. Ample parking is available.



By Bus

Frequent buses run throughout Liverpool City Centre. Liverpool's new bus terminal is only five minutes' walk from the BT Convention Centre.



By Plane

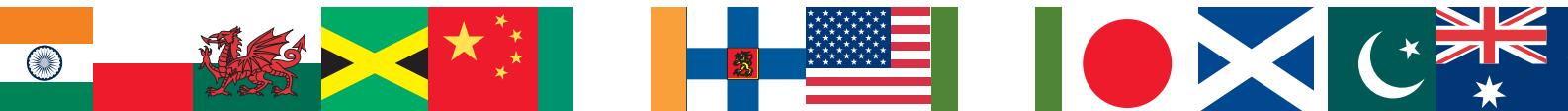
Fly direct to **Liverpool John Lennon Airport**. Taxis from the airport take approximately 20 minutes. The express bus service takes 25 minutes.

You can also fly direct to **Manchester International Airport**.



Accessibility

The BT convention Centre is a fully accessible venue for all customers.



Big Event 2010 booking form

BT Convention Centre,
Monarchs Quay, Liverpool
Tuesday 16th March 2010

Admission prices

- £20 including VAT for families, individuals and micro-providers (free for personal assistants and supporters).
- £135+VAT for statutory, provider and organisational members of In Control. Buy three places, get one free.
- £200+VAT for non-members. Ask about joining as this may bring you significant discounts

Registration will open at 9am and the event will close at 5pm.

Booking

Please write number of people in each category in box

Someone who has a personal budget (or wants to find out more) or a family member

In Control Local Authority Member

Name of Authority

Primary Care Trust Member

Name of PCT

Provider Organisation Member

Name of organisation

Public Member

Name

Non-Member

Name of organisation

Personal Assistant

(free on day when supporting an individual)

Name

I want to book for the following people:

- 1.
- 2.
- 3.
- 4.
- 5.

Fees (please add VAT)

I enclose a cheque for £

Cheques payable to In Control Partnerships

Fill in below if you require invoicing

Purchase order number:

Please invoice the address below:

Address

Postcode

Special requirements

Please let us know if you have any special access requirements or anything else that will make your day more comfortable.

Access requirements

Contact details:

Your name:

Telephone Number:

Email:

Finance contact name:

As the lead booker we will contact you with confirmation and any further event details by email.

Where to send this booking form

Please fill in this form and post it to:

In Control Support Centre, Carillon House,
Wythall, West Midlands, B47 6JX

Or fax it to 01564 82 4260

In Control Admin Tel: 01564 82 1650

Email: admin@in-control.org.uk



Cancellation policy: Cancellations MUST be made 7 working days before the event date. Failure to do so will result in the full amount being charged.

Photography: Photographs may be taken during our events and used in future In Control publications and publicity. Please inform a member of the In Control team if you do not agree to have your photograph taken.

For discount prices on a wide range of accommodation for this event book early at:

www.conferencebookings.co.uk/delegate/TMPBIE10

"We felt a real part of the programme as exhibitors – not just simply an extra for people to look at."

Cath Titherington, Voice Social Marketing



"Absolutely fabulous, a real showcase for the work that we're doing, we've had lots of interest and hopefully we'll see some follow up from this."

Suzanne Grimshaw,
Embrace, Wigan and Leigh



"We've had such good feedback from people who are really interested in what we can offer them, so we're really pleased to be here today."

Jules Wyatt, Director of Time for People, Worcestershire



"The event was great, we had a constant stream of people coming to talk to us and it's been organised very professionally."

Martin Simon, Director of Timebanking UK



"We've had lots of contact with families, so we've made lots of connections around making better use of our training. We offer a free brokerage service, so being able to get that information out to families and individuals is great."

Gary Aldridge, Assistant Director of Development, Choice Support