

Guide Shore  
Europe – UK Region  
Conference 2015

# z Systems: The Cloud has a Silver Lining

# GSE

## The GSE UK Conference

Tuesday 3rd November and  
Wednesday 4th November at  
Whittlebury Hall, Towcester

This year we are focusing on mainframe technologies and the ever expanding cloud. As with the last few years we will also be featuring some hands-on workshops, in both multi-session and short "drop in" formats.

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## Invitation from the GSE UK Region Manager

Welcome to the GSE UK 2015 Conference brochure. Here and on the following pages, you will find all the information you will need about the 21st annual GSE UK Conference. I urge you to browse the agenda and decide what sessions you want to attend. Then with the aid of the draft justification letter, that you can download from the conference website, build your case for attending what is the best UK mainframe conference of 2015.

Registration is now open and although we do have a few more hotel rooms available than last year, these are offsite and so I recommend that you register early.

Very little has changed in the T's & C's since last year. The delegate prices remain the same for GSE Members and non-members. GSE UK Members still get five voucher codes they can redeem for free. There is no restriction on who can use them; you can even give them to someone outside your company. GSE UK Members can also claim a voucher for one of their trainees. This must be someone who has recently joined your company from school, university or someone who has changed their profession in the past 12 months and is in a training programme. To obtain this trainee voucher you must first contact [ukconference@gse.org.uk](mailto:ukconference@gse.org.uk) to obtain a special voucher code giving the name and the e-mail address of the person concerned.

For the conference keynote speech, we are extremely fortunate to have Graham Cluley, the award-winning security blogger, researcher and leading authority on internet security. Graham has been a well-known figure in the computer security industry since the early 1990s when he

worked as a programmer, writing the first ever version of Dr Solomon's Anti-Virus Toolkit for Windows.

We also welcome back Mark Anzani, (Vice President, Portfolio and Technical Strategy, System z - IBM) who is returning to do the ever popular birds of a feather session early on Wednesday morning.

Finally, Glenn Anderson will close the Day 1 sessions with an energizing presentation.

For trainees, university students and anyone else wanting a refresher, we have a dedicated 101 stream. 101 is a working group in the UK that is being run by two young professionals just starting their mainframe careers and understand the training needs of the 101 audience.

In addition to the above, there will be streams covering many other mainframe topics being run by the GSE working groups as well as a series of zLinux workshops.

We value your feedback on the conference sessions and the conference as a whole. Last year we encouraged you to send us your feedback using the web app but the number of responses we got was somewhat less than in previous years. So the forms are back running alongside the web app. We would much prefer you to use the web app that you can access on your smart phone, tablet or laptop via a browser, as it makes processing the information far quicker.

## Guide Share Europe – UK Region Conference Information

Each day we will have a draw from all the feedback submitted that day and the lucky winner will receive a gadget or Amazon vouchers. The same web app will be able to be used to display your personal conference agenda and register the sessions you attended for your CPE certificate.

Please visit and use the pages on LinkedIn, Facebook, Twitter and Instagram (see on back page) to keep up to date with conference events and to give feedback to other delegates during the conference. There will be a live TweetCloud displayed on a monitor at conference reception.

I trust that you will find the conference and the agenda meet your training needs and that you will join us on November 3rd and 4th at Whittlebury Hall.

## Guide Share Europe – UK Region Keynote Speakers



### Graham Cluley

Graham Cluley is an award-winning security blogger, researcher and public speaker. He has been a well-known figure in the computer security industry since the early 1990s when he worked as a programmer, writing the first ever version of Dr Solomon's Anti-Virus Toolkit for Windows. Graham Cluley has given talks about computer security for some of the world's largest companies, worked with law enforcement agencies on investigations into hacking groups, and regularly appears on TV and radio explaining computer security threats. Graham Cluley was inducted into the InfoSecurity Europe Hall of Fame in 2011, and was given an honorary mention in the "10 Greatest Britons in IT History" for his contribution as a leading authority in internet security.

Cybercrime has become big business - not just interested in stealing credit card details and passwords from innocent home users, but determined to target organisations with valuable intellectual property.



### Glenn Anderson

Glenn Anderson is currently a Consulting IT Specialist with the z/OS Curriculum of IBM Training. In addition to delivering classes on performance, WebSphere and security, Glenn is a popular speaker at large systems conferences throughout the world. During his over 30 years with IBM, Glenn has held positions in sales, technical support and management. His current areas of focus include WebSphere for z/OS, on demand security, SOA and cloud computing, the z/OS Workload Manager, and all aspects of System z, zEnterprise, and Parallel Sysplex performance.

Glenn will focus this session on delivery techniques, taking your presentation from mind-numbing to mind-blowing, drawing on experiences speaking around the world, from classes to conferences to acting and comedy club stand-up.

Topics range from timing, strong openings, handling questions, voice and body language, dealing with tech, and how to effectively design and use Powerpoint charts.

**Breakfast Session:**

Ever-popular Mark Anzani returns for Wednesday Morning “Bird’s of a Feather”.

Mark will discuss the z13, its success to date and some examples of how clients are deploying it within their business. Additionally, Mark will discuss the increased investments related to ecosystem that have been made in the z space, with a particular focus on skills and ISV space.



**Sessions & Tracks:**

|                         |       |                         |
|-------------------------|-------|-------------------------|
| Large Systems           | IMS   | DB2                     |
| Enterprise Security     | CICS  | zLinux                  |
| Network Management      | 101   | Automation & Monitoring |
| Storage Management      | MQ    | New Technologies        |
| TWS/Workload Automation | zCMPA | Application Development |

**Workshops:**

zLinux

**PLUS:**

For your trainees, university students and anyone else wanting a refresher, we have a dedicated 101 stream. 101 is a working group in the UK and it is being run by two young professionals just starting their mainframe careers.

The agenda can be found here:  
[conferences.gse.org.uk/2015/agenda](http://conferences.gse.org.uk/2015/agenda)

**About GSE:**



G.U.I.D.E. Share Europe (GSE) is Europe’s association for IBM computer and software users. GSE was formed by the merger of the two existing independent IBM User groups G.U.I.D.E. and SHARE Europe.

GSE is a financially independent non profit association run by companies, organizations and individuals who work with information and communications technology solutions, based on IBM architectures.

Attendance at the conference is subject to terms and conditions – please see the GSE website for details.

**Whittlebury Hall Hotel**

Whittlebury Hall Hotel & Spa, is an exceptional 4-star hotel and spa, set in rural Northamptonshire. Located 2 miles from Silverstone, 14 miles from Milton Keynes and a few minutes’ drive from the M1. Special rates have been agreed with the Whittlebury Hall Hotel that will be available to conference delegates when they register with us for the GSE Conference.

See the GSE website for hotel availability and rates:  
[conferences.gse.org.uk/2015/hotelinformation](http://conferences.gse.org.uk/2015/hotelinformation)



# Guide Share Europe – UK Region

## How to Register

### How to Register

#### Online Registration

Online registration is available at the GSE UK website – [conferences.gse.org.uk/2015](http://conferences.gse.org.uk/2015) and select the registration tab

Please note that **ALL** people attending the conference venue in any capacity need to register in order to have a badge.

#### Conference Fees

The basic conference fees for 2015 remain at the 2014 rate as follows:-

|   |                     |
|---|---------------------|
| Delegates from GSE member companies (see below) | <b>£100 per day</b> |
| Delegates from other non-member companies       | <b>£160 per day</b> |

There is a £20 discount to this rate for registrations made during the early bird period (up to and including October 5th) and there will be a £20 admin surcharge for late registrations made after the Friday before the conference (October 30th).

Each UK GSE member company is entitled to send up to 5 delegates and one bone-fide trainee FREE OF CHARGE provided they register during the early bird period. Additional delegates will be charged at the prevailing member rate.

Voucher codes are issued to each member company for this purpose.

After the end of the early bird period vouchers may still be used up to one week prior to the conference (Monday October 26th) however they will be charged at HALF the member rate, i.e. £50 per day.

#### Fees in Summary

The following table shows the fees per day for each category of delegate and date range.

| Delegates from:-  | Prior to 06/10/15 | From 06/10/15 to 26/10/15 | From 27/10/15 to 30/10/15 | After 30/10/15 |
|---|-------------------|---------------------------|---------------------------|----------------|
| UK GSE Members (up to 5 plus 1 trainee) or others with vouchers | Free              | £50                       | £100                      | £120           |
| UK GSE Members (additional) and non-UK GSE members              | £80               | £100                      | £100                      | £120           |
| Non Members   | £140              | £160                      | £160                      | £180           |

Speakers, Exhibitors (2 per stand) and Working Group Committee members have free entry to the conference.

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## Social Media

### Competition: Free Entry to 2015 Conference

Last year's social media completion was a runaway success and have decided to run it again with prizes for two lucky winners.

Competition will run from Monday 24th August 2015 to Friday 2nd October 2015 with prize draw on Monday 5th October 2015.

#### Prizes:

**1st Prize:** Monday night accommodation, 2 day conference pass including conference dinner and Tuesday night accommodation for one person only.

**2nd Prize:** 2 day conference pass including conference dinner and Tuesday night accommodation for one person only.

The aim of the game is interaction – each interaction through Twitter, Facebook, LinkedIn or Instagram earns you one entry. The more entries you have, the bigger the chance of winning. For full terms and conditions please see [conferences.gse.org.uk/2015/competition](http://conferences.gse.org.uk/2015/competition)

### GSE Social Media – Join In!

Last year we had great fun following the conference on our very own TweetCloud. Everyone was getting involved and we got some great pictures.

This year you can join us on Twitter (@gseukc), Facebook (Guide Share Europe UK Region), Instagram (gse\_uk) and LinkedIn (GSE UK Region).

Tag us with #GSEconf and our new tag just for the 2015 conference #SilverLining. From this year's conference we are looking for the best selfie and the best photobomb – no prize, just a deep sense of satisfaction and a big shout out for the winner all over our social media.

# Guide Share Europe – UK Region

## Testimonials

It's the combination of top-notch presentations and the meeting of like mainframe-minded people that make GSE a must.

- Robert Harris

I think the sense of community – where IBMers, other vendors, consultants and customers all mingle together.

- Martin Packer

The sense of Community: sharing knowledge generously, welcoming newcomers into the fold, networking with amazing people, great to reunite with old friends & Colleagues. It's a fun frenzy of learning.

- Resli Costabell

I love that the attendance goes up every year... probably because it is free to members? Keep up the good sponsorships! Also, I think the technical agenda covers things that are pertinent (The latter comment is not because I speak there!).

- Marna Walle

1. I like that there is a wealth of knowledge to tap into in the presentations – user experiences and ISV consultants

2. I love the exhibitions – great opportunities to network and get free stuff!

3. I am annually encouraged by the amount of students and graduates that are being indoctrinated – sorry – educated, in the ways of the force – I mean mainframe.

- Marcus Davage

I like the opportunity to chat to mainframe types of all persuasions to get the pulse of the industry.

- Tony Gurney

I definitely find the conference valuable. Talking to fellow security folks, understand and learning what their challenges are and where they see the future of security is going.

- Glinda Cummings

For me it's the chance to catch up with old friends and watch the fireworks (2013 conference). The sessions are pretty good too.

- John B Boyle



**Whittlebury Hall**

Whittlebury

Near Towcester

Northamptonshire

NN12 8QH

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