SINGAPORE INSTITUTE OF ARCHITECTS

A Seminar jointly organised by Singapore Institute of Architects and Singapore International Chamber of Commerce

Invitation to Joint SIA/SICC SAM Talk to Learn How You Can Save Money, Increase Productivity, and Protect Your Business through Software Asset Management

Date	: 14 Jul 2009, Tuesday
Venue	: Microsoft Operations
	1 Marina Boulevard #21-00
	Auditorium, Singapore 119960
Time	: 8.30AM – 11.40AM

7.45am	Registration
8.30am	Welcome Address by Mr. William Lau, SIA Council Member
8.40am	Welcome Address by Mr. Philip Overmyer, Chief Executive, SICC
8.50am	Your Company and Singapore's Copyright Law by Mr. Max Ng, Managing Director, Gateway Law Corporation
9.10am	Q & A
9.30am	Coffee Break
10.00am	What is SAM and how it Benefits your Business by Mr. Roland Chan, Senior Director – Marketing, APAC, BSA
10.20am	Q & A
10.40am	Software Licensing Panel Discussion – Chaired by SIA and SICC, featuring Adobe, Autodesk, Microsoft and Symantec
11.30am	End

BOA-SIA CPD Accreditation: 2 points

SYNOPSIS

In today's economic climate, every company is looking to reduce costs while gaining greater business advantage. However, not many business leaders know that they can save money, improve business performance, and increase productivity just by practising good software asset management, or SAM.

To help you make full use of your company's software assets, the Singapore Institute of Architects (SIA) is pleased to invite you to a seminar where you can learn more about implementing and benefitting from SAM. This seminar is held jointly with the Singapore International Chamber of Commerce (SICC). A well-planned and executed SAM process will not only help you to realise potential cost savings, it will also help to limit exposure to security threats and legal risks arising from inadvertent use of unlicensed or illegal software.

At this seminar, you will learn about Singapore's Copyright Law and what it means for your business from a speaker from Gateway Law Corporation. An invited speaker from the Business Software Alliance (BSA) will tell what SAM is, how it benefits you, and how you can implement it. Finally, speakers from Adobe, Autodesk, Microsoft and Symantec will be present at a panel discussion where you can get your questions on software licenses answered.

This seminar is launched as part of the IT Protect Programme, a nation-wide campaign initiated by the Intellectual Property Office of Singapore (IPOS) and the Singapore infocomm Technology Federation, and supported by SIA and SICC along with other leading trade and industry associations. More information on this campaign can be found here: www.itprotect.com.sg/.

NOTES

* All registration will be on a First-Come-First-Served basis and will be accepted upon receipt of registration form. Registration by fax will be forwarded.

Cheque payment for this activity **should not be** combined with payment for other SIA events/courses.

SIA Member	Complimentary

Registration Confirmation No.:-

For Enquiry (Candy J. Tan):
Tel: (65) 6226 2668
Fax: (65) 6226 2663
Email: cpd@sia.org.sg

PARTICULARS

Name: _____
(please underline Surname)

NRIC No: _____

Membership No: [ ] SIA _____

[ ] CIJC (Pls specify Institution)

[ ] BOA Reg No _____ [ ] Non-Member

Organisation: _____

_____

Address: _____

_____ S (   )

Tel: _____ Fax: _____

Email:_____

Contact Person: _____