Companies throughout the region are united in their desire for maximum reliability at lowest cost and with minimal interruption. This may be nothing new, but a few pioneering organizations are beginning to see the tangible, measurable benefits of taking a value-driven approach to their maintenance activities. Only one conference this year will showcase these very companies and explain how you can:

- Reduce the cost of your maintenance activities by taking a preemptive approach
- Enhance plant profitability by applying world class reliability techniques
- Overcome critical challenges in the move to proactive value
- Apply the world’s latest techniques and approaches to deliver a holistic maintenance program

Value Driven Maintenance and Reliability For Process Industries

Practical techniques you can use to move from reactive and preventive to predictive and cost-effective maintenance for reliable plant operations

Interactive Workshops: 3 & 6 September 2006
Hilton International Abu Dhabi – United Arab Emirates

WHO YOU WILL MEET?

Senior Reliability Engineer – Performance and Reliability Department
ADGAS

Manager – Area Maintenance
DUBAI ALUMINUM (DUBAL)

Maintenance Division Manager
DUBAI NATURAL GAS CORPORATION (DUGAS)

Chief Operating Officer, O&M
KHARAFI NATIONAL

Re refinery Division
INDIAN OIL COMPANY

Head of Maintenance
BAPCO

Condition Monitoring Specialist
QATAR FERTILIZER COMPANY (QAFCO)

Maintenance Manager
QATAR NATIONAL CEMENT COMPANY

Rotating Equipment Engineer
RASGAS

Deputy Director of Maintenance
SALINE WATER CONVERSION CORPORATION (SWCC)

Senior Planning Engineer
SAUDI CHEVRON PHILLIPS

Head of Maintenance
SAUDI INTERNATIONAL PETROCHEMICAL CORPORATION (SIPCHEM)

AND ALSO HEAR FROM:

GE ENERGY

EMERSON PROCESS MANAGEMENT DUBAI

EUROPEAN TECHNOLOGY DEVELOPMENT LTD

HUMAN RELIABILITY

TCR-KIL

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Gulf Oil & Gas

Plant Maintenance Resource Center

Industrial Maintenance Portal
IQPC’s workshops are unique opportunities to spend valuable time with industry experts. These interactive sessions are extended to ensure that you will get to the heart of the issues pertinent to reliability and maintenance management. Get the most out of your conference experience and register today.

WORKSHOP A • 08.30 – 14.30

FAILURE AND ROOT CAUSE ANALYSIS: A GUIDE TO INVESTIGATING MATERIAL AND COMPONENT FAILURE

This workshop provides an extensive analysis into the different types of material and component failures observed in industrial enterprises. Take this opportunity to also discuss solutions to manufacturing problems and get advice from the workshop leaders and your peers towards selecting the appropriate materials to improve overall product quality, reduce costs, and enhance customer satisfaction. You will also have time to discuss welding problems and hear solutions to improve the weld process.

In this workshop, you will address and resolve:
- Typical root cause metallurgical failure mechanisms
- Boiler, heat exchanger and pressure vessel failure
- Pipeline failure
- Lifting equipment and fastener failures
- Gear, shaft and weld failure analysis
- Root cause analysis through metallurgical approach
- Analysis procedure
- Preventing reoccurrence of the failure by in situ metallurgy approach

By attending this workshop, you will benefit by:
- Developing in-house solutions to your manufacturing problems
- Improving overall product quality through appropriate materials selection
- Quickly recognising the different types of failure for particular units

About your Workshop Leaders:
Virendra Bafna, Managing Director
TCA ENGINEERING SERVICES

Virendra Bafna is a materials specialist with over 35 years of practical experience determining the root cause of materials-related failures in the chemical, oil and gas, construction, manufacturing and commercial aircraft industries.

Paresh Haribhakti, Managing Director
TCA ADVANCED ENGINEERS

Paresh Haribhakti has solved materials engineering problems and performed failure analysis on components from petrochemical plants, oil and gas transmission pipelines, offshore structures, ships, pharmaceutical plants and more.

WORKSHOP B • 15.00 – 18.00

OPTIMISING THE RELIABILITY PROCESS THROUGH THE RELIABILITY GAME

Trying to change organizational culture is difficult even in the best of circumstances. One reason for the difficulty is that people have a hard time “seeing” the objective. The Reliability Process workshop is the solution to this problem. This workshop uses a board game simulation of the reliability process called The Reliability Game™ to clearly demonstrate the value of good proactive reliability practices and the effect on the bottom line. The Reliability Process Workshop teaches participants how to make the transition from a reactive to proactive maintenance environment. They will learn to “ follow the money” and further their understanding of the business decisions behind reliability. This board game simulation has been employed successfully by numerous Fortune 500 companies. By attending this workshop, you will gain new insights into managing your reliability processes.

About your Workshop Leader:
James Oldach
Reliability Sales Consultant for Reliability Services
GE ENERGY

A plant asset management consultant and project manager for the past 13 years, James Oldach prides himself on his “hands on” knowledge of plant equipment and systems operations. He has supported projects in the nuclear, fossil, and hydro power industries along with extensive consulting to hospital engineering and bioengineering groups, reservoirs, and the water / wastewater public utility sector.

CONFERENCE DAY ONE

MONDAY | 4 SEPTEMBER 2006

IQPC conferences offer a broader perspective with a wider group of participants, allowing you to tap into the expertise of a larger pool of specialists. More case studies are offered on more industries, allowing you to take home even more best practice.

08:30 Registration and Refreshments

09:00 Chairmen’s Welcome and Opening Remarks
Moh’d F. Ismail
Manager - Area Maintenance
DUBAI ALUMINUM (DUBAL)

09:15 REDUCING THE COST OF UNPLANNED MAINTENANCE
- Examining the opportunity cost: lost production + repair costs
- Investing that spend into more effective maintenance activities
- Justifying budget spend by outlining risk vs. opportunity

Basuony Abdul Aziz, Maintenance Manager
QATAR NATIONAL CEMENT COMPANY

10.00 PLANNING: A GUARANTEED FORMULA FOR SUCCESSFUL MAINTENANCE STRATEGY IMPLEMENTATION
- Techniques for guaranteeing quality in a shortened timeframe
- How can increased investment in the planning process limit problems without sacrificing quality?
- Developing an effective roadmap to begin your journey

Tayseer Fateel, Senior Planning Engineer
SAUDI CHEVRON PHILLIPS

10.45 Networking and Refreshments

11.15 TARGETING COST VERSUS REALITY FOR RELIABILITY AND PREDICTIVE MAINTENANCE PROGRAMS
- A step-by-step guide to conducting a cost benefit analysis
- Weighing up internal resources compared to additional investments
- Pinpointing obscure risks and selecting a roadmap for planning success

Nicola Coccioli, Chief Operating Officer, O&M KHARAFI NATIONAL

12.00 LEVERAGING THE BENEFITS OF AN ENTERPRISE APPROACH TO RELIABILITY

In today’s competitive business environment most industrial customers have initiatives to improve or enhance the reliability of their mechanical assets.
Millions of dollars are being spent on improving the maintenance strategies and practices in place for these industrial customers, with widely varying results. Even when the investments produce results, often times, the level of results achieved are much less than the original projected investment justification and almost never are those results transferable within the enterprise.

This presentation will outline the benefits of leveraging the Enterprise approach to improving organizational performance around Reliability and the key business drivers it affects. It will focus on the approach, tools and methodologies required and the enhanced benefits that can be achieved through taking an Enterprise approach towards improving reliability.

James Oldach
Reliability Sales Consultant for Reliability Services
GE Energy

12.45 Networking Lunch

14.00 A STEP BY STEP GUIDE TO SWITCHING TO PROACTIVE MAINTENANCE
• Measuring mechanical failures: defining the most relevant parameters
• Successfully conducting failure analysis to impact predictive maintenance
• Using reliability (MTBF) to improve failure prediction rates

Mahmood Mirza, Head of Maintenance
BAPCO

14.45 DEVELOPING A SKILLS ASSESSMENT PROGRAM FOR PREDICTIVE MAINTENANCE
• Finding new ways to ensure that the maintenance workforce possess the skills to fulfill the mission of machinery reliability
• Demonstrating how to benchmark the current workforce skills inventory
• How to partner with workers to chart a career development program that is both effective and satisfying

Govind Ram, Refinery Division
INDIAN OIL CORPORATION

15.30 Networking and Refreshments

16.00 HOW YOU CAN ACHIEVE MAINTENANCE EXCELLENCE LIKE SALINE WATER CONVERSION CORPORATION
The SWCC provides operation and maintenance services to 27 desalination plants, operating with a total production capacity of 2.2 mcm per day. Managing multiple assets whilst ensuring that unplanned events do not affect production was the result of an integrated maintenance and asset management program. This presentation will detail the steps taken to implement this program and the lessons you can learn.

Salleh Al Zahrani, Deputy Director of Maintenance
SALINE WATER CONVERSION CORPORATION (SWCC)

16.45 DELIVERING SIGNIFICANT REDUCTIONS IN MAINTENANCE SPENDING AND INCREASED PRODUCTION
• Establishing your criteria for implementing a new strategy: lower maintenance cost, increased manpower & equipment availability, reduced unexpected and unplanned shutdowns, a leaner performance measurement system, increased productivity.
• Addressing the greatest risks associated with changing your maintenance strategies: cost investment versus long-term actual ROI
• Developing a solid plan of action for strategy implementation by customizing the solutions to your company’s needs
• Assessing the different solutions out in the market to ensure that a comprehensive comparison study is done before initiating your implementation process

Albert Biggs, Head of Maintenance
SAUDI INTERANTIONAL PETROCHEMICAL CORPORATION (SIPCHEM)

17.30 Chairman’s Closing Remarks and End of Day One

CONFERENCE DAY TWO
TUESDAY | 5 SEPTEMBER 2006

08:30 Registration and Refreshment

09:00 Chairman’s Welcome and Opening Remarks
Omar Sham, Maintenance Division Manager
DUBAI NATURAL GAS COMPANY (DUGAS)

09.15 DIAGNOSTIC EQUIPMENT: WHERE AND WHEN SHOULD YOU INVEST YOUR RESOURCES?
• Maximizing the potential of CBM tools (e.g. vibration, lubrication, thermography)
• What can asset optimization tools do for you?
• The future of condition monitoring

Arshad Mansoor, Condition Monitoring Specialist
QATAR FERTILIZER COMPANY (QAFCO)

10.00 OPTIMISING PLANT ASSETS – THE KEY TO PROFITABILITY
• What are the potential rewards from an Asset Optimization program?
• What do you have to do in practical terms to gain the benefits?
• Case studies from real companies that have gained benefits from an Asset Optimization program

Jaco Bothma, Asset Optimisation Manager
EMERSON PROCESS MANAGEMENT DUBAI

10.45 Networking and Refreshments

11.15 SUSTAINING A RISK-BASED FOCUS ON RELIABILITY AND AVAILABILITY
• The overall framework for a risk-based approach to maintenance work
• Utilizing risk-based inspection to enhance predictive maintenance
• Conducting systematic root cause failure analysis for defect elimination

Faisa Omar Saez, Senior Reliability Engineer – Performance and Reliability Department
ADGAS

12.00 DECODING THE OWNERSHIP CONCEPT IN MAINTENANCE
• Narrowing your focus to the variables that are within your control
• Developing operators who not only run our equipment, but OWN it
• Selecting a champion to oversee the implementation of the program
• Implementation challenges – what you should look out for?

Moh’d F. Ismail, Manager - Area Maintenance
DUBAI ALUMINUM (DUBAL)

Networking Lunch

12.45 REAPING HSE BENEFITS THROUGH A STRONG MAINTENANCE PROGRAM
• Understanding that reactive maintenance results in a higher “injuries per hour” rate
• Linking the goals of the HSE department with the objectives of the maintenance organization
• Using maintenance data to strengthen HSE predictions

David Embry, Managing Director
HUMAN RELIABILITY
14.45 EXAMINING STEPS TO DELIVER PREDICTIVE MAINTENANCE AS A HOLISTIC PLANT SOLUTION
Operations and maintenance are important elements of a successfully operating plant. This session addresses the issues and difficulties experienced by RasGas to increase predictive maintenance and intends to outline the benefits and advantages that RasGas have delivered.
**Moderated by:**
Mohamaed Al Sada
**Rotating Equipment Engineer**
RASGAS

15.30 Networking and Refreshments

16.00 DEVELOPMENT OF A RISK BASED MAINTENANCE FRAMEWORK FOR POWER PLANT BOILERS
This presentation looks at the philosophy behind risk based maintenance through an extensive review of maintenance in the power industry. To be commercially viable, the risk-based system has to be robust and simple to apply. This presentation presents a practical approach to planning inspection and maintenance-based programmes on a risk basis. Examples of the opportunities of reducing costs and extending runs between outages will also be presented.

**Toby Lant, Plant Services Manager**
EUROPEAN TECHNOLOGY DEVELOPMENT LTD

16.45 INTERACTIVE SOLUTION-FINDING SESSION
Finish the day with an interactive session and explore your individual concerns and goals in informal discussion groups with your fellow delegates and speakers. These interactive sessions are frequently voted among the highlights of these events. Each group is limited in size to ensure that you are able to quiz and probe both your peers and speakers in an informal atmosphere, and explore how you can implement improved asset integrity management strategies.
- Managing assets to achieve reliability excellence
- Identifying and eliminating reliability losses
- Adapting a risk management approach to mitigate potential reliability losses
- Increasing plant availability and achieving excellent plant performance and simultaneously reducing costs

**Moderated by:**
Omar Shams, Maintenance Division Manager
DUBAI NATIONAL GAS COMPANY (DUGAS)

17.30 Chairman’s Closing Summary and End of Conference

**POST-CONFERENCE WORKSHOPS**
**WEDNESDAY | 6 SEPTEMBER 2006**

**WORKSHOP C • 08.30 – 14.30**
USING AN ADVANCED TOOL TO REDUCE THE POTENTIAL FOR HUMAN ERROR IN INDUSTRY
It is widely recognised that human error in industrial operations is a major source of risk that needs to be considered when plants are designed, modified or operated. The increasing interest in this area has arisen partly from the occurrence of a number of major accidents where human error has played a significant role, but also as a direct result of recent safety legislation. A means for the proactive identification of areas where the potential for these errors exist would therefore be very useful. The workshop will detail such a tool, the programme for its introduction to a site, and some results of its application and use. The tool itself assesses the potential for error by systematically assessing the factors which influence human performance and has been designed to be used by plant personnel with minimum training.
- Technical basis for the SPEAR* framework
- Human error tendencies
- Unforgiving environments
- Performance influencing factors
- Conclusions on the technical basis for SPEAR*
- Human factors assessment tool
- Basic process for applying PIF** tool
- Content and reliability procedures: diagnostics
- Effectiveness of procedures development system
- Case study
  * System for Predictive Error Analysis and Reduction
  ** Performance Influencing Factors

By attending this workshop, you will benefit by:
- Understanding how human error fits into maintenance risk management
- Evaluating where and when you can reduce human error
- Being able to promote improved equipment ownership within the plant

**About your Workshop Leader:**
**David Embrey, Managing Director**
**HUMAN RELIABILITY**

David Embrey has subsequently worked for 25 years in the area of human reliability in systems. He has worked extensively in the petrochemical, nuclear power, rail transport, aerospace systems and marine sectors in Europe, the Far East, USA and South America.

**WORKSHOP D • 15.00 – 18.00**
IDENTIFYING DAMAGE MECHANISMS AND APPLYING LIFE ASSESSMENT TECHNIQUES
Knowledge of the influence of operational factors on refinery/petrochemical plant is a prerequisite for reliable and cost effective plant maintenance. This workshop will begin by reviewing the common refining environments from the materials perspective, highlighting where various damage mechanisms are usually observed. Specific topics will include:
- Pipework
- Heaters
- Reactors
- Coke Drums
- Reformer Tubes

The second half of the workshop will demonstrate how to apply life assessment techniques to different high temperature refinery and petrochemical plant components covering creep and wall loss (due to oxidation etc). Components addressed will include reactors, pipework and heaters.

By attending this workshop, you will:
- Extend the life of your critical machines through novel assessment techniques
- Mitigate damage to your equipment by early recognition of material problems

**About your Workshop Leader:**
**Toby Lant, Plant Services Manager**
EUROPEAN TECHNOLOGY DEVELOPMENT LTD

Toby has a successful track record of supporting and advising plant owners/operators in making run/repair/replace decisions for refining and petrochemical plant. He has a wide plant knowledge covering integrity of hydrocrackers, catalytic reformers, hydrogen desulphurisers, etc. and substantial experience of design codes, materials degradation mechanisms, condition inspection techniques and assessment methodologies.
FACT: Achieving and sustaining near-zero breakdown performance is universally acknowledged as the basis for a successful maintenance program.

REALITY: Lack of capital investment, no clear management strategy, a need for skilled staff and the cost of technology can prohibit maintenance professionals from implementing a robust “zero breakdown” target.

If this sounds familiar, you need to attend IQPC’s Value Driven Maintenance and Reliability conference. With practical advice and lively debates, can you afford to miss this unique opportunity to discover all-new solutions to implement and sustain your “zero breakdown” program? Still need convincing?

3 ESSENTIAL REASONS TO ATTEND...

For the Primary Metals sector:
1. Develop the ownership concept for maintenance professionals by learning from Dubai Aluminum.
2. Evaluate manpower skills to enhance entrenched maintenance tasks.
3. Factor in human reliability for performance targeting in your metals plant.

For the Power & Water sector:
1. Apply diagnostic techniques to increase failure prediction rates as Saline Water Conversion Corporation have.
2. Eliminate unplanned shutdowns through comprehensive planning of your utilities plant.
3. Avoid risks with new technology implementation for mission-critical infrastructure.

For the Cement sector:
1. Apply practical methods for switching to predictive maintenance like Qatar National Cement Company.
2. Recognise how to build a business case for maintenance technology in the cement industry.
3. Benchmark against other heavy industries to pinpoint the KPIs that matter.

For the Oil & Gas sector:
1. Adopt the risk-based approaches to achieve reliability as demonstrated by ADGAS.
2. Increase uptime without compromising quality.
3. Streamline defect elimination for refineries and gas processing.

For the Chemicals sector:
1. Discover how you can maximise resources for effective failure data capture like Saudi Chevron Phillips.
2. Reduce chemical plant downtime through world class reliability analysis.
3. Strengthen maintenance reporting for enhanced decision-making.

For all sectors:
1. Designed by the industry, for the industry to share valuable insights into the tips, tools and strategies you can apply to ensure the success of your maintenance operations.
2. Invaluable networking will allow you to understand the priorities of the cross-functional team and how you can work together to achieve zero-breakdowns.
3. Value-added workshops that allow you to begin to use what you have learnt in a risk-free environment.

LEAD SPONSOR

GE Energy is one of the world’s leading suppliers of power generation and energy delivery technologies—providing comprehensive solutions for coal, oil, natural gas and nuclear energy; renewable resources such as wind, solar and biogas; and other alternative fuels. As a part of GE Infrastructure—which also includes the Water, Rail, Aviation and Oil & Gas businesses—we have the worldwide resources and experience to help customers meet their needs for cleaner, more reliable and efficient energy.

CONFERENCE SPONSOR

Emerson Process Management, an Emerson business, is a leader in helping businesses automate their production, processing and distribution in the chemical, oil and gas, refining, pulp and paper, power, food and beverage, pharmaceutical and other industries. Asset Optimisation, a division of Emerson Process Management, is a leading worldwide supplier of services and technologies to increase the availability and performance of production assets for improved bottom line results. Asset Optimisation plays a key role in the Emerson mission of combining superior products and technology with industry-specific engineering, consulting, project management and maintenance services to help customers achieve the potential of their operations.

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The Plant Maintenance Resource Center at www.plant-maintenance.com is the premier web resource for industrial Maintenance professionals. It includes an extensive article archive, active Jobs Board, a regular, free email newsletter, a free benchmarking database, an active discussion forum, as well as links to thousands of organisations working in the maintenance arena. Thousands of maintenance professionals visit this site every day – are you one of them?

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Senior decision makers will be attending this conference to evaluate the best partners and tools for their plant needs. Decisions will be made. Partners will be chosen. People will be influenced by the discussions taking place at this event. Does your organisation need to be in the room when all this is happening? We have a variety of packages to suit your needs, for more information and full details please contact Gareth Pearce at gareth.pearce@iqpc.ae
Value Driven Maintenance and Reliability For Process Industries

Interactive Workshops: 3 & 6 September 2006
Hilton International Abu Dhabi – United Arab Emirates

Please photocopy for multiple bookings.

Payment due on receipt of invoice. If a booking is received 10 working days before the conference a credit card number will be taken to finalise the payment. If you have not received an acknowledgement before the conference, please call us to confirm your booking. Please do not pass my information to any third party.

CONFERENCE PRICES

Don’t forget to take advantage of our Early Bird Discount!
I am registering as team of 3 delegates before 30 June to save 10%

CONFERENCE INFORMATION

VIP Package: 4-Day Conference (save US$500) US$4995
Executive Package: 3-Day Conference (save US$250) US$3147
Conference Only US$1799
Full Day Workshop(s) A US$999
Half-Day Workshop(s) B US$999

TEAM DISCOUNTS

IQPC recognises the value of learning in teams. Group bookings at the same time from the same company receive discount:

BEFORE 30 JUNE 2006
• Teams of 3 - 10% • Teams of 3 - 7%
• Teams of 4 - 15% • Teams of 4 - 10%
• Teams of 5 or more - 20% • Teams of 5 or more - 15%

This offer is exclusive of the early bird discount. Call us for a special discount rate for teams of 10 and above (Not applicable to workshop(s) only bookings).

5 WAYS TO REGISTER

On Line www.iqpc.ae/AE-10443
Fax 971 4 363 1938
Email enquiry@iqpc.ae
Phone 971 4 360 2800
Post IQPC Dubai FZ LLC PO Box 502397 Dubai, UAE

VENUE & ACCOMMODATION

VENUE: Hilton International Abu Dhabi
PO Box 877
Abu Dhabi, UAE
Tel: +971 2 681 1900
Fax: +971 2 681 1696

ACCOMMODATION: Hotel accommodation and travel costs are not included in the registration fee. A reduced corporate room rate has been arranged for attendees at this training course. To take advantage of this special rate, please process the hotel room reservation form provided upon confirmation of your attendance.

CONFERENCE DOCUMENTATION AND AUDIO CDs

I am registering as a delegate, please send me an extra set of Conference Documentation with Audio CD with a US$50 discount: US$300.
I cannot attend the event, please send me the Conference Documentation and Audio CD at US$350.
I cannot attend the event, please send me the Conference Documentation only at US$250.
(Plus shipping and handling Singapore US$6 Malaysia US$12 & other countries US$30.)

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Your order is risk free! If not satisfied simply return the product within 15 days for a full refund.

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IQPC does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit. If IQPC cancels an event, delegate payments at the date of cancellation will be credited to a future IQPC event. This credit will be available for up to one year from the date of issuance. In the event that IQPC postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future IQPC event. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements.

IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergencies.

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