



“ It’s easily the best event
I’ve been to. Period. ”

Jay Desai, Northern Trust
SVP – Global Sourcing

[HfS 50 Blueprint Sessions
New York City]



HfS 50

BLUEPRINT SESSIONS 2.0

Redefining the global
sourcing industry

October 23 – 25, 2012

The Liberty Hotel, Boston

The Liberty Hotel in Boston is shown in a black and white photograph. The building is a large, multi-story structure with a prominent central tower and a classical architectural style. The text 'THE LIBERTY HOTEL BOSTON BE CAPTIVATED' is overlaid on the top right of the image.

THE
LIBERTY
HOTEL
BOSTON
BE CAPTIVATED

YOU'RE INVITED

There's nothing else quite like this in the industry. HfS Research is hosting an exclusive one-day event for buyers and providers. Starting with a "Face/Off", leading figures from the top service providers will have the opportunity to directly interface with senior buy-side decision-makers for candid discussion and debate.

Following the Face/Off is a 3-hour working session to create an actual repository of contractual documents that can more effectively drive the industry's next practices - created from buyers and providers working together.

HfS believes that if you work hard, you play hard. Participating providers will enjoy a dedicated networking lunch in addition to an evening reception and dinner following the event.

KEY HIGHLIGHTS

Throughout the event, discussion, debate and working sessions will focus on the following four challenges:

- » Overcoming the singular focus on cost that strips the industry of its value;
- » Leveraging outsourcing as one of a variety of vehicles to achieve business objectives;
- » Investing smarter in account management teams;
- » Partnering with buyers to foster innovations into business process outcomes

THE OPPORTUNITY

In-person access to members of the HfS 50 Executive Council, the top buy-side global business and IT services decision-makers from Global 2000 companies:

- Guaranteed participation for up to two provider executives in the buyer-provider day
 - One executive will act as the Provider representative during the “Face/Off” (1/2 day)
 - Both executives will participate in working sessions following the “Face/Off” (1/2 day) to create actionable steps for facilitating change for both buyers and providers
- Networking lunch: dedicated company table and assigned seating with guaranteed face-time with 8 buyer companies
- Networking reception and dinner
- Corporate signage throughout the day
- Attendee list comprised of company name and title

Industry Exposure.

Your company will be fully credited for participation. The “2015 Sourcing Industry Blueprint 2.0” created from the event will be published and accessed by the sourcing industry’s largest community:

- 120,000 monthly visitors to the HfS Research blog, www.horsesforsources.com
- 78,000 subscribers to HfS Newsletters, “Influence and “The Horses Digest”
- 17,200 members of the HfS LinkedIn community, The BPO and Offshoring Best Practices Forum

The Value

All provider partners will enjoy uniform opportunity and visibility. HfS Research is offering a single-level package to provider partners for **\$25,000**.

This is an opportunity not to be missed. For more details, contact Tom Ivory, Senior Vice President Sales and Commercial Operations:
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ATTENDEE PREVIEW

The HfS 50 Executive Council is represented by a dynamic range of industries. The following companies are just a sampling of those in attendance at the spring NYC event:



AGENDA AT-A-GLANCE

Day 1: Full day of sessions, HfS 50 Executive Council

Day 2: Full day of sessions, HfS 50 and Providers

8:00 – 8:30 am	Breakfast
8:30 – 9:00 am	Welcome and Introductions
9:00 am – 12:30 pm	Provider Face/Off
12:30 – 2:00 pm	Networking Lunch
2:00 – 5:00 pm	Provider/Buyer Sessions
5:30 – 8:00 pm	Networking Reception and Dinner

Day 3: Half day of sessions, HfS 50 Executive Council