

AS/A2 ICT Conference

November 17, 2009 in Central London (C404) Conference starts at 11.00am and ends no later than 4:30pm

As one of the most experienced organisers of student conferences our aim is always to give you a memorable and useful day. Many regular clients tell us that our conferences are great motivators - events they always look forward to. We hope to welcome you!

Programme *

Cutting Edge IT in Action - 2009

TESCO: IT in a Business Giant - Jon Higgins, IT Director, Tesco

We welcome Jon back to up-date us and give an insight into the immensely successful Tesco operation.

Session 1: ICT in Tesco online and Tesco.com

Some key issues: Role of ICT in phenomenal growth, Developments in hardware and software, technological change, ICT as the route to business development, ICT as the route to lower costs, better service and higher profitability, Data backup, Data security and business continuity,

Session 2: ICT in Tesco Stores

Some key issues: Cutting edge hardware and software, Critical system maintenance, managing stock control, deliveries - lower costs and better service. Monitoring purchases and trends? Electronic Data Interchange, Loyalty cards, Ensuring compliance with legal requirements and the Data Protection Act?

'CSI, The Bill, Ashes to Ashes - the reality?' - IT in the Police

Ailsa Beaton, Director ICT - Metropolitan Police

The 'Met' is the most famous law enforcement organisation in the world. Its job is to prevent crime and catch criminals. In spite of the message from TV about intuitive policing, nothing much happens in the real world of policing without IT. In this session Ailsa Beaton will show, through case studies, how cutting edge hardware and software is critical to reduce crime and catch the criminals.

Mobile phone IT : What secrets can it tell about you?

Mark Gasson, Reading University

Location Based Services using your mobile's GPS can tell us where you are, or where the nearest cinema is – but what happens if the phone monitors where you go at all times? - building a picture of who you are based on where you have been? Can anyone use this profile of you to understand what you are like and tailor their results specifically to you? And if so, at what cost to your privacy? Should the authorities have access to this information? This session looks at results from a recent phone tracking study which examines these cutting-edge issues.

Good IT = Simple IT! Always aim for simple solutions! - Paul Curtis, Director, Unomee

ICT is always seen as one of the more complicated areas of a business, but this is not always the case. Through work with airlines such as easyJet, Jet2 and Etihad Airways, it has often been found that the simplest solutions provide the greatest returns for investment, and customer benefit. Through this presentation you will see how in real world cases, a simple solution has been provided through ICT to what was perceived as a complex problem.

Cutting edge IT in the National Lottery - Neil Kellar, Camelot PLC

A business where IT is the key to the delivery of its product.

ICT is at the root of The National Lottery. The ICT operation is truly massive and demands data volumes, high speed and total reliability. Total data integrity is demanded together with heavy regulation and data security. The hardware and software used is 'state of the art' and based on terminals in even the smallest corner shops. We look forward to another excellent session from an excellent speaker.

Top tips from a Senior Examiner - Julian Mott, Senior Examiner and Author

An invaluable session which will offer you tips on how to maximise your marks, practical advice on how to approach your work and exam preparation, and practical information on what impresses the examiners. Remember! A handful of marks can take you up a grade.

Brief outlines of related conferences

Brochures on www.ALevelMasterclasses.com or phone: 01692 582565 or email: queries@ALevelMasterclasses.com

AS/A2 SOCIOLOGY (C403)

November 16, 2009
in Central London

- **Is there really more crime today?** Professor Jock Young, University of Kent
- **The challenge of dealing with research,** Dr Steve Taylor, LSE
- **What's happening to families?** Professor Ros Edwards, London South Bank University
- **Important changes happening in education today?** Sophie Moullin
- **The state of religion 2009,** Dr Kristin Aune, University of Derby
- **Gender/women,** Dr Alison Phipps, University of Sussex
- **Class and stratification – the record in the UK!** James Turner, The Sutton Trust
- **How to achieve your best in Sociology,** Jonathan Blundell, Senior Examiner

AS LAW (C400)

December 14, 2009
in Central London

- **Sentencing – do judges really deliver?** Imran Khan, Lawyer
- **Precedent,** Jackie Martin, former Chief Examiner and author
- **Statutory Interpretation,** Chris Turner, Chief Examiner and author
- **Legislation and delegated legislation,** Jennifer Curren, former Senior Examiner and author
- **Alternative Dispute Resolution,** Baria Ahmed, Centre for Effective Dispute Resolution
- **Tips for success from the Chief Examiner,** Chris Turner, Chief Examiner and author
- **Magistrates or Juries?** John Thornhill, Chair, The Magistrates Association

BOOK NOW! TICKETS GO QUICKLY! (see over)

or E-mail: queries@ALevelMasterclasses.com or go to www.ALevelMasterclasses.com

or Fax: 0871 714 5931 or Telephone: 01692 582565 / 01692 582582

Please make sure that you give us the name and full postal address of your school/college and a contact telephone number. Fax number is important. Thanks.

* Please note the speakers will not necessarily appear in the above orders. We reserve the right to amend the programmes where circumstances dictate. Conferences described in this brochure are organised by 'A Level Masterclasses Ltd'

WWW.ALEVELMASTERCLASSES.COM