

## RUSSIAN IT RESOURCES – THE PROGRAM

You are invited to participate in our October UK Road Show, the details of which have been explained in the attached “Purpose” document.

The Media campaign will take place in September and October. The actual road show will take place from the Sunday the 21<sup>st</sup> of October through Saturday 27<sup>th</sup>, returning on Sunday the 28<sup>th</sup>. This schedule has been arranged to make your visit as productive as possible, and at the same time as pleasant as possible.

The format of each day will be to visit a local IT company and in the evening host a reception with local company representatives. From my experience, many IT managers have very busy schedules during the day and it is difficult to get away from the office. They are more likely to be available in the evening.

You may wish for wives and husbands, or boyfriends – girlfriends to share your room and join the tour. We will provide them the opportunities for sight seeing or shopping during the day while we visit IT companies, or the delegates may choose to partake in the sight seeing as well.

Travel will be by Air-conditioned Executive Coach, which is on hire for the week and is at our disposal for whatever travel, as we require. This includes taking us out for meals if we choose.

We will be staying at IBIS Hotels, Travel Lodge and Travel Inn Hotels. All of which provide clean convenient accommodation, at prices that have enabled us to keep the cost down.

Hotel accommodation for seven nights, the receptions, transportation by coach during the week, and visits to Hampton Court and Warwick Castle are included in the price. Delegates will provide their own airfare and meals.

Tentative Schedule:

**Arrive on Sunday** the 21<sup>st</sup> at Heathrow and arrangements will be made to bring you to the Hotel. Those arriving on the early morning flight will have time for sight seeing in London, and to settle in for a busy week. There is a convenient tube station near by for those wishing to travel into London.

**Monday** we will visit a local IT company or alternately stop off at Hampton Court for a bit of sight seeing as you chose, and then travel on to Bracknell for our first reception.

**Tuesday**, we travel on to Reading for another visit with local companies and an evening reception.

**Wednesday**, travel to Warwick for evening reception.

**Thursday**, similar meeting with local IT companies or alternatively visit Warwick Castle. We then travel on to Cambridge for another evening reception.

**Friday**, we travel to the City of London for lunch with a local law firm specialising in Russian Outsourcing. They are sponsoring a “Seminar on Russian Outsourcing” of which the delegation will be the guests of honour. Amongst the many guest who will be attending will be the foreign exchange dealers and financial managers in the city. We then travel back to Heathrow.

A legal expert in Russian Outsourcing and Intellectual Property Law will be joining us as a delegate on the road show.

**Saturday**, the delegates have the option of returning to Russia or staying on. Hotel accommodation is provided for Saturday night, and delegates may wish to spend another day sight seeing in London, or just relaxing after a very busy week before returning on Sunday.

**Air transportation:** On the nights of arriving and departing we will be staying next to Heathrow Airport. As delegates will be arriving from St. Petersburg, Moscow, and Novosibirsk at different times, this will be a convenient meeting point. Those arriving at Gatwick will be able to take the regular shuttle bus to Heathrow and join us at the Hotel. The Hotel runs a regular shuttle service to the airport terminals.

Once the number of delegates has been determined, we will arrange group discounts from the airline, and we can book this for you as a group.

**Commitment :**

What I need from you, are commitments of how many people are joining. I can then book specific hotels and reception sites, and make commitments to the host companies. This is the reason I am offering the early bird discount.