Dear IIMA and ICITED Conference author,

Thank you very much for the submission of your abstract/paper to this joint conference. The University of the West of Scotland is proud to be hosting the conference and we look forward to welcoming you to Scotland.

Paisley is a fabulous, historic venue – just 10 minutes from Glasgow International airport and a short train ride into Glasgow city centre.

We are excited by the conference programme and we hope that you will find it to be engaging and fun! We have 65 accepted papers across a variety of streams – along with workshops, academic and industry keynote talks. In addition we have a number of social events planned to ensure everyone gets to know each other and experiences something of Scotland.
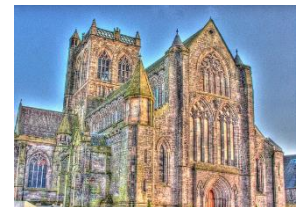
Sunday 10 September

We start on the Sunday with an opportunity to visit Edinburgh. We are putting on a free bus leaving Paisley around 9.00am arriving in Edinburgh at around 10.30am. Bus will then return from Edinburgh at around 4.00pm. You will have the day in Edinburgh to do what you wish. There will be some accompanied pre-planned options, such as trips to the castle, national art gallery and the national museum. Entry costs are not covered and that will depend on what you choose to do.

Monday 11 September

The conference starts for real on the Monday with registration opening at 8:30 am, and workshops and talks through the morning: *Using SAS data science tools in business*; *Applying qualitative research methods in ICT for development (ICT4D) research; and Social media in business*.

The official opening will be after lunch when we will then welcome Professor Vishanth Weerakkody to talk about *Overcoming the systemic failure of digital transformation efforts in UK Government: reflections on current practice and directions for the future*.

In the evening our **reception is in Paisley Abbey**, founded in 1163. It is believed that William Wallace, who played a prominent part in the Wars of Independence in the 13th century, was educated by the monks of Paisley Abbey. Also King Robert II of Scotland, the first of the Stewart monarchs, was born in the Abbey. For that reason, the Abbey claims to be the 'cradle of the Royal House of Stewart.' Our Queen is descended from him.

Tuesday 12 September

Tuesday is your day with lots of papers presented, book-ended by two industry sessions. We start with our **IBM** talk on *how humans and computers can work together to solve real problems*. At the end of the afternoon we will move to **STV** for talks on their *agile development processes to support the modern digital news and TV audiences, and using demographic data in personalised digital advertising*.

After STV we move straight to our **Scottish-themed conference dinner** on the museum Tall Ship on the River Clyde.

Wednesday 13 September

Your papers continue! We have another industry keynote on Wednesday morning Richard Marshall, previously of Gartner and now CMO Kaazing, talking on *Challenges of becoming a digital business*.

I hope you will agree it's an action packed conference with lots of fantastic talks. The papers look interesting and will provide a platform for lots of interesting discussion.

Payment for guests attending social events

If the guests would like to attend the social events they would be welcome, but there is a fee of £120 payable to UWS to cover the costs. This can be paid on arrival at the Conference or online ($150) through the Joint Conference website http://iima.org/wp/registration-for-iima-2017-conference/

Kind Regards

Ian Allison

Dean of School of Engineering & Computing