

Follow the Cash 2015



BRISTOL
2ND & 3RD SEPTEMBER



Currency Supply
Chain Solutions



WELCOME

On Behalf of the Currency Supply Chain Institute (CSCI) and Currency Supply Chain Solutions (CSCS) at the University of the West of England we are delighted to welcome you to our inaugural global **Follow the Cash 2015** Conference, to be held in Bristol, UK from the 2nd to the 3rd of September 2015. It is envisaged that the conference will be the largest meeting worldwide dedicated to the whole lifecycle of the cash industry and it is expected to attract between 350 to 450 delegates, all with a dedicated interest in this field. An exhibition area will also be part an integral component of the conference and will showcase organisations from all areas of the cash supply sector.

Follow the Cash 2015 conference will cover a full range of cash lifecycle touch points with a cradle-to-grave approach, including also the evolutionary and futuristic aspects of the lifecycle. We are expecting delegates from throughout Europe and beyond. With a low fee entry we want to welcome as many delegates as possible from all touch points of the cash lifecycle, including central banks, commercial banks, financial institutions, printers, retail and fraud audiences and law enforcement. We feel that this conference presents an unbiased meeting point for the whole industry. It will also promote cross border engagement of the industry players regarding relevant on-going issues. We want to act as an independent platform to engage with, in transforming and shaping the future of cash industry globally. To this end all the conference sessions will elucidate relevant debates concerning current and hot cash lifecycle topics.

CSCS and CSCI continue to reinforce UWE's engagement with the cash community globally and we are keen to tap into the cash supply chain lifecycle holistically. Our current strategic partnerships, including one with the Bank of England, depict our keen interest to contribute to the cash community. Our goal to engage with the key stakeholders in promoting knowledge creation and sharing remains at the heart of all our initiatives.

The **Follow the Cash 2015** conference will be held at the University of the West of England, Bristol in its Exhibition and Conference Centre, one of the largest conference facilities of its kind in South West England. Bristol is an historic city in the south west of England, approximately 90 minutes from Heathrow airport. It lies at the heart of the English "West Country". It is well renowned for Engineers such as Isambard Kingdom Brunel, FRS (1806 – 1859), who built dockyards, the Great Western Railway, a series of steamships as such as the ss Great the first propeller-driven transatlantic steamship and the Clifton Suspension Bridge.

We hope that this event, dedicated to all touch points of the cash industry lifecycle will facilitate knowledge sharing and debates concerning some hot topics for the whole cash community and fulfil the needs of supporting both commercial companies as well as delegates. There will be extensive opportunities for networking with international experts in the cash sector industry.

Professor Steven West
Chairman, Currency Supply Chain Solutions
Vice Chancellor, University of the West of England

Dr David Finnegan
Chief Executive Officer,
Currency Supply Chain Solutions



CONFERENCE OBJECTIVES

The key objectives of the conference are:

- To provide an unbiased forum to engage and debate on relevant cash related issues concerning the lifecycle of cash and its future globally
- To encourage industry/academic partnership in designing and developing state of the art technologies and solutions for the cash industry
- To provide a forum for exchange of best evidence based practice
- To promote exchange of innovative ideas and R&D activities in enhancing efficiencies and security of cash management
- To foster collaboration between industry experts and currency supply chain scientists
- To enable participants to keep up to date with industry research and developments
- To initiate industry led research and its commercialization in the currency supply chain field

WEBSITE

The conference website can be found at www.currencyupplychainsolutions.com

This site contains all details for the conference and will be updated regularly. A link to the registration page and hotel accommodation can be found on this site from the events page.



CONFERENCE PROGRAMME

Overview

Currency Supply Chain Solutions (CSCS) continues to reinforce UWE's engagement with the Cash community globally and we are keen to tap into all Cash Supply Chain Lifecycle touch points. Our current strategic partnerships, including one with the Bank of England depicts our keen interest to contribute to the cash community. Our goal to engage with the key stakeholders in promoting knowledge creation and sharing remains at the heart of all our initiatives. To this end we have also organised seminars and focus groups over the past two years. We feel that it is time to embark on a larger conference (Follow the Cash 2015 – 2nd and 3rd September 2015) and facilitate knowledge sharing and debates concerning some hot topics for the whole cash community. We want to invite attendees from all touch points of the cash lifecycle. These include Commercial Banks, Financial Institutions, Printers, Retail, Security Organisations, Fraud Audiences and Law Enforcement. Day one will focus on the current elements whereas the day two will focus on the Future of Cash. **Follow the Cash 2015** will promote a debate pertaining to each touch point of the cash lifecycle linking scientific understanding with practitioners' experience.

Conference Schedule

We are in the process of finalising an exciting and engaging line up of industry guest speakers. Please regularly check our website www.currencysupplychainsolutions.com as guest speakers are confirmed for the eight sessions below.

Wednesday 2nd September	Thursday 3rd September
Keynote Address: Victoria Cleland Chief Cashier Bank of England	Keynote Address: Sveriges Riksbank
Session 1: Banknotes and Coins 'The impact of experience'	Session 4: Future of Bank Branches
Session 2: Cash Crime Prevention	Session 5: Future of Cash Centres
Session 3: Cash Distribution versus Cash Recycling	Session 6: Cash Cycle Optimisation
Conference Reception: UWE Exhibition & Conference Centre	Session 7: Innovation in e-Banking and Mobile Banking



SPONSORSHIP OPPORTUNITIES

Benefits & Acknowledgements of Sponsors

Follow the Cash 2015 are keen to ensure that sponsors receive the highest recognition in return for their generous support.

Sponsor Package:

The cost per sponsor is £10,000

Sponsor benefits include:

- 6m x 4m stand (prominent position)
- 2 x VIP tickets to the champagne reception (accommodation not included)
- 6 x full conference tickets (*additional tickets charged @ early bird rate)
- Use of a private meeting room for the duration of the 2 day conference
- Full page advertisement in the Conference Booklet
- Company logo and acknowledgement on conference website and conference marketing material

VENUE

The **Follow the Cash 2015** conference will be held at the University of the West of England, Bristol in its Exhibition and Conference Centre, one of the largest conference facilities of its kind in South West England. Bristol is an historic city in the south west of England, approximately 90 minutes from Heathrow airport. It lies at the heart of the English "West Country". The Exhibition and Conference Centre (ECC) is located half a mile from the M32 motorway, adjacent to the University's Frenchay Campus with onsite parking for over 500 cars. The Conference Centre is easily accessible from the M4, M5, M32 motorways and is within easy reach of Bristol Parkway railway station and Bristol Airport.



DELEGATE TICKETS

	One Day	Two Day	Start Date	End Date
Early Bird	£300	£500	19 Jan 2015	30 April 2015
Standard	£500	£800	1 May 2015	3 Sept 2015

A delegate ticket includes:

- Entry into all conference sessions and the exhibition area
- Tea and coffee (during the mid and afternoon breaks)
- Buffet lunch
- Access to venue Wi-Fi
- Invitation to the Conference Reception at the ECC (Wed 2nd Sept)
* for one day (2nd Sept) or two day delegate ticket holders



EXHIBITOR COSTS

The conference exhibition area will also be an integral component of the **Follow the Cash 2015** conference and will showcase organisations from all areas of the cash supply sector. There will be no charge for admission into the exhibition area.

The basic cost per exhibitor for a **3m x 3m** stand will be £2000 with larger stands **4m x 3m** costing £2500 and **5m x 3m** stand costing £3000.

- Larger stands are available on request
- Private meeting rooms are available for daily hire on request

All Stand fees include:

- Conference delegate registration for two days:
 - 3m x 3m stand includes 3 x full conference tickets
 - 4m x 3m stand includes 3 x full conference tickets
 - 5m x 3m stand includes 4 x full conference tickets
- *(additional industry personnel wishing to attend the conference can purchase tickets at the early bird rate)
- Acknowledgment in the Conference Booklet
- Access and use of venue power at no extra charge
- Access to venue Wi-Fi at no extra charge
- 24 hour venue security
- Ambient heating and lighting
- Daily cleaning of the aisles and common areas

Advertisements in Conference Booklet

Exhibitors can place an advertisement within the Conference Booklet:

- Half Page £500
- Full Page £900



FURTHER INFORMATION

Hotels and Registration

All registrations can be completed via the Eazybook booking site. Please follow the link below to complete your registration;

events.eazybook.com/followthecash2015

Preferential rates have been secured at the following hotels which are all within close proximity of the conference centre;

- Bristol Marriott Royal - Prices starting from £116 for a double room for single occupancy. Rate is per night and is inclusive of breakfast and VAT.
- Holiday Inn - Prices starting from £105 for a double room for single occupancy. Rate is per night and is inclusive of breakfast and VAT.
- Holiday Inn Express – Prices starting from £79 for a double room for single occupancy. Rate is per night and is inclusive of breakfast and VAT.

Your accommodation request can be logged via the Eazybook booking site when you register. Please select your accommodation preferences on the "additional extras" section of Eazybook and a member of the conference team will be in touch to confirm your reservation.

Contact

For further information regarding Sponsorship, Exhibiting or Conference Meeting Room hire at [Follow the Cash 2015](#) please contact:

Emily McNulty
Conference Secretariat
[Follow the Cash 2015](#)
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