"UK Content Management Seminar"
Le Meridien Piccadilly – London
Thursday 28th April

Various Analysts see IBM as one of the leaders for Enterprise Content Management and the Smart Enterprise Suite. To help you find out why the analysts have such a positive view and how we plan to remain one of the leaders, we are running a follow up event to the very successful event held at IBM Southbank in February.

The agenda will feature the **NEW** Content Management V8.3 edition. Benefits to organisations include:

- Simplifying information management and delivering information on demand, where and when it is needed
- Automating record keeping across the organization
- Extending and leveraging all of your existing information assets with a flexible, open platform
- Complying with government and corporate policies with a robust portfolio of solutions
- New user based pricing model allowing a lower entry point and more predictable roll-out costs

In addition to subject matter experts, Jim Reimer - Distinguished Engineer Enterprise Content Management will be providing visibility of our strategy, trends and directions.

We look forward to seeing you at Le Meridien Hotel, Piccadilly on Thursday 28th April.

Mark Kenyon
Business Executive, IBM Information Management

How to get there?

See link below for directions to Le Meridien Hotel, Piccadilly
www.lemeridien-piccadilly.com

Enrolment

Each participant should email IBM using the link below. To help with our planning for this event, please provide details and titles of all attendees from your organization.

Please send an email to **ukebc@uk.ibm.com** or alternatively call **Christine on 01784 445388.**

Agenda:
(Subject to minor changes)

09:30	**REGISTRATION**	
10:00	**WELCOME**	**Mark Kenyon,** Business Executive IBM Information Management
	Overview of IBM Content Management prior to Content Management v8.3	**Jeff Schick,** Director, WW Content Management Sales
	Content Management v8.3 – What's new around pricing model and features and benefits	**Jeff Schick,** Director, WW Content Management Sales
11:30 – 11:50	**COFFEE**	
	Records Manager – Learn more about Records Manager and how it can benefit your organisation	**Bernard Cadogan** Senior Consulting IT Specialist, EMEA Content Management
	Document Manager – Learn more about Document Manager	**Martin Pepper** EMEA Content Management Specialist
13:00 – 14:00	**LUNCH**	
	Web Content Manager – Find out about IBM's Web Content Manager an important part of IBM's Content Management portfolio and how it can help organisations reduce time and resources required to keep their website content up to date and accurate	**Mark Osborne,** Web Content Management Specialist
	Enterprise Content Management – Learn about IBM's view of future directions in Enterprise Content Management and IBM's strategy to take advantage of these opportunities	**Jim Reimer,** Distinguished Engineer Enterprise Content Management
4.00	**CLOSE**	**Mark Kenyon,** Business Executive IBM Information Management
	1-1 meetings with subject matter experts for those who are interested	