Seminar: WebSphere Portal Family Strategy and Offerings

Item: Audience Profile - Whom to Invite

Target Customers:	Enterprises, xSP's
Audience: Vice	This seminar is targeted at LOB managers (Vice President Marketing, President Sales), CTO/CIO, Web Masters, IT executives and key managers, sales and marketing directors, IT departments and web masters
Company Size:	Midsize to Very Large Businesses with: An operational Web site Annual revenues of $50M or more, 100+ employees Very large number of end users Wants to personalize user experiences for multiple vendors and suppliers Companies focused on employee productivity A desire to differentiate and grow their business
Target Industries:	Banking/Finance/Insurance Wholesale/Distribution Retail Manufacturing Government Communications
Functional Titles:	VP Marketing, VP Sales, Chief Information Officers, Chief Technology Officers, Vice President/Dir of LAN/Network; Sr. Programmer/Analyst; VP/Director/Mgr of Application Development/Systems; IT Services