

## CONFERENCE JUSTIFICATION

Join us in Berlin and experience a range of unique Conference Benefits and Value:

### Compelling Conference Agenda

- > Visionary Keynotes presented by IBM Executives, Thought Leaders, Industry Analysts & Gurus
- > Technical & Business Leadership Tracks developed by an independent Paper Selection Committee comprised of Customers, Business Partners, Associations and IBM
- > 300 Breakout Sessions. One third of the agenda presented by customers and Business Partners
- > Industry Roundtables where you can discuss topical Information on Demand challenges and opportunities with your peers and industry experts

### Three Full Days of Education & Training

- > Benefit from the 20 Hands-on Labs sessions where you can contribute to new IBM solutions
- > Select one of the 40 Usability Labs and learn tricks, techniques and new tools that you can take back to your organisation to drive greater efficiency and performance
- > Take advantage of the free of charge Information Management Certification Testing exams, including a pre-assessment exam and save up to € 500

### One-to-One Executive Meetings & Networking

- > Over 50 IBM senior executives available for pre-scheduled One-to-One Meetings
- > Meet with product and industry experts amongst IBM and our Business Partners
- > Network with over 2000 of your peers from across the EMEA region

### Expo Solution Centre

- > Showcasing the latest solutions presented by IBM and our Business Partners situated at the heart of the Conference and providing the focal meeting point

### IBM Information On Demand Mini Theatre

- > Participate in open discussions on the latest technology and industry subjects such as Cloud Computing, the application of Mashup, Stream and much, much more

### Information On Demand: Future Perspectives

- > Gather information on the product roadmaps and future plans for the key Information Management segments :
  - Business Intelligence & Performance Management, including Cognos
  - Data Management, including DB2 and Informix
  - Enterprise Content Management, including FileNet
  - InfoSphere - Data Warehousing, Data Integration and Data Quality

### Business Partner Programme on Tuesday, 2 June

- > Free and exclusive for all Business Partners participating in the IOD EMEA Conference - General Session, Breakout Sessions, an evening appreciation event and awards ceremony

### Personal Conference Agenda & Roadmaps

- > Create your personal Conference Agenda from a mix of compelling Keynote Presentations and Breakout Sessions in the Technical and / or Business Leadership Tracks to further your knowledge on today's latest trends, requirements, innovative solutions and best practices
- > Meet with product and industry experts amongst IBM and our Business Partners

**In summary, this is the single event in EMEA 2009 where you can find answers and learn how to:**

- > Implement an effective Information On Demand strategy
- > Drive innovation for competitive advantage
- > Obtain business value from your IT investments
- > Achieve cost savings
- > Enhance your customer retention
- > Increase productivity and revenue
- > Reduce and manage risk whilst maintaining compliance
- > Seize new opportunities

**Delivering real value for money ...come see how**



## CONFERENCE JUSTIFICATION

### I want to attend but ...

**Q: My organisation imposes serious travel restrictions on all educational travel**

**A:** Position IOD EMEA Conference 2009 as MORE THAN education. Although an exceptional educational opportunity, this event also provides many possibilities for consultation. Hands-on Labs, Industry roundtables, One-to-One Meetings with IBM senior executives, technical sessions all provide opportunities for in-depth interaction with industry and product experts

**Q: We are focusing on planning this year**

**A:** Position IOD EMEA 2009 as THE ONE PLACE where you learn about the latest technology, industry and product subjects around Information On Demand, Information Management and IBM's overall strategy and initiatives. And what could be a more efficient use of your time than to meet with experts to get your questions answered- at one time, in one place. Show your management the impressive number of customer guest speakers listed on the Conference website

**Q: Our budgets are tight**

**A:** Register before 29 May after which the price will increase. Consider the Conference group ticket offer - talk to your Business Partners and combine your ticket purchases. Check the wide choice of hotels, allowing you to choose the rate that best suits your own budget. Benefit from the airlines that are offering good flight deals. Berlin is one of the less expensive capital cities in Europe, taxi fares from and to the airport are more than reasonable, or choose public transport with day passes for less than € 6.

**Q: IOD EMEA 2009 is for technical types only**

**A:** On the contrary, we have at least 130 industry sessions in our Business Leadership track, plus Industry roundtables and industry experts available for meetings and discussions.

**Q: My organisation thinks conferences are just about fun**

**A:** Absolutely not, this event is all about gaining knowledge that will benefit your organisation's business: 3 full days of education, with free certification testing, Hands-on Labs, General Sessions presented by senior executives, industry experts, leading analysts, Breakout Sessions with many customer case studies, in fact, the entire Conference is filled with work-related activities. There are very few forums that offer all this - plus the chance to listen to over 80 customers sharing their best practices - in just 3 days.

