CONFERENCE AGENDA *
AT A GLANCE

■ *MONDAY, JUNE 2*
   15.00 – 20.00 Registration

■ *TUESDAY, JUNE 3*
   07.00 – 09.00 *Registration*
   09.00 – 10.15 *General Session Conference Opening & Welcome*
   09.00 – 18.00 *Certification Testing*
   10.00 – 18.00 *Expo open, One to One Executive Meetings, Meet the Experts*
   10.30 – 11.20 *Featured Keynote, Enterprise Content Management*
   11.30 – 12.20 *Featured Keynote, Data Servers*
   13.45 – 14.35 *Featured Keynote, Information Platform*
   10.30 – 17.50 *Breakout Sessions*
   17.45 – 19.45 *Welcome Reception*

■ *WEDNESDAY, JUNE 4*
   07.00 – 09.00 *Registration*
   09.00 – 10.15 *General Session, Motivational*
   09.00 – 18.00 *Certification Testing*
   10.00 – 18.00 *Expo open, One to One Executive Meetings, Meet the Experts*
   10.30 – 17.50 *Breakout Sessions*
   20.00 – 24.00 *Beach Party*

■ *THURSDAY, JUNE 5*
   07.00 – 09.00 *Registration*
   10.00 – 18.00 *Expo open, One to One Executive Meetings, Meet the Experts*
   09.00 – 18.00 *Certification Testing*
   09.15 – 17.25 *Breakout Sessions*
   20.00 – 23.00 *Social Event*

■ *FRIDAY, JUNE 6*
   07.00 – 09.00 *Registration*
   10.00 – 14.30 *Expo open, One to One Executive Meetings, Meet the Experts*
   09.00 – 13.05 *Breakout Sessions*
   09.00 – 13.00 *Certification Testing*
   13.05 – 14.30 *Lunch & Closing Session*

* Conference Agenda subject to change.

IBM Information
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2008
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2008

THEME & VENUE

OUR THEME:

ACT. On emerging business opportunities. Competitive threats. Changing market conditions.
RIGHT. By having the right information. Right context. Right process. Right controls.
NOW. Make the right business decisions. Right now.

OUR VENUE:

The World Forum Convention Center in The Hague, the Netherlands, is easily accessible from across Europe, Middle East and Africa. Offering world class facilities, it will be owned by IBM for the duration of the Conference. The Hague is the international city of peace and justice. Rich in history and tradition, with broad tree-lined avenues, boutiques and castles, wide beaches; proximity to Amsterdam and lively downtown area, it never fails to impress visitors. *REGISTER NOW.*

OVERVIEW

This will be the first ever IBM Information On Demand Conference in Europe, Middle East & Africa (EMEA). Aimed at our Enterprise Content Management, Data Servers and Information Platform communities, it will be the largest and most valuable IBM event in EMEA of 2008. With a target audience of over 2000 attendees representing some of the leading organisations from across the region, it is not to be missed.

Building on the success of the IBM global Information On Demand Conference in the US and European events such as the ECM User Conference, the IOD EMEA Conference will bring together Information Management Customers, Prospects, the Business Partner network and IBM experts and sales channel into one forum. Opportunities to network, share experiences and learn will be in abundance. Make sure you are there to benefit. *REGISTER NOW.*

ACT.

SPEAK OUT

The **IBM Information On Demand EMEA Conference 2008** provides a platform for you to share your experiences with other IBM Customers and Business Partners – by becoming a speaker. **Speak out** if you:

- have strategic, management, or technical information
- use IBM products in a creative or novel way
- have developed an interesting application or technique.

REGISTER NOW AS A SPEAKER.
Go to **ibm.com**/software/europe/data/conf to submit your name as a potential speaker before February 21, 2008. The Conference fee for the full event will be waived for all selected speakers*.

*We only waive the Conference fee for speaking customers. Speaking employees and Business Partners have to pay the Conference fee (except if included in a sponsorship package).

RIGHT.

MAKE THE RIGHT MOVE

Make the right move by taking this opportunity to come along to the **IBM Information On Demand EMEA Conference 2008** and benefit from an agenda that best reflects the needs and interests of today's IBM users. Register now to experience:

- approximately 400 sessions, exploring the business, technical and solution scope and benefits of Information Management in action
- one-on-one meetings and sales briefings with senior IBM executives
- unique educational opportunities
- multiple opportunities to network with your functional and industry peers
- hands-on labs and certification

NOW.

REGISTER NOW

Registration for the IBM Information On Demand EMEA Conference 2008 is already open.

If you wish to be considered as a speaker:
Go to **ibm.com**/software/europe/data/conf and submit your name as a potential speaker before February 21, 2008. Submit your session proposals. Session submitters will be informed of session selections by early March 2008. Final Conference presentations will be due by April 30, 2008.

If you wish to register as a guest:
"Early bird" benefits in the form of discounts for Customers and Business Partners, are available until February 29, 2008. The IBM Information On Demand EMEA Conference 2008 is a major event and a major opportunity. Go to **ibm.com**/software/europe/data/conf and *REGISTER NOW.*

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