

# IBM Information ON Demand 2010

EMEA Conference, 19 - 21 May 2010, Rome

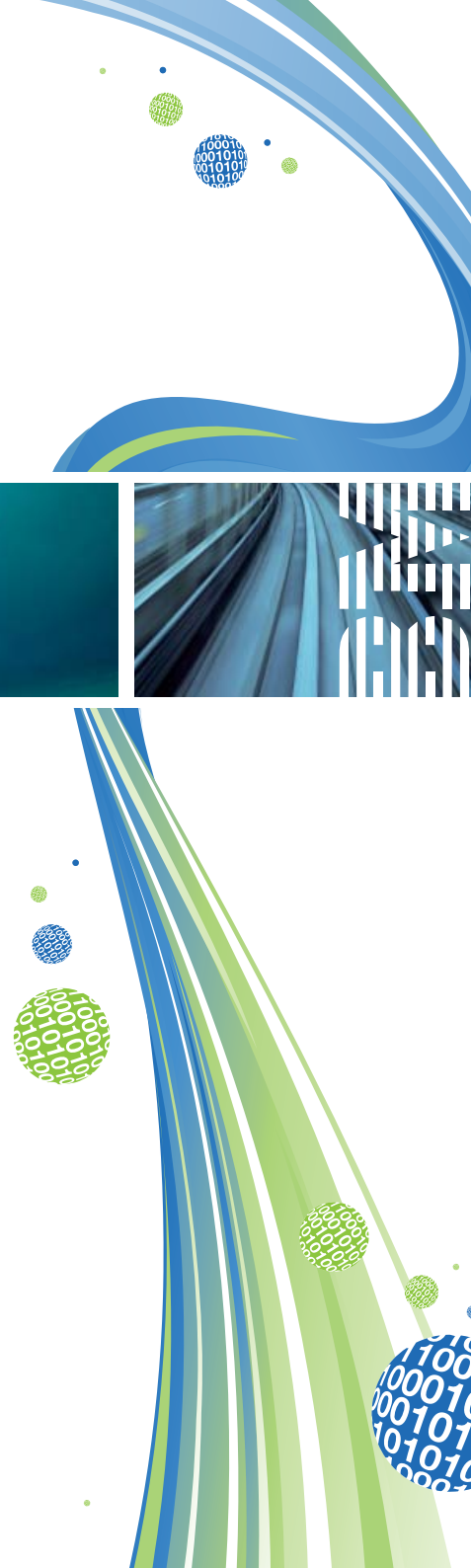


## Call for Speakers

Come and be a speaker at the Conference

## Information-Led Transformation

*Go Beyond*



# Make the Information On Demand EMEA Conference the premier event in your business calendar

## Revolutionise the way you run your business!

Participate in the Information On Demand Europe Middle East and Africa (EMEA) Conference 2010 to experience how you can gain faster access to trusted information helping you to optimise and innovate your business.

The conference provides an unrivalled forum to share best practices, learn the latest about information-led transformation and network with your peers. It's a platform of open exchange and community where our customers and Business Partners will be joined by leading industry commentators, IBM senior executives, as well as technical and subject matter experts, all contributing to a highly compelling agenda.

Join us in Rome from 19 - 21 May 2010 to embark on an information-led transformation.



### **Tony Rummans**

*Vice President*

Information Management Software  
Southwest Europe IBM



### **Ivo Koerner**

*Vice President*

Information Management Software  
Northeast Europe IBM



### **Zoran Hrustic**

*Director*

Information Management Software  
CEEMEA Region IBM

## Come and Speak at Information On Demand EMEA 2010

Play a key part in the 2010 Conference by sharing your views, experiences, innovative solutions, the benefits you realised and the challenges you faced. Demonstrate how your organisation transforms information assets and takes your business to another level.

Do you have an innovative Information On Demand (IOD) solution or project that is delivering real business value, or can you offer expertise and insight into the area of Information On Demand? If the answer is yes, we would be delighted to welcome you as a speaker at the Conference\*.

We aim to present an agenda that meets the needs and interests of the Information On Demand community across all industries.

To achieve this, we are looking for:

- Executive Presentations - long-term vision
- Management Presentations - cutting edge business solutions across all industries
- Technical Presentations on the latest Business Intelligence & Performance Management; Business Analytics and Optimisation; Data Governance; Data Management; Enterprise Content Management, Infosphere – Information Integration, Data Warehouse and Master Data Management offerings; Risk and Compliance
- Customer Case Studies – industry specific real-life user experiences across Europe, Middle East and Africa

\* We waive the Conference fee for all accepted customer speakers.



## Contribute to a world-class agenda

As a speaker at the Conference you will be able to contribute to a world-class agenda that includes:

- Over 2,000 attendees from across Europe, Middle East and Africa
- Thought-provoking general sessions from leading industry commentators and IBM executives
- Technical & Business Leadership tracks
- Compelling speakers, including business luminaries, analysts and customers
- Ability to meet one-to-one with over 50 IBM senior executives
- Talk to the Experts, providing in-depth solution, industry, technical and subject matter insight
- The Expo Solution Centre with representation from IBM Business Partners and the pan-IBM organisation
- Exclusive Business Partner Programme on 18 May, 2010
- World-class technical and skill-building training, free certification testing, and Hands-on Labs
- Extensive networking opportunities

**“IBM’s Information-Led Transformation continues the long-term agenda of redefining the nature of information delivery... very important.”**

*Analyst -- Merv Adrian, IT Market Strategy*

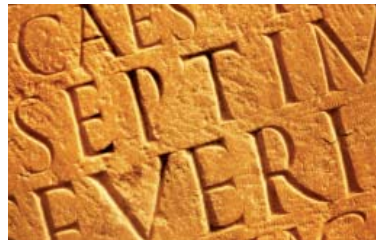
## Join us in Rome

For Information On Demand EMEA Conference 2010, we are moving to the vicinity of the dramatic and exciting city of Rome. We have selected the Rome Marriott Park Hotel as our venue, the largest convention centre and hotel complex in Europe, offering an unrivalled networking environment. The hotel is situated conveniently between Rome city centre and Rome Fiumicino International Airport.

Rome's world-famous landmarks are spectacular and include the Colosseum, the Forum and the Pantheon. As well as the Vatican and Sistine Chapel, the Trevi Fountain, St Peter's Square, the Spanish Steps and the exciting piazze – Piazza Navona being the most famous.

## How to participate

All paper submissions will be evaluated by our Paper Selection Committee. Made up of IBM customers, Business Partners, industry experts, industry and technology associations and analysts, the committee's role is to ensure the development of an informative and compelling Conference programme for delegates. Typically, the most highly rated papers are those that include customer case studies with demonstrable business benefits and ROI, industry relevance, and/or products or services that help optimise the business value of leveraging information.



**Don't delay - be part of this leading Information On Demand forum and submit your paper before 29 January 2010: [ibm.com/software/europe/data/conf](http://ibm.com/software/europe/data/conf)**

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