



CONFERENCE JUSTIFICATION

INFORMATION ON DEMAND EMEA CONFERENCE 2009

2 - 5 June 2009, Berlin, Germany

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 including 100 Customer Case Studies and 50 Business Partner Sessions
- > Industry focus highlighting best practices in banking & financial markets, insurance, government, healthcare, manufacturing, energy & utilities, travel & transport, retail and communications service providers

Three Full Days of Education & Training

- > Benefit from the 45 Hands-on Labs sessions where you can provide live input to new IBM solutions
- > Select one of the 75 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 Meetings & Networking

- > Over 50 IBM senior executives available to meet with One-to-One
- > 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 technologies, risk and compliance, data governance and much, much more

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

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

- > Implement an effective Information Management 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

**Innovate, Optimise and Perform
for smarter business outcomes**

...come see how



IBM Information

>>> **On Demand**

2 - 5 JUNE 2009, BERLIN, GERMANY

EUROPE, MIDDLE EAST & AFRICA IOD CONFERENCE

2009

ibm.com/software/europe/data/conf