

IT Forum EMEA 2008 Agenda

Tuesday June 10, 2008

TIME	SESSION CODE	ROOM	SESSION	Role	SESSION TYPE
10:00-18:00			IT Forum EMEA 2008 Event Registration		
09:30-13:00			Join IBM For An Exclusive And Complimentary Pre-Event Conference		
13:00-14:00			Welcome Reception In The Technology Showcase		
14:00			Forrester's IT Forum EMEA 2008 Kicks Off		
14:00-14:20		A	Welcome And Introduction Andrew Parker, Vice President and Research Director, Forrester Research Simon Yates, Vice President and Research Director, Forrester Research	All	Keynote
14:20-14:45		A	Your Role In IT Innovation George F. Colony, Chairman of the Board and Chief Executive Officer, Forrester Research	All	Keynote
14:45-15:25		A	Industry Keynote Paul Coby, CIO, British Airways	All	Keynote
15:25- 16:05		A	Preparing For The Future: The Role Of The 21st Century CIO Alex Cullen, Vice President, Research Director, Forrester Research	All	Keynote
15:50-16:25			Refreshment Break In Foyer		
16:25-17:15		A	Building IT-Business Partnerships To Boost Innovation Alex Cullen, Vice President & Research Director, Forrester Research	CIO & IT Leadership Professionals	Briefing
		B	Session Overview Jost Hoppermann, Vice President & Principal Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	Session Overview Simon Yates, Senior Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	The Future of Apps And The Process Centric Organization Sharyn Leaver, Vice President, Research Director, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	The Archetypes of Application Development Carey Schwaber, Senior Analyst, Forrester Research Jeffrey S. Hammond, Senior Analyst, Forrester Research	Application Development & Program Management Professionals	Briefing
		F	Session Overview Euan Davis, Principal Analyst, Forrester Research	Sourcing & Vendor Management Professionals	Briefing
		G	Session Overview Thomas Mendel, Vice President, Research Director, Forrester Research	Technology Product Management & Marketing Professionals	Briefing
17:15-18:30			Networking Reception		

IT Forum EMEA 2008 Agenda					
Wednesday June 11, 2008					
TIME	CODE	ROOM	SESSION	Role	SESSION TYPE
08:15–09:00					
Event Registration And Welcome Tea/Coffee					
09:00-09:10		A	Morning Announcements	All	Keynote
09:10–09:50		A	CIO Keynote Francois Jolles, CIO EMEA , Bacardi Martini	All	Keynote
09:50–10:30		A	Platinum Sponsor Keynote IBM	All	Keynote
10:30–11:10		A	The Evolving Role Of IT Ops Within Your Organization Marc Cecere, Vice President, Principal Analyst, Forrester Research Robert Whiteley, Senior Analyst, Forrester Research	All	Keynote
11:10–11:45					
Changeover Break					
11:45–12:35		A	Building IT-Business Partnerships within Lloyds of London Peter Hambling, CIO, Lloyds of London	CIO & IT Leadership Professionals	Briefing
		B	Case Studies In SOA-based Business Innovation Randy Heffner, Vice President & Principal Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	What's In Store For IT Infrastructure And Operations Simon Yates, Vice President, Research Director, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	How Real Companies Manage Change Using BPM Colin Teubner, Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	How Enterprises Are Winning With Web 2.0 Jeffrey S. Hammond, Senior Analyst, Forrester Research	Application Development & Program Management Professionals	Briefing
		F	Sourcing Relationships and Vendor Governance drive Business Flexibility John C. McCarthy, Vice President, Principal Analyst, Forrester Research	Sourcing & Vendor Management Professionals	Briefing
		G	2009 IT Market Outlook – What Lies Ahead for IT Purchases and IT Spending in 2009 and Beyond Andrew Bartels, Vice President, Principal Analyst, Forrester Research	Technology Product Management & Marketing Professionals	Briefing
12:35–13:45					
Peer Networking Lunch					
13:45–14:15					
Dessert And Coffee In The Technology Showcase					
14:15-14:45		A	Graham Technology	A-I	Guest Exec Forum
		B	Orange Business Services	A-I	Guest Exec Forum
		C	Software AG	A-I	Guest Exec Forum
14:45–14:55					
Change-Over Break					
14:55–15:45		A	Process-Driven Organizations Lead In Globalization Bobby Cameron, Vice President, Forrester Research Alexander Peters, & Principal Analyst, Forrester Research	CIO & IT Leadership Professionals	Briefing Case Study
		B	Enterprise Agility Assessment for Enterprise Architect Henry Peyret, Senior Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	Data Leak Prevention - A Vital Part Of Your Data-Centric Security Strategy? Thomas Raschke, Senior Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	Forrester's Long Term Applications Strategy Best Practices Framework R "Ray" Wang, Principal Analyst, Forrester Research Paul Hamerman, Vice President & Principal Analyst, Forrester Research Sharyn Leaver, Vice President & Research Director, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing - Panel
		E	Industry Speaker - Bill Birnie, Senior Manager, IS Development Solutions, Standard Life	Application Development & Program Management Professionals	Briefing
		G	Process-Centric Business Intelligence Boris Evelson, Principal Analyst, Forrester Research Colin Teubner, Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		F	Best Practices For Offshoring From The Continent John C. McCarthy, Vice President, Principal Analyst, Forrester Research Mr. Bjarne Olesen, Director – Ground Services, Lufthansa Systems Passenger Services GmbH	Sourcing & Vendor Management Professionals	Briefing
15:45–16:20					
Networking Break In The Technology Showcase					
16:20–17:10		A	IT Governance In A Multivendor Environment (A Panel Discussion) Craig Symons, Vice President & Principal Analyst, Forrester Research	CIO & IT Leadership Professionals	Briefing - Panel
		B	Banking IT In 2023 Jost Hoppermann, Vice President & Principal Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	Implementing Server Virtualization In Production Environments Galen Schreck, Principal Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	Enterprise Applications Strategies: ERP Consolidation R "Ray" Wang, Principal Analyst, Forrester Research Paul Hamerman, Vice President & Principal Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	Managing The Build Vs. Buy Decision Process Charles Brett, Principal Analyst, Forrester Research Mike Gilpin, Vice President, Research Director, Forrester Research	Application Development & Program Management Professionals	Briefing - Discussion
		F	Making Architecture Review Work For Your Organization Diego Lo Giudice, Principal Consultant, Forrester Research	Enterprise Architecture Professionals	Briefing
		G	Building Your Green Go-To-Market Strategy Euan Davis, Principal Analyst, Forrester Research	Technology Product Management & Marketing Professionals	Briefing
19:30–21:00					
Evening Event					

IT Forum EMEA 2008 Agenda					
Thursday June 12, 2008					
TIME	CODE	ROOM	SESSION	Role	SESSION TYPE
08:30-09:00			Welcome Tea & Coffee		
09:00-09:10		A	Morning Announcements		Keynote
09:10-09:50		A	Maggie Miller, SVP & CIO Warner Music Group		Keynote
09:50-10:30		A	Platinum Sponsor Keynote #2		Keynote
10:30-11:05			Networking Break In The Technology Showcase		
11:05-11:55		A	Sourcing Innovation From IT Ecosystems Bobby Cameron, Vice President & Principal Analyst, Forrester Research	CIO & IT Leadership Professionals	Briefing
		B	The Federated Future Of The ESB Mike Gilpin, Vice President & Research Director, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	Andreas Wuchner, Head of Global IT Security, Novartis	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	MDM in the Context of an Enterprise Apps Strategy Rob Karel, Principal Analyst, Forrester Research Boris Evelson, Principal Analyst, Forrester Research R "Ray" Wang, Principal Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing - Panel
		E	Building Bridges Between EA And App Dev Jeff Scott, Senior Analyst, Forrester Research Henry Peyret, Senior Analyst, Forrester Research Michael Gualtieri, Senior Analyst, Forrester Research	Application Development & Program Management Professionals	Briefing - Panel
		F	Green Sourcing Strategies in Action Euan Davis, Principal Analyst, Forrester Research	Sourcing & Vendor Management Professionals	Briefing
		G	Tech Marketing And Social Computing: How Communities Drive Innovation and Engagement Peter Burris, Principal Analyst, Forrester Research	Technology Product Management & Marketing Professionals	Briefing
11:55-12:05			Networking Break In The Technology Showcase		
12:05-12:35		A	T-Systems		Guest Exec Forum
		B	Dell		Guest Exec Forum
		C	Guest Exec Forum 3		Guest Exec Forum
12:35-13:45			Peer Networking Lunch		
13:45-14:15			Dessert And Coffee In The Technology Showcase		
14:15-15:05		A	The Design Of An Outsourced IT Organization Marc Cecere, Vice President & Principal Analyst, Forrester Research	CIO & IT Leadership Professionals	Briefing
		B	Gregor Baues, Application Platform Chief Architect, Air France	Enterprise Architecture Professionals	Briefing
		C	Maximizing Data Center Investments For Disaster Recovery And Business Resiliency Stephanie Balaouras, Principal Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	The State of the Global Supply Chain George Lawrie, Principle Analyst, Forrester Research Roy Wildeman, Senior Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	The Next Frontier in BPM: Automating Decisions John R. Rymer, Vice President, Principal Analyst, Forrester Research Mike Gualtieri, Senior Analyst, Forrester Research	Application Development & Program Management Professionals	Briefing
		F	Information-as-a-Service Brings Data Integration To Service-Oriented Applications Mike Gilpin, Vice President & Research Director, Forrester Research Noel Yuhanna, Principal Analyst, Forrester Research	Application Development & Program Management Professionals	Briefing
		G	Four Software Trends That IT Sourcing Managers Should Understand Duncan Jones, Senior Analyst, Forrester Research	Sourcing & Vendor Management Professionals	Briefing
		H	Starting Or Renewing An EA Program Diego Lo Giudice, Principal Consultant, Forrester Research Jost Hoppermann, Vice President & Principal Analyst, Forrester Research	Enterprise Architecture Professionals	Executive Exchange
15:05-15:15			Changeover Break		
15:15-16:05		B	Evolving Capabilities In BPM Suites Henry Peyret, Senior Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	Client Virtualization: The Technology, The Limitations, And The Use Cases Natalie Lambert, Senior Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	The Skills Tomorrow's I&KM Professional Needs Kyle McNabb, Principle Analyst, Forrester Research Matt Brown, Principle Analyst, Forrester Research Rob Karel, Principle Analyst, Forrester Research Moderator - Boris Evelson, Principle Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	Nader Talai, Systems Integration Manager, Project Columbus, Associated News Ltd	Application Development & Program Management Professionals	Briefing
		G	Getting The Most Out Of ISV Partner Programs Peter O'Neil, Principal Analyst, Forrester Research	Technology Product Management & Marketing Professionals	Briefing
		H	The Discipline of Consolidation Peters, Principal Analyst, Forrester Research Alexander	CIO & IT Leadership Professionals	Executive Exchange
16:05-16:40			Afternoon Break In The Technology Showcase		
16:40-17:30		A	The Flavors Of PMOs Craig Symons, Vice President & Principal Analyst, Forrester Research Alex Cullen, Vice President & Research Director, Forrester Research	CIO & IT Leadership Professionals	Briefing
		B	Architecting Your Information-as-a-Service Strategy Mike Gilpin, Vice President & Research Director, Forrester Research Noel Yuhanna, Principal Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	The Great Virtualization Debate Galen Schreck, Principal Analyst, Forrester Research James Staten, Principal Analyst, Forrester Research Natalie Lambert, Senior Analyst, Forrester Research Stephanie Balaouras, Principal Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	Web 2.0: Control vs. Chaos Rob Koplowitz, Principal Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	Can You Trust Your Trusted Data? Rob Karel, Principal Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		F	Turning Time And Materials Engagements To Fixed-Outcome Relationships Bill Martorelli, Principal Analyst, Forrester Research	Sourcing & Vendor Management Professionals	Briefing
		G	The EA Team: Size Doesn't Matter Jeff Scott, Senior Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
17:30			Close Of Day 3		

IT Forum EMEA 2008 Agenda					
Friday June 13, 2008					
TIME	CODE	ROOM	SESSION	Role	SESSION TYPE
08:30-09:00 Welcome Tea & Coffee					
09:00-09:50		B	Position IT for Innovation Alexander Peters, Principal Analyst, Forrester Research	CIO & IT Leadership Professionals	Briefing
		C	Enterprise-Class Mobile Devices And How To Manage Them Benjamin Gray, Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	The Future Of ECM: Organic, Putting Content Into Business Context Kyle McNabb, Principal Analyst, Forrester Research Rob Koplowitz, Principal Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	Open Source Executive Exchange Jeffrey S. Hammond, Senior Analyst, Forrester Research Diego Lo Giudice, Principal Consultant, Forrester Research	Application Development & Program Management Professionals	Executive Exchange
		F	Sourcing Relationships and Vendor Governance drive Business Flexibility Lutz Peichert, Consultant, Forrester Research	Sourcing & Vendor Management Professionals	Briefing
		G	Fitting Your Customers For Business Service Management Peter O'Neil, Principal Analyst, Forrester Research	Technology Product Management & Marketing Professionals	Briefing
09:50-10:00 Change-Over Break					
10:00-10:50		B	EA Tools Trends: Features Supporting Innovation Henry Peyret, Senior Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	The Next-Generation Data Center James Staten, Principal Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	Sparking Innovation With Social Search And Content Discovery Matt Brown, Principal Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	Software Asset Reuse: Sunrise Or Sunset? Mike Gualtieri, Senior Analyst, Forrester Research	Application Development & Program Management Professionals	Briefing
		F	GDM Point Counter Point Bill Martorelli, Principal Analyst, Forrester Research Andrew Parker, Vice President, Research Director, Forrester Research	Sourcing & Vendor Management Professionals	Briefing
		G	How The Tech Industry Is Building SOA Governance Communities Stefan Ried, Senior Analyst, Forrester Research	Technology Product Management & Marketing Professionals	Briefing
10:50-11:10 Intermission					
11:10-12:00		B	Business Services Ecosystems Support Business Agility Jost Hoppermann, Vice President & Principal Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	Ubiquitous Mobility, Three Phases Of Infrastructure Maturity Toward Ubiquitous Computing Benjamin Gray, Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		F	Data Center Automation: What, When, How? Peter O'Neill, Principal Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	Building A Strong Technology Foundation For Enterprisewide Innovation Rob Koplowitz, Principal Analyst, Forrester Research Matt Brown, Principal Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	Getting Serious About Release Management Carey Schwaber, Senior Analyst, Forrester Research	Application Development & Program Management Professionals	Briefing
		G	The State Of Software-As-A-Service Liz Herbert, Senior Analyst, Forrester Research	Technology Product Management & Marketing Professionals	Briefing
12:00-12:10 Change-Over Break					
12:10-13:00		B	The Impact Of Web 2.0 On Architecture Strategies Michael Gualtieri, Senior Analyst, Forrester Research Jeffrey Hammond, Senior Analyst, Forrester Research	Enterprise Architecture Professionals	Briefing
		C	So You Have ITIL, What's Next? Rudiger Krojnewski, Principal Consultant, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		G	Top Five Trends That Are Reshaping The Role Of Enterprise GRC Chris McClean, Analyst, Forrester Research	IT Infrastructure & Operations And Security & Risk Management Professionals	Briefing
		D	Dealing With The Barbarians At The Gate: Tech Populism Implications On Content And Information Access Kyle McNabb, Principal Analyst, Forrester Research Matt Brown, Principal Analyst, Forrester Research	Information & Knowledge Management And Business Process & Applications Professional	Briefing
		E	Why Events Matter To The Business And What This Means For App Dev Charles Brett, Principal Analyst, Forrester Research	Application Development & Program Management Professionals	Briefing
13:00-14:00 Boxed Lunch					