

s, Darlean

From: Webb, Ray
Sent: Tuesday, July 12, 2011 3:15 PM
To: Swallers, Darlean
Subject: FW: Gartner Symposium/ITxpo 2011
Attachments: FallSym2011HotelInf_updated_July_1_2011.docx

I will be by to speak with you.

Ray

From: MacKenzie, Julie [mailto:Julie.MacKenzie@gartner.com]
Sent: Tuesday, July 12, 2011 7:40 AM
To: Webb, Ray
Cc: Baughn, Phil; Sherbrook, Christine; MacKenzie, Julie
Subject: Gartner Symposium/ITxpo 2011

Ray, Good Morning –

Phil, Christine and I hope that you are able to attend this year's event. In case you have not received the initial invitation, I have forwarded it for your review.

Please let me know if you plan to attend; I will register you to ensure you are designated as an EXP participant. We have record attendance this year, so the hotels are almost at capacity; however, there may be cancellations in the anchor hotels. Disney reservations will be able to assist you.

For your convenience, I have attached the hotel information. In order to book your hotel accommodations, please contact the hotel of your choice directly; indicate that you are attending Gartner's Symposium/ITxpo 2011 and use the appropriate Reference Code to receive EXP's negotiated rates (Public Sector Rates are listed on Page 2). Please contact me if you have any questions.

Julie





Take advantage of the complimentary attendance* that your Executive Programs membership provides. Contact your Executive Client Manager to register today and secure your participation in Orlando.



Dear Executive Programs Members:

Gartner Symposium/ITxpo has quickly become the world's largest gathering of CIOs in the fall, when many are finalizing their strategic plans for the coming year. We recognize that your time is precious and therefore we are evolving the CIO experience at Symposium/ITxpo to meet the needs of the senior executive. That evolution includes adding workshops, increasing the number and range of topics supported, changing the focus of analyst presentations and creating more opportunities for peer networking.

As a CIO, your success depends on embracing new technologies—and knowing how to broaden the impact of IT's contribution to cost management, operational excellence, enterprise growth and competitive advantage. Seize the opportunity at Symposium/ITxpo this fall.

The CIO Program Difference

The CIO Program at Symposium/ITxpo features analyst presentations, problem-solving workshops and meaningful exchange with your CIO peers in a format specifically requested by our Executive Programs member community.

CIO-exclusive sessions. Presented by Gartner analysts and industry thought leaders, the agenda is squarely focused on business expectations and solutions, CIO influences and effectiveness, benefits realization, advanced technology and innovation leading to the next generation of IT. The complete Symposium/ITxpo experience includes access to 350 sessions, workshops, how-to clinics, roundtables and more, providing complete coverage of every aspect of IT.

Leadership. Take your personal leadership to a new level with our CIO Program—focused on the issues, decisions and actions needed to drive IT-led innovation and achieve operational excellence. CIO interviews and case studies provide real-world advice and best practices for the choices you face now.

Connections. Network with more than 8,000 attendees, including 2,000 CIO peers, to share knowledge and experiences, exchange ideas and build relationships.

Solutions. Discover, compare and evaluate 225+ top solution providers and exciting startups. You'll have the opportunity to interact with knowledgeable senior executives who understand your concerns, challenges and vision for the future—and can help you find solutions that support them.

C-Level Value—Beyond the CIO

We also extend a complimentary invitation for you to bring your boss or a C-level peer to Orlando—he or she will leave Gartner Symposium/ITxpo with new insights into the intersection of business and IT.

In addition to the opportunity to participate in all that Symposium/ITxpo has to offer, special Executive Seminar content has been designed specifically for CFOs, COOs and CEOs.

The Executive Seminar at Symposium/ITxpo will focus on financial, economic, risk management and strategic issues that are inherent in today's technology-enabled business. Please invite your boss—or your C-level peers—to join us in Orlando for this exclusive session and the entire Symposium/ITxpo experience with our compliments. Forward this invitation and encourage the appropriate executive in your organization to view the [preliminary agenda](#). Your Executive Client Manager will be pleased to help you and your boss register for Symposium/ITxpo.

There is no other event that delivers anything comparable to the Gartner Symposium/ITxpo CIO experience. My colleagues and I are looking forward to you joining us for an intense and exciting few days of exploring the business, executive, technical and leadership opportunities facing CIOs today.

For general information about Symposium/ITxpo, please visit gartner.com/symposium/us or contact your Gartner Executive Programs service delivery team directly. For hotel information [click here](#). We are happy to help.

I look forward to seeing you October 16 – 20 in Orlando!

Best regards,



José Ruggero
Group Vice President
Gartner Executive Programs Americas

P.S. *Complimentary attendance and related additional benefits are for Executive Programs members only. Should you have any questions regarding eligibility, please contact your Executive Programs service delivery team. Complimentary attendance is not transferable and no substitutions are allowed. Complimentary attendance includes the full conference fee only and does not include any travel-related expenses.

The world's most important gathering of CIOs and senior IT executives

www.gartner.com/symposium/us

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\$500 savings!

Register by August 19 for the early-bird discount

Registration Fee*

	Before August 19**	After August 19
Full conference	\$3,295	\$3,795
ITxpo exhibit floor only	\$295	\$295

Team pricing: See below
Gartner clients: Tickets apply

* Prices subject to change without notice.
** Applies if credit card payment is received by August 19, 2011, 5 p.m. EDT.

Registration includes

Registration fee includes conference attendance, Symposium On Demand access, documentation, a special evening event, breakfast and lunch (Monday through Thursday), ITxpo receptions and a post-event trip report.

Companion Program

Bring a friend (21 years or older) to Gartner Symposium/ITxpo 2011 for only \$450! For complete details on the companion program call 1 866 405 2511.

Team Send Program

Gartner Symposium/ITxpo team discount
5 delegates for the price of 4
10 delegates for the price of 8
15 delegates for the price of 12

Team benefits

- Team meeting with a Gartner analyst
- Registration discount
- Access to Team Lounge
- Complimentary streaming access to Symposium On Demand (for all available sessions)

It's easy to sign up for the Team Send Program

Select a team captain to coordinate arrangements at your end, then call 1 866 405 2511 to register and get complete details.



Team Send policy

Any combination of paid registrations may be used to qualify for complimentary registrations (except for Gartner complimentary registrations). Teams must consist of members from the same organization. This program voids all other team offers and promotions for event attendance. Teams that exceed the largest threshold will qualify for additional complimentary registrations according to the small team size increments. Meeting requests must be made three weeks prior to start of the event. Any requests within three weeks will be based upon availability. Specific analyst and executive or vendor availability or topic coverage is not guaranteed.

Cancellation and substitution policy

Registrations may be refunded or a ticket reactivated if the cancellation is made in writing up to 15 business days prior to the start of the event. Cancellations received within 15 business days of an event or non-attendance will not be refunded and tickets will not be reactivated. Substitution of registrations may be made at any time up to the start of the conference. Sharing of attendee passes is not permitted. This conference is organized by Gartner, which reserves the right, in its sole discretion, to limit or deny access to the conference to any entity or individual. Receipt by Gartner of an application and/or payment does not constitute acceptance. Applications and payments that are not accepted will be returned. For the Gartner Privacy Promise, a full list of rules regarding cancellations, substitutions and exclusions, visit gartner.com/us/symposium.

Registration & Team Send

Conference Schedule*

Sunday, October 16

11:00 a.m.	Registration Opens
12:30 p.m.	Industry Sessions
5:45 p.m.	Industry Keynote
7:00 p.m.	Reception

Monday, October 17

7:00 a.m.	Attendee Breakfast, Networking and Orientation
8:00 a.m.	Breakout Sessions
9:30 a.m.	Gartner Opening Keynote
11:30 a.m.	Breakout Sessions, Workshops and Analyst-User Roundtables
12:45 p.m.	Lunch
2:00 p.m.	Sessions, Workshops and Analyst-User Roundtables
6:00 p.m.	ITxpo Reception and Magic Quadrant Sessions

Tuesday, October 18

7:00 a.m.	Attendee Breakfast
8:15 a.m.	Sessions, Workshops and Analyst-User Roundtables
12:00 p.m.	ITxpo Opens and Magic Quadrant Sessions
12:15 p.m.	Lunch
2:00 p.m.	Sessions, Workshops and Analyst-User Roundtables
3:30 p.m.	Solution Provider Sessions
5:00 p.m.	Mastermind Interview Keynote
6:00 p.m.	ITxpo Reception and Magic Quadrant Sessions
7:00 p.m.	Special Evening Event

Wednesday, October 19

7:00 a.m.	Attendee Breakfast
8:00 a.m.	Mastermind Interview Keynote
9:30 a.m.	Sessions, Workshops and Analyst-User Roundtables
12:00 p.m.	Lunch
12:00 p.m.	ITxpo Reception
1:30 p.m.	Sessions, Workshops and Analyst-User Roundtables
3:00 p.m.	Solution Provider Sessions
5:30 p.m.	ITxpo Reception

Thursday, October 20

7:00 a.m.	Attendee Breakfast
8:15 a.m.	Mastermind Keynote
9:30 a.m.	Breakout Sessions, Workshops and Analyst-User Roundtables
12:00 p.m.	Lunch
12:00 p.m.	ITxpo Reception and Magic Quadrant Sessions
1:30 p.m.	Breakout Sessions, Workshops and Analyst-User Roundtables
5:00 p.m.	Conference adjourns

* As of June 20, 2011.
Please note times are subject to change.

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Symposium Agenda

Re-imagine IT: Leading from the front

It's time to pose new questions — and find new answers — that will help CIOs and senior IT executives make the leap into an IT future built around performance, growth and agility. New and notable for this year's Symposium:

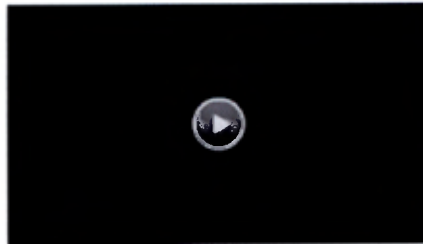
Strategic and emerging disruptive vendor strategy track: Gartner will unveil a new Special Report and a new approach to analyzing vendor strategy

Maverick content from Gartner's research incubator: This year, we will unveil 12 new investigations with the highest potential impact on our clients and the industry

Insights from the 'futures' session favorites: These high-demand sessions will address current issues and anticipate future ones — delivering strategic strength for the coming year

The conference program integrates 4 major trends that are shaping the IT landscape from Mobile, Context, Cloud and Social

Don't miss out on an expanded program filled with 450-plus sessions, workshops, short-form sessions, clinics and more.



Mark McDonald, GVP, Gartner Executive Programs, discusses the 2011 Gartner CIO Agenda Survey

CIO PROGRAM

WHAT THE CIO NEEDS TO KNOW

The CIO program at Symposium concentrates on the issues, decisions, and actions required to enhance IT performance. By defining new sources of IT-led innovation and competitive advantage you will gain the knowledge to make you a more effective leader.

Sessions
Workshops
Net IT Outs
Town Halls
CIO Keynotes

[Learn More](#)

TRACKS ORGANIZED BY IT ROLE

YOUR PRIORITIES. YOUR SYMPOSIUM

Each track is designed to address the key priorities and challenges you face. The Symposium/ITxpo role experience includes the targeted sessions and networking opportunities you need to transform your organization's IT strategies.

Applications
Business Intelligence & Information Management
Business Process Improvement
Enterprise Architecture
Infrastructure & Operations: Data Center, Server, Storage and IT Operations
Infrastructure & Operations: Mobile, Client Computing and Communications
Program & Portfolio Management
Security & Risk Management
Sourcing & Vendor Relationships
Strategic Initiatives

[View Trip Reports for Last Year's Role Tracks](#)

INDUSTRY PERSPECTIVES

ACHIEVE GREATER BUSINESS AGILITY

When it comes to understanding the rapidly evolving world of IT, CIOs and IT-savvy business executives must align horizontal and an industry-specific perspectives:

Banking
Education
Energy & Utilities
Government
Insurance
Healthcare Payers
Healthcare Providers
Insurance
Manufacturing
Media
Retail

Industry content kicks off Sunday with an intensive afternoon of sessions and an industry-focused keynote. Additional industry content is available throughout the week in specific analyst-user roundtables and workshops.

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About Symposium/ITxpo:

Re-imagine IT: Leading from the front

In 2010, our focus was squarely on making the successful transition from recovery to growth. Twelve months later, the challenges for IT leadership are even greater—requiring IT leadership to re-imagine how new technologies can be embraced and used for competitive advantage.

Faced with increasing demands from their customers, employees and competitors who are acquiring higher levels of IT fluency, business leaders are turning to IT to lead the way.

Join 7,500 senior IT executives – including 2,000 CIOs – at Gartner Symposium/ITxpo 2011 and come away with new ways to:

- Re-imagine a business structure in which information users are simultaneously creators and consumers
- Re-imagine information technology through a process of "creative destruction"
- Re-imagine the evolving role of the IT department as a whole



Hear from Gartner Analysts and Past Attendees on the Value of Attending Symposium/ITxpo.

KEY BENEFITS

Attend Gartner Symposium/ITxpo 2011 and come away with strategies and tactics essential for advancing enterprise and professional goals:

Business Benefits

- Master how to improve IT contribution for enterprise growth
- Determine ways IT can contribute to improve enterprise competitiveness
- Capitalize on innovation and investment opportunities
- Create an action plan to reduce IT costs
- Confirm the strategic IT direction for your company

Professional Benefits

- Enhance your negotiation skills through the contract negotiation clinics
- Understand the economics of new infrastructure models
- Empower your organization on the new vision of IT, establishing yourself as an innovator
- Formulate new directives on the integrated IT role in driving business

WHO SHOULD ATTEND

Symposium/ITxpo is for IT industry leaders, including:

- CIOs
- CFOs
- Senior IT Leaders
- Technology and Business Strategy Executives
- Institutional Investors & Venture Capitalists
- Technology and Service Providers
- Press and Media

[See Who's Attending](#)

ANALYST ACCESS

WORLD'S TOP INDUSTRY EXPERTS

Gartner's global research community of 750 analysts engages in nearly 300,000 one-to-one client interactions each year. There are several ways to interact with an analyst at the event, including:

Gartner Analyst Sessions: Listen to insightful and actionable advice direct from a subject matter expert, with allotted time for Q&A.

Gartner Analyst One-on-One Meetings: Private meetings that explore your personal IT issues and challenges.

Analyst-User Roundtables: Small group format moderated by a Gartner analyst where you and your peers can share insights, challenges and concerns related to today's hottest topics.

PEER NETWORKING

REAL WORLD EXPERIENCE

Hundreds of senior business and IT leaders will convene to interact and share their knowledge and objectives. You can network with your peers at several informal networking sessions, including:

End-User Case Studies: Learn about recent implementations firsthand, with an opportunity for Q&A with the IT and business executives leading the initiatives.

Workshops: Presented by Gartner or guest experts, these intimate workshops provide an opportunity to drill down on specific "how to" topics in an extended, small group environment.

EXHIBITOR ACCESS

DISCOVER, COMPARE, EVALUATE.

Gartner conferences bring together the world's leading solution providers so you can gain a comprehensive understanding of what technologies are available, which are right for you, and how they shape up against the competition. Exhibitor access opportunities include:

Solution Provider Sessions: Solution providers and their customers provide a look into how the products work in the real world.

Face-to-Face Sponsor Meetings: Private, prearranged 30-minute meetings that will advance your projects and relationships, regardless of where you are in the buying cycle.