

Gartner

Web Innovation Summit 2007

SEPTEMBER 19-21

CAESARS PALACE • LAS VEGAS, NV

social networking
AJAX
VIRTUAL WORLDS
INNOVATION
WEB 2.0
COMMUNITY



Harnessing the New Web

KEYNOTE SPEAKERS



David Weinberger,
technologist, author and
fellow at Harvard Law's
School Berkman Center for
Internet and Society



Yochai Benkler,
Professor of Law, Yale Law
School and Author of *The
Wealth of Networks*

CONFERENCE CO-CHAIRS



Gene Phifer,
VP Distinguished Analyst,
Gartner



David Mitchell Smith,
VP & Fellow, Gartner

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Gartner
Web Innovation
Summit 2007

Power to the Communities:

What's new. What's changing. What's hot.



A

Track A: Web. 2.0 and Beyond

will concentrate on the technology, community and participative aspects of Web 2.0 and the impact on social and business models. It will also focus on the innovations happening on the Web such as virtual worlds, Web platforms and the semantic Web and will provide a glimpse into the future of the Web.

B

Track B: The Web in the Enterprise

will explore the Web's significant adoption in the enterprise, from intranets and extranets to portals to the primary user interface for business applications and home base for the user experience as well as the impact on overall enterprise architectures. Learn about aspects of the Web that you must understand to deploy and support new, innovative Web-based solutions.

C

Track C: Social and Business Implications of the New Web

will examine how the Web has become an integral part of people's lives, how to leverage the participation of the new Web to provide goods and services, and the most appropriate interaction channels to use for different audiences. Learn about significant, new innovative business opportunities and models that these social behaviors — coupled with Web 2.0 technologies and methodologies — provide.

V

Virtual Tracks

will delve into virtual worlds and business Web 2.0 usage.

KEY TOPICS

- Impact of social networking on productivity
- Monetization of the New Web
- Communities that enable collaboration
- Evaluating Web technology products and vendors
- Virtual Worlds in business
- ROI of Web technologies
- Next-generation Web technologies and methodologies
- Beyond Web 2.0 – the Semantic Web
- Web Oriented Architectures and its use in building mashups
- A practical approach to using RIA and Ajax
- Competitive advantage of Web business

WHO SHOULD ATTEND

- IT and Business Executives
- E-business managers
- E-commerce managers
- Marketing managers
- Media specialists
- Web technologists
- Web development managers
- Application managers
- Architects

MORE REASONS TO ATTEND

- **Great networking ...** build new communities of peers, experts and Solution Providers
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Keynote Speakers



The Power of the New Digital Disorder

David Weinberger, Technologist, Author and Fellow at the Berkman Center for Internet and Society at Harvard Law School

Today's avalanche of fresh information requires relinquishing control of how we organize pretty much everything. In his keynote presentation, Mr. Weinberger explores what effect this will have on our institutions and on our way of understanding ourselves and the world we share. Social networks rely on making explicit relationships that are deeply implicit. Hear his view on what sort of damage that does.



The Wealth of Networks

**Yochai Benkler, Professor of Law, Yale Law School
Author of *The Wealth of Networks***

Come explore with Yochai Benkler how information technology permits extensive forms of collaboration that could have transformative consequences for our economy and society. As new motivational structures and behaviors evolve, Dr. Benkler believes an economy in which resources are not owned and outputs are shared is a revolutionary source of new value.

Agenda at a Glance

Virtual Tracks Key:

Virtual Worlds **VW** Business Web 2.0 Usage **BT**

Tuesday, September 18, 2007

	Track WA. Web 2.0 & Beyond	Track WB. The Web in the Enterprise	Track WC. Business & Social Implications of the New Web
2:30 pm - 5:30 pm	Registration		
5:30 pm - 6:30 pm	Pre-Summit Tutorials:		
	WT1. A Practical Approach to Using AJAX and RIA	WT2. Web 2.0 Basics	WT3. Virtual Worlds, Second Life and Avatar Dynamics VW

Wednesday, September 19, 2007

7:00 am - 6:00 pm	Registration		
7:30 am - 8:15 am	Breakfast		
8:15 am - 8:30 am	Welcome Address		
8:30 am - 9:30 am	WK1. Gartner Keynote: Planning for Five Major Mutually Reinforcing Disruptive Discontinuities		
9:45 am - 10:45 am	WA1. Enterprise 2.0 – Rethinking the Role of Communities, Collaboration, and Alternate Business Models	WB1. Web 1.0 – Still Alive and Well	WC1. Web Business in Industries – Competitive Advantage & Case Studies BT
11:00 am - 12:00 pm	WA2. Exploiting Consumerization and Democratizing Technical Innovation	WB2. Plant Seeds: A Model for Community Adoption in the Enterprise	WC2. Monetization of the New Web BT
12:00 pm - 2:00 pm	Attendee Lunch & Solution Showcase Dessert Reception		
2:00 pm - 3:00 pm	WA3. Case Study – Web 2.0	WB3. Security 101 for Web 2.0	WC3. Media Incumbents Embrace Web 2.0 to Survive and Thrive BT
3:15 pm - 4:15 pm	Solution Provider Session		
4:30 pm - 5:30 pm	WA4. Mobile + Web 2.0 = Commodity Enterprise Applications	WB4. Case Study – Web in the Enterprise	WC4. Web Business Model Evolution 2000 – 2010
5:30 pm - 7:30 pm	Networking Reception on the Solution Showcase Floor		

Thursday, September 20, 2007

7:00 am - 7:00 pm	Registration		
7:30 am - 8:30 am	WPB1. Power Breakfast	Industry Networking Breakfast	
8:30 am - 9:30 am	WK2. Gartner Keynote: It's the Web, Stupid		
9:45 am - 10:45 am	Solution Provider Session		
11:00 am - 12:00 pm	WA5. Web Platforms Coming to an Enterprise Near You	WB5. Virtual Worlds in the World of Business VW	WC5. Megatrends: Technology and Society – Social Interaction and IT Forever Altered
12:00 pm - 2:00 pm	Attendee Lunch & Solution Showcase Dessert Reception		
2:00 pm - 3:00 pm	Solution Provider Session		
3:15 pm - 4:15 pm	WA6. The Virtual Worlds Scenario – Beyond “Second Life” VW	WB6. Software as a Service Mutates into the Mainstream	WC6. User Experience: Next Wave
4:30 pm - 5:30 pm	WA7. Web Services vs. REST/POX for Interoperability	WB7. Strengthening Your Governance Strategies for the Wave of Web 2.0 Technologies	WC7. Goog-azon: The Web 2.0 Monster that will Devour Your Business Model BT
5:30 pm - 6:30 pm	WK3. The Wealth of Networks, Yochai Benkler		
6:30 pm - 8:30 pm	Hospitality Suites		

Friday, September 21, 2007

7:00 am - 12:30 pm	Registration		
7:30 am - 8:30 am	WPB2. Power Breakfast	Breakfast with the Analysts	
8:30 am - 9:30 am	WK4. The Power of the New Digital Disorder, David Weinberger		
9:45 am - 10:45 am	WA8. Beyond Web 2.0: the Semantic Web	WB8. Mashup Technologies and their Penetration into the Enterprise	WC8. Socialization and Community in a Virtual World Environment VW
11:00 am - 12:00 pm	WA9. Digital Home on the Web: The Fight for Lifestyle Innovation	WB9. Case Study – Virtual Worlds VW	WC9. B2B Mashups: Revenue You Never Knew You Had BT
12:15 pm - 12:45 pm	WK5. Gartner Predicts		

Agenda current as of June 26, 2007. Subject to change.

Session Descriptions

Pre-Summit Tutorial Sessions

T1 A Practical Approach to Using Ajax and Rich Internet Applications

The Ajax phenomenon continues its rapid rate of adoption as a lightweight alternative to heavyweight “smart client” technology. There are other Rich Internet Application (RIA) technologies that focus on usability principles and a user-centered design process that do not have the security and performance issues that Ajax does.

- How does Ajax fit into the context of RIAs and smart clients?
- Which vendors provide tools for building RIAs? How will this market evolve?
- How can organizations get maximum value from RIAs and smart clients?

Ray Valdes, Research Director

T2 Tutorial: Web 2.0 Basics

Understanding what’s new about Web 2.0 architecture and applications and how Web 2.0 will impact the enterprise is essential.

- How should architectural principles, technologies and standards emerging from Web 2.0 be adopted?
- How will Web mashups and Web platforms influence end-user computing and enterprise applications?
- How should the enterprise deal with social, participative and open business models of Web 2.0?
- What makes Web 2.0 sites successful? What are their best practices?

David Gootzit, Research Director

T3 Virtual Worlds, Second Life and Avatar Dynamics: Passing Trend or the Next Killer App?

Tremendous publicity has been generated lately for Web sites using virtual reality. Are these sites the next wave of Web-based commerce, collaboration and user-based identity?

- What are key success factors of virtual worlds?
- Do virtual worlds have value?
- How will key virtual world components evolve?
- How should mainstream organizations respond to virtual world developments according to industry type?

Charles Abrams, Research Director

Keynote Presentations

WK1 Planning for Five Major Mutually Reinforcing Disruptive Discontinuities

Software as a Service, consumerization, global class architectures, Web 2.0 and Open Source have the potential to completely disrupt vendor business models, user deployment models, whole market segments, and key user and vendor business assumptions.

- What are the risks and opportunities for users and providers in each of these areas, and are there alternative approaches that will finally succeed?
- How long can users wait to protect themselves from or exploit these discontinuities?
- What key business assumptions, business models and industries are at risk?
- Who are the likely winners and losers?

Tom Austin, GVP and Gartner Fellow

WK2 It’s the Web, Stupid

Although the Web 2.0 name is popular and represents the Web of today, the world seems hungry for 3.0, whatever that is. While Web 2.0 suffered from being perhaps overly broad, the special interests driving 3.0-mania have the opposite problem – they are too focused. What is the future of the Web – the semantic Web, mobile Web, virtual world Web, and other candidates for “3.0” that will provide the major source of innovation?

Gene Phifer, VP Distinguished Analyst and David Mitchell Smith, Gartner VP and Fellow

WK3 The Wealth of Networks

Yochai Benkler discusses the ways in which information technology permits extensive forms of collaboration that may potentially have transformative consequences for our economy and society. As new motivational structures and behaviors evolve, an economy in which resources are not owned and outputs are shared is becoming a revolutionary source of new value.

Yochai Benkler, Professor of Law, Yale Law School

WK4 The Power of the New Digital Disorder

Organization, or rather, the lack of it, is the key: we have to get rid of the idea that there’s a best way of organizing the world. The Internet-driven shift in power to users and consumers means that our homespun ways of maintaining order are going to break — they’re already breaking — in the digital world.

Today’s avalanche of fresh information requires relinquishing control of how we organize pretty much everything. What effect will this have on our institutions and on our way of understanding ourselves and the world we share? Social networks rely on making explicit relationships that are deeply implicit. What sort of damage does that do?

David Weinberger, technologist and author

WK5 Gartner Predicts: Open Research Meeting and Conference Wrap-Up

Gartner research meetings are lively affairs, with an open exchange of ideas and many perspectives brought to bear on a topic. At the closing session of this conference, we invite you to participate in an open research meeting with Gartner analysts and other attendees as we explore several ideas and build strategic assumptions around topics covered over the past 2.5 days.

Gartner Analysts

Session Descriptions

Gartner Analyst Presentations Track WA: Web 2.0 & Beyond

WA1 Enterprise 2.0: Rethinking the Role of Communities, Collaboration, Alternative Business Models and the Web

Web 2.0 draws its strength from its freeform nature, sense of community and emergence of the best solutions. It is a fount of experimental, entrepreneurial zeal fed by new business models. It also exploits new, lightweight integration architecture. Enterprise 2.0 is a broad label for the enterprise approaches to exploit Web 2.0.

- What key aspects of Enterprise 2.0 should enterprises focus on?
- When should enterprises bring Web 2.0 models into their internal operations?
- When should you rely on external Web 2.0 developments? When should you shun Web 2.0 and Enterprise 2.0 hyperbole?

Anthony Bradley, Research Director

WA2 Exploiting Consumerization and Democratizing Technical Innovation

Systems delivered and controlled by central IT will continue to be strategic, but a significant part can be turned over to users and the markets. Many traditional IT responsibilities are now outside their scope. How far can IT go to exploit both central control and market-driven models?

- How did IT organizations fall so far behind user and Internet trends?
- How will users (and selected vendors) lead the way for IT organizations?
- Where and how can IT organizations exploit external forces for internal gains?

Tom Austin, VP and Gartner Fellow and David Mitchell Smith, VP and Gartner Fellow

WA3 Case Study: Web 2.0

Web 2.0 refers to a set of technology, community and business models that characterize today's leading Web sites. Some companies have already started leveraging Web 2.0 architectural principles, technologies and open business models

- What are the best practices for implementing Web 2.0?
- What are the challenges in implementing Web 2.0?
- What are critical success factors when implementing Web 2.0?

David Gootzit, Research Director

WA4 Mobile + Web 2.0 = Commodity Enterprise Applications

Mobile, wireless and Web 2.0 technologies offer new opportunities for innovation. These two areas are converging through progressive "Web enabling" of enterprise applications and "mobilization" of the Web into commodity Web-based multichannel applications, like wireless e-mail.

- How will Web 2.0 and mobile technologies converge?
- What new opportunities will result?
- Which commercial, social and technical usage models will be enabled by the technologies through 2012?

Gene Phifer, VP, Distinguished Analyst and David Mitchell Smith, VP and Gartner Fellow

WA5 Web Platforms: Coming to an Enterprise Near You

Amazon, Google and others use the Web to deliver infrastructure, information, application and business process services to consumers and companies of all sizes.

- How are Web platforms evolving?
- How can the enterprise leverage them?

David Mitchell Smith, VP and Gartner Fellow

WA6 The Virtual Worlds Scenario – Beyond Second Life

Interest in virtual worlds is growing fast, but there is a rich diversity of options beyond "Second Life." To determine the most appropriate choice (or choices) for your enterprise, you must look at the evolution, taxonomy and characteristics of virtual worlds.

- What should I be doing about Virtual Worlds?
- Which business models work in Virtual Worlds, and why?
- What are the best practices for implementing Virtual Worlds?

Steve Prentice, VP, Distinguished Analyst

WA7 Web Services vs. REST/POX for Interoperability

Web services and Web-Oriented Architecture (WOA) have fundamental differences that will significantly affect design choices. Web services standards are progressing slowly, and adoption is less dramatic and widespread than anticipated. WOA is rapidly emerging, but it lacks maturity for enterprise application integration. Perhaps a blended architecture will increase application agility.

- What are the architectural differences between Web services and WOA?
- When is it appropriate to use WSDL and SOAP?
- What value can Web services standards deliver?
- How will Web services and WOA evolve?

Anthony Bradley, Research Director and Daryl Plummer, Managing VP and Gartner Fellow

WA8 Beyond Web 2.0: The Semantic Web

The semantic Web promises a common framework for data to be shared and reused across application, enterprise and community boundaries. However, broad, rich ontologies have been slow to emerge.

- How will the semantic Web affect the future of the Web?
- Will other technologies provide a less complex and incremental approach to the semantic Web?
- How should enterprises exploit semantic technologies and approaches?

Nicholas Gall, VP, Distinguished Analyst

WA9 Digital Home on the Web: The Fight for Lifestyle Innovation

The digital home is a comprehensive integration of digital technologies into a lifestyle. But does it really work?

- What is the current state of digital home technologies and the Web?
- How will the digital home evolve over the next five years?
- What role will vendors and the Web play in innovating in the home?

Daryl Plummer, Managing VP and Gartner Fellow

Session Descriptions

Track WB: The Web in the Enterprise

WB1 Web 1.0: Still Alive and Well

Web 2.0 is hot. But believe it or not, Web 1.0 – the home of existing Web sites that provide primary interaction channels – is alive and well and continues to provide tremendous productivity and value.

- What are the best practices in Web architecture and Web site management?
- How do enterprises develop and manage state-of-the-art Web applications?
- How will organizations handle gnarly Web problems like decentralized sites, multinational sites, multilingual sites, and sites for handicapped users?

Gene Phifer, VP, Distinguished Analyst

WB2 Plant Seeds: A Model for Community Adoption in the Enterprise

Web 2.0 social software technologies such as wikis, blogs, social networking, folksonomy, and content exchange are beginning to penetrate the enterprise. Success on the Web does not effortlessly translate into success in the enterprise. A planned and concerted approach like the plant-seeds framework can assist in adoption transformation.

- How is the business value of Web 2.0 growing?
- How do differences in Web context and enterprise context impact enterprise adoption? How are they converging?
- What design principles enhance enterprise adoption of Web 2.0 technologies?
- What best practices are emerging in creating communities?

Anthony Bradley, Research Director

WB3 Security 101 for Web 2.0

Web 2.0 is about users collaborating and sharing. How does this challenge our traditional approaches to security?

- What are the threats faced by the major technologies of Web 2.0?
- What specific security controls can limit the risks of Web 2.0?
- How can you secure content and data in a collaborative environment?

Rich Mogull, Research VP

WB4 Case Study: Web in the Enterprise

The Web is considered an essential part of most company infrastructures. More than just mechanisms for marketing, companies "touch" their customers, partners and internal employees using the Web. By embracing Web 2.0 technologies, companies can improve their users' experiences, and change the way they do business.

Frank Kenney, Research Director

WB5 Virtual Worlds in the World of Business

Virtual worlds have expanded from the hard-core online gaming arena to sites like Second Life, which have expanded quickly and attracted a list of blue-chip corporations.

- What is the impact of virtual world economies?
- How will businesses deal with security, brand and reputation issues?
- What are the real opportunities and real benefits?

Steve Prentice, VP, Distinguished Analyst and Charles Abrams, Research Director

WB6 Software as a Service Mutates into the Mainstream

Software as a Service (SaaS) continues to evolve from packages installed in data centers to services delivered from the cloud to combining cloud-based services on nearby servers (software-plus service) to "platform as service." These refinements are being tested in the consumer space first, then the enterprise.

- How will the Web evolve as a development, delivery and management platform for business solutions?
- How will software and services markets be reshaped by SaaS? How should providers respond?
- How can organizations successfully use SaaS?

Ray Valdes, Research Director and Nicholas Gall, VP, Distinguished Analyst

WB7 Strengthening Your Governance Strategies for the Wave of Web 2.0 Technologies

As IT moves into the next wave of Internet-based technologies and business models, the nontraditional IT user will have a greater impact on which products and services are offered by the enterprise. Most enterprise governance strategies are still in their infancies.

- Has the Web 2.0 technology been properly architected and implemented?
- How should you handle design tools that are increasingly free – so the community of users using them is quite large – and provide community support templates and best practices?
- How should you consider services that can be invoked programmatically from other series, such as those in a composite application?

Frank Kenney, Research Director

WB8 Mashup Technologies and Their Penetration into the Enterprise

Mashup technologies can deliver composite application capabilities directly to end users for quick information integration and very rapid application development. Enterprises are investigating using mashups to deliver and manage applications. Application architects must investigate this growing space for significant and transformational potential.

- What is enterprise mashup system architecture?
- What business value can mashup systems deliver?
- What criteria qualify mashup tools as enterprise-ready?
- How is the vendor landscape evolving?

Anthony Bradley, Research Director

WB9 Case Study: Virtual Worlds

A renewed focus on innovation is driving organizations to focus not just on the continuing flood of new technologies, but also on the inextricable relationship of technology with business and societal trends. A major example of this is virtual worlds.

- What are the best practices for innovating in virtual worlds?
- What are the implementation challenges?
- How should businesses distinguish real opportunities from hype?

Steve Prentice, VP, Distinguished Analyst

Session Descriptions

Track WC: Business & Social Implications of the New Web

WC1 Web Business in Industries: Competitive Advantage and Case Studies

In this Internet age of lightening-fast business transformation, enterprises are being pushed to continually redefine themselves. Business markets, channels, products and customers are undergoing intense change. What sustainable competitive advantage is there, and how do you keep from becoming "road kill"?

- How will the Internet facilitate the redefinition of business models?
- Where are the success stories in using the Internet to revolutionize business?
- What best practices will ensure you stay ahead of the competition?

Jeff Schulman, Managing VP

WC2 Monetization of the New Web

The Web is a collection of feeds and services that deliver content fluidly across a myriad of contexts, from portals and news readers to widgets, mashups, and consumer-generated media sites. These technology innovations, based on Digital Rights Management platforms, seek to restore the value of unfettered content by making it trackable and capable of initiating transactions and advertising opportunities, thereby enabling new business models for publishers and advertisers.

- How are content-based business models evolving to deal with Web 2.0?
- How can publishers and advertisers use technology to maximize the value of relationships?
- How can marketers and media use downloads and syndicated streams?

Andrew Frank, Research VP

WC3 Media Incumbents Embrace Web 2.0 to Survive and Thrive

Newspapers and television networks have begun to embrace new pathways and platforms to young consumers, mixing technology and business strategy. Usually stodgy media powers have had to re-invent themselves as savvy Web 2.0 players in the new

digital media ecosystem.

- What Web 2.0 technologies are media companies using to compete with digital competitors?
- What mindset changes need to occur to embrace Web 2.0?
- Are media companies poised to implement changes internally, or will they turn to third-party providers?
- How can media companies leverage existing infrastructure and business investments?

Allen Weiner, Managing VP

WC4 Web Business Model Evolution 2000 – 2010

Web business models are changing. Web 2.0 models emphasize direct community interaction. The introduction of semantic forms of communication, virtual reality commercial sites, and advanced Web platform services will impact the Web business strategy.

- How will Web business models evolve through 2010?
- How will changes in Web business models affect specific industries and organizational activities?
- What strategies should organizations deploy when changing Web business models?

Charles Abrams, Research Director

WC5 Megatrends: Technology and Society – Social Interaction and IT Forever Altered

Cheap fuel, big roads and cheap, fast cars have resulted in unintended consequences for society, culture and economics. Can the same be predicted for IT?

- What is the dark side of using IT for social interaction?
- How will the use of IT for social purposes change business? How will the business use of IT change as a result?
- Who will be the winners and losers?

Tom Austin, VP and Gartner Fellow

WC6 User Experience: The Next Wave

Previous generations of technology have promoted user interface in defining the value of a user interaction

with a system. However, user experience goes beyond the interface, and has become the new measure of value in a Web 2.0 and service-oriented world.

- Why should you care about user experience?
- How will user experience determine the success or failure of SOA?
- What technologies and best practices will emerge in the evolution of user experience?
- What vendor strategies will enable stronger user experiences?

Daryl Plummer, Managing VP and Gartner Fellow and Ray Valdes, Research Director

WC7 Goog-azon: The Web 2.0 Monster that will Devour your Business Model

Fast-forward to the future: Goog-Azon has become a dominant threat to all industries by taking over the end-consumer relationship. Retailers, banks, media and all other consumer-facing industries have allowed this to happen by building these Web 2.0 technologies and services into our businesses.

- What new business models will emerge in the Web 2.0 world?
- How will emerging technologies change business-to-consumer models?
- Which business and technology capabilities will define tomorrow's leaders?

Hung LeHong, Research VP

WC8 Socialization and Community in a Virtual Environment

Virtual environments such as Second Life have been the rave. They provide a forum for people to gather, interact, build relationships and transact business. The communities formed provide rich environments for targeted marketing – gathering feedback, and allowing the community to do the work once done by you.

- How can virtual environments foster communities valuable to your enterprise?
- What are the social implications of

virtual environments? How should you protect yourself while conducting business?

- How can you translate the community and social aspects of virtual environments into dollars?

Jim Lundy, Managing VP

WC9 B2B Mashups: Revenue You Never Knew You Had

Put your core competencies up for sale. By 2017, Web 2.0 technologies will turn core competencies into a tradable commodity – like FedEx's route-optimizing service, Tesco's forecasting service, and AIG's risk-assessment service. Does your business have something to offer? Companies are able to buy and sell core competencies, creating a whole new economy.

- How will core competencies be monetized?
- Will marketplaces emerge for the trade of business capabilities?
- How will emerging technologies disrupt business-to-business models?

Hung LeHong, Research VP

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