



## **Gartner Portals, Content & Collaboration Summit**

### **Value Proposition**

Budgets are tight and increasingly IT and business professionals must prove the value of educational conferences before attending. We have developed this document to help you demonstrate how attendance at the Gartner Portals, Content & Collaboration Summit supports your organizational goals.

### **Meet Your Organization's Objectives**

The Gartner Portals, Content & Collaboration Summit 2009 can help organizations like yours Connect with Success.

### **Key Benefits that you will derive from attending the Gartner Portals, Content & Collaboration Summit:**

- ✓ **Turbo-charge your teams** - with collaboration tools that drive innovation
- ✓ **Empower your knowledge workers** to make better decisions faster
- ✓ **Discover effective collaborative strategies**, tactics and technologies
- ✓ **Learn when and when not to introduce technology** into team process
- ✓ **Measure the business impact** of collaborative tools
- ✓ **Get the latest Gartner research** on key teamwork & knowledge management issues
- ✓ **Learn from the collaboration pioneers** in a series of in-depth case studies
- ✓ **Hear the visionary keynotes** from the industry's top thinkers
- ✓ **See the new generation of PCC technology** at the Solutions Showcase
- ✓ **Network with your peers** at the receptions
- ✓ **Attack your toughest challenges** in complimentary One-on-One sessions with Gartner analysts and Analyst/User Roundtables

### **The Summit Experience**

Gartner Summits are unique in the experience that they bring to attendees. A mixture of session formats brings extended opportunities to interact with Gartner Analysts, with fellow attendees and focused solution providers.

- Tom Austin, VP & Gartner Fellow
- Toby Bell, Research VP
- Regina Casonato, Managing VP
- Nikos Drakos, Research Director
- Mark Gilbert, Research VP
- Nick Jones, VP Distinguished Analyst
- Debra Logan, VP Distinguished Analyst
- Mick MacComascaigh, Research Director
- Jeffrey Mann, Research VP
- Gene Phifer, Managing VP
- Carol Rozwell, VP Distinguished Analyst
- Ray Valdes, Research VP



## 1. Better Investment Decisions

- **Hear it First:** The conference will focus on several key PCC topics that will help you to make better investment decisions.
- The hot topics and sessions offer the very latest topical updates and practical advice on the subjects most critical to your portals, content and collaboration strategies.
- Take away actionable insights that will place you in a strong position of organizational readiness
- The very best speakers in the field of Portals, Content & Collaboration, including the top Gartner analysts from Europe and the US to share their knowledge in keynotes, case studies, expert panels and sessions.

### **Plenary Sessions:**

**Opening Keynote:** Certain Strategies for Uncertain Times  
*Toby Bell and Debra Logan*

**Guest Keynote: Why Our Current Thinking is not Enough**  
*Dr. Edward de Bono, Consultant, Author, Inventor and originator of the term "lateral thinking".*

**Closing Keynote:** Connect for Success  
*Tom Austin*

## 2. Health Check Your Plans and Projects

- **One-on-Ones with Analysts** – Many organizations engage with Gartner to have access to analyst insight throughout the year. At the Portals, Content & Collaboration Summit you are provided the opportunity to meet with a Gartner analyst for 30 minutes, free, to discuss your immediate issues and receive the unbiased advice you are looking for.
- **End User Case Studies** – from BP, NHS Connecting for Health, Production Services Network and Turkcell  
Sometimes the best way to learn is through their experience of others.
- **Solution Showcase** – meet innovative technology and service providers at the forefront of Business Process Management.
- **Team Building** – share knowledge and event documentation.

## 3. Get Connected

- **Learn Best Practices:** The best conversations you'll ever have with other IT and business professionals will occur at this conference. Hear lessons learned and advice on your specific issues in peer interactions and in intensive Analyst/User Roundtable discussions. You have access to one of the largest audience of qualified IT and business professionals facing common challenges and ready to share ideas and discuss best practices within the industry.
- **Interact with Like-minded Peers:** (From your industry, geographical location and job role), solution providers and press.

This event is the single smartest investment you can make all year - particularly in times of budget scrutiny. It examines the Outsourcing solutions, strategies, cutting edge best practices, latest tools and technology that can help your business to act more intelligently and drive business performance. You'll leave with focused insight and concrete action plans to start investing on a short list of the most profitable strategic initiatives that will propel business forward and outpace your competitors.

<p><b>Pre-event Benefits</b></p> <ul style="list-style-type: none"> <li>• Access to our Agenda Builder tool to plan your agenda</li> <li>• Recommended agenda by different tracks</li> <li>• Preparatory audio conference or webinar with key Gartner analysts</li> </ul>	<p><b>Onsite Benefits</b></p> <ul style="list-style-type: none"> <li>• Thought-provoking keynotes by industry experts</li> <li>• Personal interaction with Gartner analysts at One-on-Ones and Analyst/User Roundtables</li> <li>• Access to the Solution Showcase (vendor demonstrations)</li> <li>• Networking opportunities with your peers</li> </ul>	<p><b>Post-event Benefits</b></p> <ul style="list-style-type: none"> <li>• Access to Events Multimedia on Demand (download presentations you couldn't attend)</li> <li>• <i>Insider</i> communications throughout the year related to your interests</li> <li>• Post event summary of the key findings from the summit</li> </ul>
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**Build Your Own Agenda** at [www.europe.gartner.com/pcc](http://www.europe.gartner.com/pcc)

Using **Gartner's Agenda Builder** will help you make the right decisions and get the best value out of the event. Agenda Builder will enable you to build your own personal agenda and select the session that are of the most value to you.

**How to Register**

**Online:** [www.europe.gartner.com/pcc](http://www.europe.gartner.com/pcc)

**Telephone:** +44 (0)208 879 2430

**Email:** [emea.registration@gartner.com](mailto:emea.registration@gartner.com)

**Standard Conference Price**

€2,195 + VAT (15%)

*(Fee includes conference attendance, documentation and planned functions)*

**Gartner Clients:** We also accept Gartner theme tickets as payment for days 1-2. For more information please contact your Account Manager or email [emea.events@gartner.com](mailto:emea.events@gartner.com)