

Driving IT. Powering Business.

Everything in IT is now inextricably tied to a business imperative, or at least should be. Across industries and public sector, across individual roles within IT and the enterprise, and across technology initiatives of all sorts, everyone and everything is accountable to supporting or driving a business outcome. Symposium/ITxpo 2007 and its 250+ sessions are aimed at helping delegates improve their contribution to the enterprise through IT, by better enabling their organizations to realize the **Six Business Imperatives**...

The Business Imperatives that Align with this Marketplace Include:

BUILD AN INNOVATIVE AND AGILE ORGANIZATION

The ideal organization responds quickly to competitive threats and challenges prevailing standards for competitive advantage. These capabilities can be characterized as agility and innovation, which will be the hallmarks of business success through 2012.

IMPROVE CRITICAL BUSINESS PROCESSES & WORKFLOWS

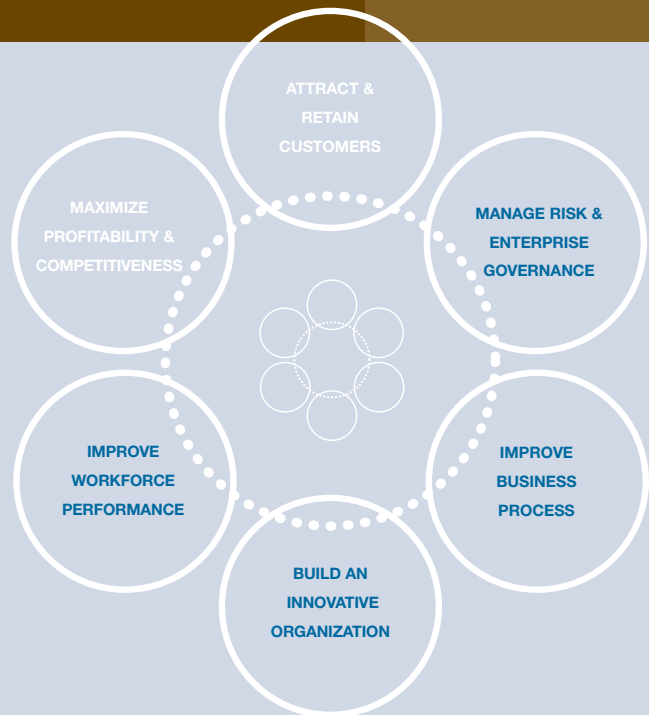
Critical intra- and inter-enterprise process excellence is now a fundamental discipline for enterprises. It requires an expanded view of processes beyond the traditional view of BPM and workflow, understanding business processes end to end, gaining business commitment, identifying the key metrics, assigning ownership and structuring governance, and finally understanding where to leverage and apply IT. We approach process excellence holistically to identify best practices, recommend what drives success, and pinpoint the changes required. We also explore how BPM technologies are interlinked with your EA, SOA, Web 2.0 and content management initiatives.

IMPROVE WORKFORCE EFFECTIVENESS

Make no mistake: As the demand for business performance intensifies, IT and business leaders must move quickly and decisively to set the stage for extraordinary workforce performance. The stakes are high: Empower people to exercise sound judgment, encourage them to inject innovation, equip them to collaborate across distance, and motivate them to thrive amid continual change. What should IT and business leaders do? The answer lies in a coordinated program embracing employee engagement, organizational change, human capital practices, social networking and new workplace technologies. We set the stage for principles, programs and practices that will spur performance, unleash people's potential and improve workforce effectiveness.

MANAGE RISK, COMPLIANCE & ENTERPRISE GOVERNANCE

We focus on the tactics, strategies, tools and technologies needed to respond effectively to the difficult issues emerging from: regulatory and other types of compliance; enterprise, operational and information risk management; e-discovery, ethics and corporate social responsibility; business continuity management, and governance. We place special emphasis on an integrated governance, risk management and compliance approach to match investments in mandates to business performance improvements.



Sessions that cover the Program & Portfolio Management space:

- The PMO: Overhead Expense or Essential Change Agent?
- Business & IT Governance: Proven Practices in Stakeholder Engagement
- Portfolio Management to Eliminate Computing Resources Allocated Poorly
- PPM Maturity: The Gartner Model and What It Can Tell You
- Are You Ready for Complex Project and Program Management
- PPM Processes: Keep the People In and the Complexity Out
- Margin Improvement from Application Portfolio Management
- Making Decisions Right
- EA and Projects: Maximizing EA Value for the Business
- Covering Your Assets: Governance for SOA and Web 2.0 Initiatives
- Pragmatic Application Lifecycle Management: Processes, Techniques & Tools
- Business Metrics for Performance Management
- HP, Sun, IBM: Which Portfolio of Software, Services and Hardware Will Win?

The **Program & Portfolio Management Marketplace** is designed to aggregate solution providers around a central technology focus to make it convenient for attendees to locate innovative products and services based on their needs. Take advantage of this ideal setting to maximize interaction with senior IT and business executives.



Marketplace Chair

Matt Light
VP Distinguished
Analyst



Mastermind Keynotes

Steve Ballmer, CEO, Microsoft, Corp.
Michael Dell, Chairman & CEO, Dell, Inc.

Gartner & The Wall Street Journal
"Partnering for Performance"
Keynote Panel
Two CEOs and their CIOs

INVEST NOW!

Contact Aneka Williams (Companies A-M)
at 203 316 6765 or
aneka.williams@gartner.com

Jim Fama (Companies N-Z) at
203 316 6931 or jim.fama@gartner.com

October 7-12, 2007
Orlando, Florida
gartner.com/symposium/us

Program & Portfolio Management Marketplace



Back by Popular Demand! Symposium Communities

Content

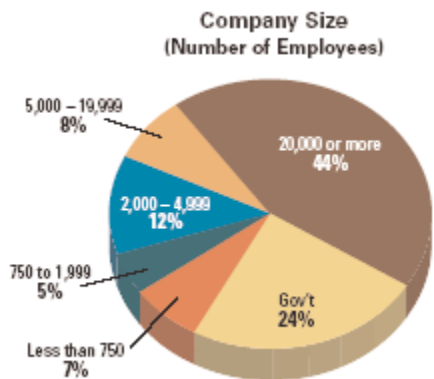
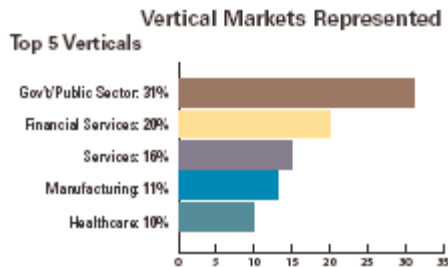
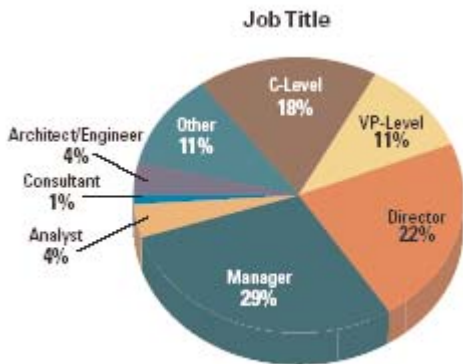
Recommended Agendas
 Pre-Event Preparatory ATC/Podcast
 NEW! Super Sunday Community Sessions
 NEW! Community Self Surveys
 NEW! Community Town Hall Sessions
 Community Trip Reports

Experience

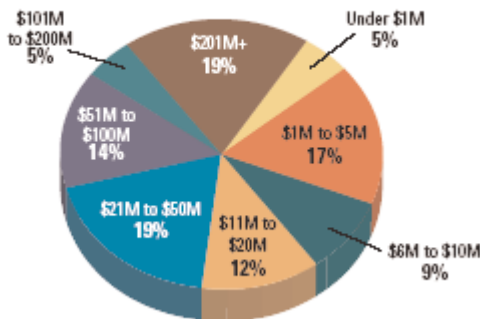
Identifier/badges
 NEW! Sunday Communities Reception
 Analyst/User Roundtables
 NEW! Community-Led Roundtables
 Community Lounges
 Community-Oriented Meals

PLUS ... the launch of **SYMPOSIUM COMMUNITIES ONLINE** ...

Audience Profile



IT Budget – 78% have budgets of \$6 million and higher



*profile of 2006 Symposium/ITxpo Orlando Attendees

Gartner Events premier sponsors



2007 Program & Portfolio Management Portfolio of Events

Symposium/ITxpo Program & Portfolio Management Marketplace

October 7-12 – Orlando
 November 4-8 – Cannes

Additional Marketplaces:

- Application Development & Integration
- Business Applications
- Business Process Management
- Business Intelligence & Data Warehousing
- Data Center & IT Operations
- Enterprise Architecture
- Enterprise Networking
- Outsourcing & IT Services
- Portals, Content & Collaboration
- Security & Compliance
- Wireless & Mobile

INVEST NOW!

Contact Aneka Williams (Companies A-M) at 203 316 6765 or aneka.williams@gartner.com

Jim Fama (Companies N-Z) at 203 316 6931 or jim.fama@gartner.com

Gartner® SYMPOSIUM ITXPO®

October 7-12, 2007
 Orlando, Florida
gartner.com/symposium/us

Recommended Agenda for the Program & Portfolio Management Community*

	SESSION	SPEAKER(S)
Sunday, October 7, 2007		
1:00 pm – 2:00 pm	Web Business Model Evolution, 2000 -2010 Use Agility as a Strategic Weapon	Charles Abrams Daryl Plummer
2:30 pm – 3:30 pm	Are You Ready for Complex Project and Program Management?	Matt Light
4:00 pm – 5:00 pm	Using Business and IT Alignment to Drive Business Value	Victor Milligan
5:30 pm – 6:30 pm	CIO Agenda Progress and Challenges in Mid-2007 and Beyond	Mark McDonald
6:30 pm – 8:30 pm	Symposium Communities Networking Reception	
Monday, October 8, 2007		
8:00 am – 9:15 am	Gartner Analyst Opening Keynote	
9:45 am – 10:45 am	Contending With Key Issues for Business Results	Robert Handler
11:15 am – 12:15 pm	Collaboration Scenario: From 'Them' to 'Us' to 'We'	Jeffrey Mann
12:15 pm – 1:45 pm	Lunch	
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
2:00 pm – 3:00 pm	Applications Scenario From 2008 Through 2012: The Expanding Universe Running IS Like a Business: Building the Necessary Management Infrastructure	Sue Landry, Kathy Harris Colleen Young
	A Framework for Change Management in Complex Organization	Richard Buchanan
3:30 pm – 4:30 pm	PPM Processes: Keep the People In and the Complexity Out	Audrey Apfel
5:00 pm – 6:00 pm	Solution Provider Sessions	
6:00 pm – 8:00 pm	ITxpo Opening Cocktail Reception	
Tuesday, October 9, 2007		
8:00 am – 9:00 am	CEO Demands of IT: Business Leader Challenges and How IT Should Help	Jorge Lopez
9:30 am – 10:30 am	Business Model Innovation: The Second Wave	Mark McDonald
11:00 am – 12:00 pm	CEO/CIO Partnering for Performance Keynote Panel	
12:00 pm – 1:30 pm	Lunch	
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
2:00 pm – 3:00 pm	IT Transformation: What Will the Future Look Like?	Ellen Kitzis, Barbara Gomolski
3:30 pm – 4:30 pm	Enterprise Architecture and Projects: Maximizing EA Value for the Business	Bruce Robertson
4:45 pm – 5:45 pm	Solution Provider Sessions	
5:30 pm – 7:30 pm	ITxpo Cocktail Reception	
Wednesday, October 10, 2007		
9:00 am – 10:00 am	PPM Maturity: The Gartner Model and What It Can Tell You	Donna Fitzgerald, Lars Mieritz
10:30 am – 11:15 am	Mastermind Interview Keynote: Steve Ballmer, CEO, Microsoft Corp.	
11:15 am – 12:00 pm	Mastermind Interview Keynote: Michael Dell, Chairman & CEO, Dell, Inc.	
12:00 pm – 1:30 pm	Lunch	
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
2:00 pm – 3:00 pm	How to Create Business-Driven Architecture Requirements	Scott Bittler
3:30 pm – 4:30 pm	Making Decisions Right	Andy Rowsell-Jones
4:45 pm – 5:45 pm	Solution Provider Sessions	
5:30 pm – 7:00 pm	ITxpo Cocktail Reception	
Thursday, October 11, 2007		
8:00 am – 9:00 am	Simplicity by Design, Simplicity by Necessity: A New Paradigm for IT Change Management: Attaining Agility While Balancing Compliance and Standards	Brian Prentice Kris Brittain
9:30 am – 10:30 am	Covering Your Assets: Governance for SOA and Web 2.0 Initiatives	Frank Kenney
11:00 am – 12:00 pm	The Methodologies of PPM: Not Keeping Up With Business Needs	Audrey Apfel
12:00 pm – 1:30pm	Understanding Information Services for SOA	Mark Beyer
12:30 pm – 1:30 pm	Lunch	
1:30 pm – 2:30 pm	Solution Provider Sessions (w/box lunch)	
2:30 pm – 3:00 pm	ITxpo Finale Dessert Reception	
3:00 pm – 4:00 pm	The PMO: Overhead Expense or Essential Change Agent?	Donna Fitzgerald
	The Art of Application Governance: Policies, Procedures and Rules to Make Application Delivery Work	Matt Hotle
4:30 pm – 5:30 pm	Emerging Trends and Technologies in Business Intelligence	Kurt Schlegel, Gareth Herschel
Friday, October 12, 2007		
8:00 am – 9:00 am	Measuring the Right Things	Jed Rubin, Jamie Guevara
9:30 am – 10:30 am	Business and IT Governance: Proven Practices in Stakeholder Engagements	Tina Nunno
11:00 am – 12:00 pm	Program & Portfolio Management Symposium Community Capstone	