

Program & Portfolio Management Marketplace

The **Program & Portfolio Management** 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.

Audience Profile:

- CIOs
- CTOs
- Technology and business strategy executives
- Advanced technology groups
- Application management executives and managers
- Business intelligence executives & professionals
- Business process management leaders
- Enterprise architects and planners
- Infrastructure & operations executives & managers
- Program & portfolio managers
- Security, risk & compliance managers
- Sourcing and procurement professionals
- Institutional investors and venture capitalists
- Providers of emerging technologies and services
- Press

PROGRAM THEME & FOCUS:

Gartner Symposium/ITxpo 2007: Emerging Trends, April 22-26 in San Francisco, is the only event in the Gartner calendar that marries the comprehensive insight our delegates expect from Gartner Symposium, with a focus on the mega-trends and transformational technologies that are shaping the future of the enterprise and the way we do business in all sectors.

This newly-focused event explores the full spectrum of technologies, trends, business models, and new management thinking poised to have a dramatic impact on society and business.

Conference sessions, keynotes, ITxpo and one-on-one meetings with analysts and sponsors will orient delegates to the strategic and tactical actions and purchase decisions they need to make today in order to prepare for and capitalize on the coming changes.

NEW! INNOVATOR INTERVIEWS DEBUT WITH:



Philip Roesdale,
Founder & CEO, Linden Lab,
creators of Second Life



Irving Wladawsky-Berger,
VP, Technical Strategy &
Innovation, IBM Corp.

MEGA-TREND: Transforming IS Management

The future of the IT organization is of radical transformation. Operational IT forms the essential infrastructure of almost all businesses. Strategic IT matters even more. Developing the assets of business process, business information and business relationships and fusing them with technology is at the heart of that transformation while the importance of operational excellence is stronger than ever. The management of IT is competitively crucial to market leaders and fast followers but the people, skills, focal points, methods and strategies for the future will all need to change.

A Sampling of Relevant Sessions from a Blend of Mega-Trends:

- The Emergent PMO: Projects Programs and Portfolios
- Project Management Trends and Ideas
- Program and Portfolio Management: Trading Money and Time for Results
- Next Steps In The Unavoidable Transition: Critical Decisions In 2007 For Every IT Organization
- The New Management Platform for 2010-2014
- Great Debate: Traditional IT Organizations Will Be Closed Down by 2012
- Moving From Alignment to Assimilation: Achieving Business Goals with IT
- Models & Composition: How SOA and BPM Are Changing Application Development
- Web 1.0 Bent Your Enterprise Applications: Will Web 2.0 Break Them?
- The IT Planning Challenge: Enterprise Platform Migration
- Delivering Client Applications: More Options, More Flexibility
- The Future of Technology Delivered as a Service
- Everything Must Be Mashable: How I Learned to Stop Using the Portal, and Love My Browser
- How to Define the Right Metrics for Corporate Performance Management
- Future Shock: Prepare for a Future Unlike the Past
- Great Debate: IT Has Lost Its Edge
- 2007: A Key Transitional Year for the Enterprise Software Markets
- Program and Portfolio Management: Disruptions and Responses

gartner.com/us/symposiumwest



52% of attendees predict an increase in spending in 2007 and 40% have involvement in Program & Portfolio Management*

"Collectively, portal, content, and communication, collaboration technologies along with e-learning and search and information access represent \$6B in world-wide new license revenue in 2005, growing to approximately \$9B in worldwide new license revenue by 2009."

– Gartner Research

FOR SPONSORSHIP DETAILS

Contact Companies A-M –
David McMahon, 203 316 6603
or david.mcmahon@gartner.com
Companies N-Z – Jim Fama,
203 316 6931 or jim.fama@gartner.com

2007 Program & Portfolio Management Portfolio of Events

Portals, Content & Collaboration Summit

March 19-21 – Orlando, FL

Symposium/ITxpo

Program & Portfolio Management Marketplace

April 22-26 – San Francisco

Symposium/ITxpo

May 20-23 – Barcelona

Portals, Content & Collaboration Summit

Sept 5-6 – London

Symposium/ITxpo

Program & Portfolio Management Marketplace

October 7-12 – Orlando

Symposium/ITxpo

Program & Portfolio Management Marketplace

November 4-8 – Cannes

Symposium Communities: Building Relationships through Roles & Technology

We've designed Symposium Communities to deliver the most relevant content and most meaningful interactions possible at Symposium/ITxpo – by providing a community of peers with and from which they'll learn all weeklong. Symposium Communities are based on the attendee role in the organization, and include the following nine groups:



Applications Management
Business Intelligence & Information Management
Business Process Improvement
CIO
Enterprise Architecture
Infrastructure & Operations
Program & Portfolio Management
Security & Risk Management
Sourcing & Vendor Relationships

Communities Benefits to Sponsors:

- Self-identified buyers mapped to Communities on event floor
- Easily identified with Community badges
- Open architecture; Sponsors can join Communities and participate in programs and reception
- Community events at ITxpo include Lounges and Analyst User Roundtables
- Offering Community-based Marketing Promotional Opportunities (MPOs)

Program & Portfolio Management Sponsors:

– PMLG

**As of 3/9/07 – there are limited opportunities for sponsorship – hurry to secure space!*



Gartner will be showcasing the Cool Vendors in San Francisco. Call today to see if your company is a Cool Vendor.

Additional Marketplaces:

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

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Recommended Agenda for the Program & Portfolio Management Community

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	Leadership Priorities: Business Leader First, Technology Leader Second	Tina Nunno & Ellen Kitzis
2:15 - 3:15	The Gartner Scenario	Ken McGee
3:30 - 4:30	Great Debate: IT Has Lost Its Edge	Jennifer Beck & Mark MacDonald
5:00 - 6:30	Program and Portfolio Management: Practice Won't Make Perfect	Audrey Apfel & Matt Light
6:30 - 8:30	Symposium Communities Reception	
Monday 23 April		
8:30 - 9:15	Welcome Address	
9:15 - 10:15	Gartner Analyst Keynote	
10:45 - 11:45	The Emerging PMO: Projects, Programs and Portfolios	Might Light
12:00 - 1:00	SPS	
1:30 - 2:30	Megatrend: IT Management Transformation	John Mahoney
3:00 - 4:00	SPS	
4:30 - 5:30	CEO Demands of IT: Contemporary Business Leader Challenges and How IT Should Help	Jorge Lopez & Mark Raskino
5:30 - 7:30	Opening ITxpo Cocktail Reception	
Tuesday 24 April		
8:30 - 9:30	Future Shock: Prepare for a Future Unlike the Past	Diane Morello
10:00 - 10:45	Innovator Interview Keynote <i>Philip Rosedale, Founder & CEO, Linden Lab</i>	
11:00 - 12:15	Innovator Interview Keynote <i>Dr. Irving Wladawsky-Berger, VP Technical Strategy & Innovation, IBM Corp</i>	
12:00 - 1:00	SPS	
1:30 - 2:30	Great Debate: Barbarians at the Gate OR Masters of Innovation: How the Leaders Stay Ahead of the Game	Tom Austin & Nick Jones Kathy Harris
3:00 - 4:00	SPS	
4:30 - 5:30	IT Leadership: Customize Your Role for Maximum Business Impact	Ellen Kitzis & Michael Gerrard
5:30 - 7:00	ITxpo Cocktail Reception	
7:30 - 10:00	Special Event	
Wednesday 25 April		
8:00 - 9:00	From Alignment to Assimilation: Achieving Business Goals With IT	Michael Smith
9:30 - 10:30	Great Debate: Traditional IT Organizations Will Be Closed Down by 2012	Ellen Kitzis, Michael Melenovsky, Richard Hunter, Colleen Young
11:00 - 12:15	Keynote Panel A Look Into the Labs with IBM, Intel, Google and Microsoft	
12:30 - 1:30	SPS	
2:00 - 3:00	ITxpo Closing Reception and Floor Finale	
3:00 - 4:00	IT Management: The Unavoidable Transition and Its Critical Decisions in 2007	John Mahoney
4:30 - 5:30	Project Management Trends and Ideas	Kathy Harris
Thursday 26 April		
8:00 - 9:00	BPM Adoption: Overcoming the Five Major Hurdles	Michael Melenovsky
9:30 - 10:30	Managing Transformation: The Crucial Role of Shifting Executive Mind-Sets	Kraft Bell
11:00 - 12:00	Women and Men in IT	Kathy Harris & Diane Morello
12:15 - 1:15	SPS	
1:30 - 2:30	Program and Portfolio Management: Trading Money and Time for Results	Audrey Apfel
3:00 - 4:00	Strategic Vendor Management: How to Manage Large, Powerful IT Vendors IT Operations Process Automation	Christopher Ambrose David Williams
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	