
March 19 – 21, 2017 | Hollywood, FL
gartner.com/us/cioeast

Hone your leadership to transform your organization

Digital business is becoming the reality for every CIO. But digital transformation doesn’t happen by accident. It requires vision, creativity and commitment. As a CIO, your clear vision of technology’s role and proven ability to lead are crucial for success in the digital future.

Join hundreds of your peers at Gartner CIO Leadership Forum 2017, and walk away with actionable insights to:

- Master your evolving role as a business strategist, operational leader and influencer
- Create value and competitive advantage for your organization
- Prepare for the challenges raised by digital ecosystems
- Tackle the growing demands of performance management and digital design

Unlock your digital future

At this year’s forum, you’ll gain insight into the power of digital business forces, across four informative tracks:

- Envision — Gain the clarity and direction you need to build a digital strategy, apply new digital business models and understand digital ecosystems.
- Drive — Understand what it takes to scale bimodal, lead cross-functional teams, evolve capabilities and deliver to a digital business environment.
- Discover — Contribute to enterprise-level change as you partner on business outcomes, expand into new markets, influence leadership and lead digital innovation across the enterprise.
- Evolving the CIO Journey — Master new leadership and management practices, deepen relationships, manage disruption and develop business expertise.

Benefits of attending

- Exchange ideas and expertise with CIO peers, facilitated by Gartner experts
- Explore relevant trends and strategies to hone your organizational leadership
- Learn to advocate for innovation with the C-suite and board of directors
- Engage closely with exhibitors to uncover the right solutions

Who should attend

Exclusively for CIOs, this event provides an unrivaled level of information exchange and peer interaction. To ensure this commitment to attendees, we ask every prospective attendee to verify their eligibility.

Apply now at gartner.com/us/cioeast to review the criteria, confirm your eligibility and submit your application. Space is limited.

Bruce Robertson
Vice President and Distinguished Analyst, Gartner Research, and Conference Co-Chair

Steven Lachowski
Vice President, Executive Partner, Gartner Executive Programs, and Conference Co-Chair
Keynotes

Bold leadership will drive the future. Learn from other visionary leaders who will inspire new ideas and reveal surprising connections between life, business and technology.

Gartner opening keynote


As an executive, you need to envision your enterprise’s future. As a CIO, you need to drive both delivery of digital capabilities and operations execution within your timelines and budgets. As a leader, you need to create a culture that is open to discovering the unexpected and new things. This is your personal CIO journey.

Valentin T. Sribar
Group Vice President,
Gartner Research

Guest keynotes

Reinventing Leadership for the Age of Machine Intelligence

Mike Walsh, futurist and author of “The Dictionary of Dangerous Ideas,” presents a vivid portrait of a brave new world orchestrated by machines that think, and explains how tomorrow’s leaders can upgrade their capabilities to survive and thrive in an age of accelerating technology. You’ll walk away with an insight into the companies, technologies and global forces that are shaping the age of machine intelligence, as well as a set of tailored next actions on how to redesign your organization, reimagine your roles and reinvent the way you make decisions.

The Gravity-Defying Leader: Innovative Approaches to Hypergrowth Leadership

To Josh Linkner, creativity and innovation are the lifeblood of all human progress, and as such, he’s spent his career harnessing the spirit of creative disruption. The four-time successful tech entrepreneur, keynote speaker and CEO delivers a clear call to action: It’s better to innovate and disrupt your organization before your competition does. The riskiest move that companies can make today is to hug the status quo — believing the future will be like the past is the fast road to obsolescence.

Evolutionary Leadership: Upgrade Your Leadership OS (Operating System)

Cheryl Cran is the acclaimed author of four best-selling business books, including her latest, “101 Ways to Make Generations X, Y, and Zoomers Happy at Work,” in which she provides effective strategies for companies on target recruitment, retaining employees and succession planning for Generations X and Y. Cheryl’s presentations on leading change in a fast-paced, technological and multigenerational workplace include real-life examples and case studies along with practical solutions. Audiences love her direct approach to leadership and strategic management of the generations in the workplace.

Josh Linkner
Tech Entrepreneur,
Hypergrowth Leader
and Best-Selling Author

Cheryl Cran
Future of Work and Change Leadership Expert

Meet the analysts

Our experts provide you with objective, trustworthy insights and guidance drawn from their world-class research and informed by our executive partners — former CIOs who work closely with our CIO clients.

Gene Alvarez
Managing Vice President

Heather Colella
Vice President

Kimberly Harris-Ferrante
Vice President and Distinguished Analyst

Patrick Meehan
Vice President and Distinguished Analyst

Elise Olding
Vice President

Paul E. Proctor
Vice President and Distinguished Analyst

Chet Geschickter
Vice President and Distinguished Analyst

Bruce Robertson
Vice President and Distinguished Analyst,
and Conference Co-Chair

Important!

Book your analyst meetings

Analyst one-on-ones are complimentary, private meetings and require advance scheduling. Visit Gartner Events Navigator to book your one-on-ones after your registration is confirmed.

Visit gartner.com/us/cioeast for updates and to apply
Explore the sessions

Discover the key issues shaping leadership for today’s CIOs across four tracks

Envision

The CIO of 2030 will be a seasoned global executive who is able to attract, inspire and enable a pluralistic workforce of multitalented, independent thinkers.

Source: Gartner, “CIO Futures: The IT Organization in 2030”

Your success relies on a solid digital strategy that includes bimodal adoption, cross-functional team building, and understanding and embracing digital ecosystems. Find your direction and chart a course to achievement.

Hot topics:
- Digital ethics
- Measuring digital business initiatives
- IT strategy
- Linking information to tangible business outcomes
- Improving the total experience of ownership

Drive

By 2030 … creating competitive advantage from digital and algorithmic business will become the primary focus of CIOs and their enterprises.

Source: Gartner, “CIO Futures: A Day in the Life of a CIO in 2030”

All eyes are on the CIO to deliver digital advantage. Discover the keys to scaling bimodal, aligning with colleagues and external stakeholders, evolving capabilities across the ecosystem and expanding digital products and services.

Hot topics:
- Leading cultural change
- Designing the digital playbook
- Budget management
- Employee performance management for bimodal IT
- Designing the bimodal IT organization

Discover

By 2021, 1 million Internet of Things devices will be purchased and installed every single hour.

Source: Gartner, “Top Strategic Predictions for 2016 and Beyond: The Future Is a Digital Thing”

A disrupted environment offers unlimited opportunity. Explore the digital developments that will enable you to drive enterprise-level change as you reshape customer experience, influence leadership, partner on business outcomes, reinvent IT’s role, and lead digital innovation across the organization.

Hot topics:
- New trends and disruptive dynamics
- Emerging and disruptive technologies
- Preparing for the future
- Business value of IT, technology risk and cybersecurity

Evolving the CIO Journey

In 2030, the CIO will combine responsibilities that today are fulfilled by a CTO, chief digital officer, chief strategist and business developer, chief innovation officer, chief risk officer, and chief data officer.

Source: Gartner, “CIO Futures: CIO Executive Relationships in 2030”

New practices in leadership and management are mandatory for the digital business — including deepening relationships across the enterprise and developing new strategic partners. Understand the changing dynamics that are adding new dimensions to the CIO role.

Hot topics:
- Talent management
- Leadership development
- Interacting with the C-suite
- Business technology alignment

Your agenda, your priorities

Choose from an array of sessions that will get you thinking:

Gartner keynotes: Exclusive, proprietary content that acts as a catalyst for strategic discussions and fervent conversations throughout the event.

Track sessions: Analyst-led sessions are a rich source of Gartner insights drawn from our in-depth Gartner research.

To the Point sessions: One idea, unlimited possibilities. These succinct analyst-led sessions are right to the point, delivering a concise and focused examination into a single research issue or topic.

Ask the Analyst sessions: Gartner analysts take the tough questions head-on in these interactive Q&As — catalysts for clear thinking.

“[The forum] provides me the opportunity to understand how to accelerate digital, especially the organizational change management issues and skills to succeed.”

Gartner CIO Leadership Forum 2016 attendee
## Agenda at a Glance

### Sunday, March 19

- **1:00 p.m.** Registration
- **2:00 p.m.** Industry Community Networking Session: Seizing the Opportunities of the Digital Ecosystem in Your Industry — Jim Hickok
- **3:45 p.m.** K1. Gartner Opening Keynote and Welcome
- **4:15 p.m.** K2. Guest Keynote: The Gravity-Defying Leader: Innovative Approaches to Hypergrowth Leadership — Josh Linkner, Tech Entrepreneur, Hypergrowth Leader and Best-Selling Author
- **5:00 p.m.** Welcome Reception

### Monday, March 20

#### TRACKS
- **Envision**
- **Drive**
- **Discover**
- **Evolving the CIO Journey**
- **Envision Workshops**
- **Drive Workshops**
- **Discover Workshops**
- **Evolving the CIO Journey Workshops**

#### Agenda — "Accelerate Midsize Enterprise CIO" (1:00 – 1:45 p.m.)
- **1:00 p.m.** A1. Unlock Your Digital Future by Adopting IT Strategy Designed for the Digital Age — Heather Cidira
- **1:15 p.m.** A2. To the Point: “5-2-1” — A Simple Way for CEOs and CIOs to Discuss Business Technology Alignment — Mark Raskino
- **1:45 p.m.** A3. Five Steps to Customer Experience Transformation Gene-Advant

#### Agenda — “Transforming Executive Leadership” (1:00 – 2:30 p.m.)
- **1:00 p.m.** B1. Six Steps to Change Leadership — The ESCAPE Model — Ellis Oltig
- **1:15 p.m.** B2. To the Point: Driving With Disruptive Change — Janelle R. Hill
- **1:45 p.m.** B3. Top Five Digital Technologies That Will Drive Digital Business Brian Blau

#### Agenda — "Advance Business, Not Fixed, Disruption" (1:00 – 2:30 p.m.)
- **1:00 p.m.** C1. What Every CIO Needs to Know About the Business Value of IT, Technology Risk, and Cybersecurity — Paul E. Proctor
- **1:15 p.m.** C2. To the Point: Driving With Disruptive Change — Kurt Potter
- **1:45 p.m.** C3. How CIOs Can Cultivate Digital Leadership Mindsets and Behaviors In Their Teams — Graham F. Walker

#### Agenda — "Redesigning the CIO for 2017: Seize the Digital Ecosystem Opportunity" (1:00 – 2:30 p.m.)
- **1:00 p.m.** D1. How IT Can Drive Value with Digital Business Brian Blau
- **1:15 p.m.** D2. To the Point: Applying Data and Analytics to Digitalization and Digital Business Moments — Kimberly Harris-Frantz
- **1:45 p.m.** D3. To the Point: The 2017 Midsize Enterprise CIO Agenda — "Accelerate Digital Business Using a Strong IT Leadership Culture" — Heather Cidira

#### Agenda — "Generous Business, Not Fixed, Disruption" (1:00 – 2:30 p.m.)
- **1:00 p.m.** W1. Workshop: Using Rapid Change Adoption as a Growth Differentiator — Carolyn Dames, Jeff Wyton
- **1:15 p.m.** W2. Workshop: Designing Your Digital Business Transformation — Rick Nordbooth, Lisa Palter
- **1:45 p.m.** W3. Workshop: To Generate Digital Business Value, CIOs Must Go Into the Product Design Business — Lain Darlin, Irving Tyler

### Tuesday, March 21

#### Agenda — "Accelerate Midsize Enterprise CIO" (10:00 – 10:45 a.m.)
- **10:00 a.m.** A6. Strategic Planning Best Practices for Digital Winners — Merika Sirna
- **10:15 a.m.** A7. To the Point: Designing the Bimodal IT Organization — Understand Archetypes and Practices for Improved Effectiveness — Diane Berry
- **10:30 a.m.** A8. Digital Business Transformation: Keys to Success — Janelle R. Hill

#### Agenda — "Drive to Success" (10:00 – 10:45 a.m.)
- **10:00 a.m.** B4. Digital Business: Playbook: Onward to Design and Delivery Chris Howard
- **10:15 a.m.** B5. Using Bimodal IT to Deliver the Four Transformations of Digital Business — Andy Kyte

#### Agenda — "Innovate the CIO" (10:00 – 10:45 a.m.)
- **10:00 a.m.** C4. To the Point: Applying Data and Analytics to Digitalization and Digital Business Moments — Kimberly Harris-Frantz
- **10:15 a.m.** C5. To the Point: Understanding Archetypes — Kurt Potter

#### Agenda — "Innovate the CIO" (10:00 – 10:45 a.m.)
- **10:00 a.m.** D4. To the Point: The 2017 Midsize Enterprise CIO Agenda — "Accelerate Digital Business Using a Strong IT Leadership Culture" — Heather Cidira
- **10:15 a.m.** D5. Developing and Retaining Mindsets and Behaviors In Their Teams — Graham F. Walker
- **10:30 a.m.** D6. For Government CIOs, Leadership Must Be Plastic — Rick Hilgat

#### Agenda — "Innovate the CIO" (10:00 – 10:45 a.m.)
- **10:00 a.m.** W4. Workshop: Aligning Strategic Business Transformation and Building Innovation as a Discipline — Carolyn Dames, Jeff Wyton
- **10:15 a.m.** W5. Workshop: To Generate Digital Business Value, CIOs Must Go Into the Product Design Business — Lain Darlin, Irving Tyler

#### Agenda — "Innovate the CIO" (10:00 – 10:45 a.m.)
- **10:00 a.m.** AA3. Ask the Analyst: Midsize Enterprise CIO — Merika Sirna
- **10:15 a.m.** AA4. Ask the Analyst: IT Investment Trends With Run, Slow and Transform Categorization — Kurt Potter
- **10:30 a.m.** AA5. Ask the Analyst: Midsize Enterprise CIO — Merika Sirna

### April 15, 2017

- **8:00 a.m.** Registration and Attendee Breakfast
- **9:00 a.m.** Opening Remarks — Bruce Robertson, Conference Co-Chair, CIO Roundtable; Steven Lychanski, Conference Co-Chair, CIO Executive Programs
- **9:15 a.m.** The CEO Perspective 2017: How CEOs Should Respond to Mark Raskino

### Agenda — "Innovate the CIO" (10:00 – 10:45 a.m.)
- **10:00 a.m.** A9. Ask the Analyst: Midsize Enterprise CIO — Merika Sirna
- **10:15 a.m.** A10. Ask the Analyst: Midsize Enterprise CIO — Merika Sirna
- **10:30 a.m.** A11. Ask the Analyst: Midsize Enterprise CIO — Merika Sirna

### Agenda — "Innovate the CIO" (10:00 – 10:45 a.m.)
- **10:15 a.m.** B8. Workshop: Developing and Retaining Leaders in the Digital Age — Carol F. Moore, CEO, Leading Edge"
Engage with peers and Gartner experts

Build relationships, solve problems and challenge your thinking as you interact with some of the top minds in IT.

Build expertise peer-to-peer

Meetups*
Discuss relevant, timely topics in small, peer-facilitated exchanges. Join an existing Meetup, or start one of your own. Get started by visiting the Meetings & Engagement tab on Events Navigator — or visit the Peer Engagement Desk in the CIO Lounge when you arrive on-site.

Industry community networking session
Explore high-impact leadership with industry peers.

Facilitated networking lunches
Meet with peers from your industry and organization size.

Special event
Join peers in a relaxed environment at Monday evening’s special event.

Embrace new perspectives with Gartner analysts and executive partners

Analyst one-on-one meetings*
Get the undivided attention of a Gartner analyst who is there to listen, offer guidance, make suggestions and be an honest sounding board on any topic or priority that is crucial to your success.

Workshops*
At workshop tables, you and your peers take center stage, working out important topics and thorny issues for 90 minutes.

Roundtables*
Roundtable discussions are informal and liberating, allowing you to relax, share insights and learn from the lessons, approaches and experiences of diverse attendees all around you.

Spotlight sessions
Gain information and a new point of view in the comfort of the CIO Lounge.

*Space is limited and preregistration is required.

Keynotes (continued)

The CEO Perspective 2017: How CIOs Should Respond
We reveal first results from Gartner’s global survey of CEOs for 2017. Business leaders’ strategic priorities and perspectives on digital business are analyzed and dissected. Based on these findings, we provide key high-level advice points to CIOs on what they can do to drive better alignment and business results from technology.

The CIO Agenda 2017: Seize the Digital Ecosystem Opportunity
A digital ecosystem is a powerful foundation for emerging business models. This keynote explores ecosystem strategies and investment priorities uncovered in our most recent CIO survey. In addition, learn which technologies are making a difference, the inhibitors to reaching your goals, and what top performers are doing to stay ahead.

Branded: Case Studies in Presenting IT Organizations to Talent
In 2017 and beyond, top talent has the advantage when it comes to choosing an employer — and the brands of the IT organization and the enterprise that the employer supports are key factors that influence talent’s decision. This presentation, illustrated with online recruiting appeals from a wide range of enterprises, discusses the implicit and explicit branding messages that IT shows to talent.

Leveraging Bimodal to Succeed With Digital Business
In the past three years, visionary CIOs have led or enabled enterprise digital strategies by deploying and scaling bimodal practices. How did they do it? This presentation offers insights into emerging and best practices in enterprise bimodal from visionary CIOs who executed them and achieved success.

Gartner Closing Keynote: Stop Innovating and Start Transforming
For most enterprises, innovation simply means “good ideas.” And those good ideas usually go nowhere; they result in nothing more than a continued desire to “do something different.” Today’s world demands digital business transformation — you’re out of time to chase ideas. Digital business transformation makes ideas real, and leads to building net-new business models that generate net-new revenue. It’s time to make transformation real.
Registration and pricing

What’s included

- Conference attendance, Sunday through Tuesday
- Receptions and meals: Sunday night welcome reception, food and beverage; Monday through Tuesday, breakfast and lunch; Monday evening special event, dinner
- CIO Lounge access to relax, meet peers or quickly get some work done between sessions. Refreshments and Internet access are available.
- Two 30-minute analyst one-on-one meetings*
- Roundtables*
- Workshops*
- Meetups*

*Online preregistration is required for one-on-ones, roundtables, workshops and Meetups. Reserve your place early, as space is limited.

3 ways to apply

Web:
gartner.com/us/cioeast
Email:
us.registration@gartner.com
Phone:
1 866 405 2511

Visit gartner.com/us/cioeast to review the criteria, confirm your eligibility and submit your application. Space is limited.

Pricing

Standard price: $3,350
Public-sector price: $2,700

Gartner Executive Programs members

Attendance at Gartner CIO Leadership Forum is complimentary for Gartner Executive Programs primary members and team leaders. Complimentary attendance, which is nontransferable, includes the full conference fee and does not include any travel-related expenses.

Gartner clients

Contact your sales representative for details about paying with a Gartner event ticket.

Gartner hotel room rate

$294 per night at The Diplomat Beach Resort
3555 South Ocean Drive
Hollywood, FL 33019

The deadline to book at the discounted rate is February 16, 2017, at 5 p.m. EDT.

You must be registered to book your accommodation, which can be reserved directly through the online registration system through the event website.

Have a date conflict?

Consider attending Gartner CIO Leadership Forum at our alternate location:
February 26 – 28, 2017 / Phoenix, AZ
JW Marriott Phoenix Desert Ridge Resort & Spa
5350 East Marriott Drive, Phoenix, AZ 85054

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