March 25 – 27, 2018 / Hollywood, FL
gartner.com/us/cioeast

Scaling Digital Leadership

“First-class event with thought-provoking concepts and ideas to help navigate tomorrow’s wave of changes and digital disruption”

2017 Forum attendee

Early-bird discount  Apply by February 9 and save $450.
Scaling Digital Leadership

Growth is your No. 1 priority

In 2018, CIOs will see the use of digitalized products and services drive new forms of growth. New sources of revenue, business value and opportunities to engage with customers and citizens require you to lead your organization to the next level.

Gartner CIO Leadership Forum 2018 prepares you for your new job as a growth leader. Find the inspiration, strategic ideas and tactical solutions you need to address the challenges you’ll face in 2018 and beyond.

Join hundreds of your peers and address how:

- Digitalization and technological innovation are changing the job of the CIO
- The CIO role is transitioning from delivery executive to business executive
- The two biggest transformations in the CIO role will be becoming a change leader and assuming increased and broader responsibilities and capabilities
- Technology trends, specifically cybersecurity and artificial intelligence (AI), will significantly change how CIOs do their jobs in the near future

We look forward to seeing you in Hollywood.

Four tracks focused on mastering your CIO role

At this year’s Forum, you’ll gain insight into the powerful digital forces at work in IT and the business ecosystem, across four educational tracks:

**Think Business.** Explore how to innovate your organization’s business model from the ground up, offering new ways to engage with the customer, optimize costs and exploit disruption to the fullest.

**Design Capabilities.** Learn how to redesign your business architecture, transform the pillars of your current value proposition and create new business capabilities that deliver the best possible customer experience.

**Build the Foundation.** Address how to establish an agile and dynamic operating model, implement robust security measures, and create and cultivate an authentic digital culture.

**Focus on Leadership.** Discover how to personally transition from the role of a traditional IT service provider to that of a proactive and empowered business partner — shaping culture, generating revenue and driving value.

Benefits of attending

- Build a sustainable digital business model
- Grow your leadership influence in the digital age
- Learn to advocate for innovation with the C-suite and board of directors
- Better manage cost optimization
- Design and implement effective talent management programs
- Exchange ideas and expertise with CIO peers, facilitated by Gartner experts

Who should attend

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

Apply now at [gartner.com/us/cioeast](http://gartner.com/us/cioeast) to review the criteria, confirm your eligibility and submit your application. Space is limited.
Keynotes

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

Guest keynotes

Why SIMPLE Wins: Escape the Complexity Trap and Get to Work That Matters
Imagine what you could do with the time you spend sitting in meetings and writing emails every day. Complexity is killing the ability of companies to innovate and adapt, and simplicity is fast becoming the competitive advantage of our time. Drawing on research and themes from her latest book, “Why Simple Wins,” Ms. Bodell inspires leaders and their teams to proactively move beyond the feelings of frustration and futility that come with so much unproductive work in today’s corporate world, to create a corporate culture in which valuable, essential, meaningful work is the norm.

How to Think Like a Futurist
The average lifespan of a Fortune 1000 company is 15 years — and dropping. Why is this happening? Primarily, it’s because companies are so focused on the present, they fail to appreciate how the world of tomorrow is changing. Smart companies hire futurists to survive. Wise companies learn how to think like a futurist and instill a “future” mindset throughout their organization. In this interactive, engaging and educational seminar, best-selling author and renowned global futurist Jack Uldrich instructs you and your team on how to think like a futurist and future-proof your organization in the process.

How Technology, Demographics and Values Are Disrupting the Future of Work and Talent
Artificial intelligence, robotics, virtual and augmented reality, drones and other technologies are increasingly making certain job functions obsolete. Behaviors and attitudes are changing what we want to do for work. How will all this change the nature of work and the way companies operate in the future? Strategic futurist Nancy Giordano delves into both the advancing technologies and the critical shifts companies and the workforce must confront to stay relevant in the future.

Gartner keynotes

Industry Disruption: Opportunity, Threat or Simple Sanity Check?
“Disrupt or be disrupted.” You hear this all the time, but the truth is, not all industries are being disrupted equally. Sometimes, disruption should be ignored, and other times, it must be dealt with. Industry market leadership will be won and lost depending on how digital disruption is managed and acted upon. Navigate the hype and reality of disruption by using an industry health index, real-life case studies and a three-step action plan.

Scaling Digital Leadership
As a CIO, your job has expanded from a deliverer of IT services to an executive business partner. Digitalization puts you in the spotlight: Your business now looks to you to scale your digital leadership. How can you lead your enterprise to continue the digital journey and prepare for the opportunities of connected ecosystems? Do you have the personal and professional skills you need to thrive at this new stage? Our opening keynote will provide you with inspiration, strategic ideas and tactical actions to address the challenges you’ll face in 2018 and beyond.

CEO Concerns 2018: Implications and Actions for CIOs
We present an analysis of the brand new global 2018 Gartner CEO and Senior Business Executive Survey. How are business leader priorities changing in response to market shifts and uncertainties? What are CEOs thinking about the way they organize the C-suite to accelerate digital transformation? We examine the trends and find out the important actions CIOs should consider to get ahead of the game.

Battle of the Business Models
There’s a battle brewing in which CIOs need to stay on the forefront. Digital business is creating new business models and it seems that each new one is threatening to disrupt the next one. Here’s how it goes: The traditional value chain model is being disrupted by its digital version, which, in turn, is being disrupted by the platform business model, which then may be disrupted by blockchain-enabled models. Come find out which business models your enterprise should pursue and watch out for.

Digital 2025: A Rant Against Solutionism, a Plea for Duality and the Struggle for Success
As an IT leader, your scope has changed. From building back-office and front-office systems, to being in the middle of the digital business. And the next thing is becoming clear: the role of your organization in the #digitalsociety. This provocative, fast-paced presentation argues that the Silicon Valley way of creating a better world is short-sighted and misguided. A better understanding of how society works is required, and every IT leader needs a story at this junction. What will be your story?
Meet the analysts

Frank Buytendijk  
Vice President and Gartner Fellow

Debra Curtis  
Vice President

Chet Geschickter  
Director

Janelle B. Hill  
Vice President and Distinguished Analyst

Chris Howard  
Vice President and Distinguished Analyst

Richard Hunter  
Vice President and Gartner Fellow

Jody Kyle  
Vice President and Gartner Fellow

Ken McGee  
Vice President and Gartner Fellow

Tina Nunno  
Vice President and Gartner Fellow

Elise Olding  
Vice President

Brian Prentice  
Vice President

Paul E. Proctor  
Vice President and Distinguished Analyst

Mark Raskino  
Vice President and Gartner Fellow

Donna Scott  
Vice President and Distinguished Analyst

Monika Sinha  
Director

Michael Smith  
Principal Contributing Analyst

Valentin T. Sribar  
Senior Vice President

Christie Struckman  
Director

Jenny Sussin  
Vice President

Lars Van Dam  
Vice President

Graham P. Waller  
Vice President and Distinguished Analyst

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-one once your registration is confirmed.

Visit gartner.com/us/cioeast for a complete analyst and executive partner listing.

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.

NEW! Structured Peer Networking
Sprinkled throughout each day, these sessions let you learn from peers experiencing the same challenges.

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
Book up to two complimentary consultations with the Gartner analysts of your choice.*

Workshops
At workshop tables, you and your peers take center stage, working 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.

Female CIOs, your conference pass also includes participation in our Women CIO Program. The program kicks off with a networking dinner on Tuesday, March 27, followed by a full day of sessions and networking opportunities on March 28. To register for the Women CIO Program, simply add any of the Women CIO Program sessions to your agenda on Gartner Events Navigator.
Explore the sessions

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

Think

Innovate your organization’s business model from the ground up, offering new ways to engage with the customer, optimize costs and exploit disruption to the fullest.

Hot topics
• New business models and economic architectures
• Business capability modeling
• Innovation and venture management

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

Design

Redesign your business architecture, transform the pillars of your current value proposition and create new business capabilities that deliver the best possible customer experience.

Hot topics
• The workplace of the future
• Risk and security management
• Artificial intelligence, virtual assistants and blockchain

Build

Establish an agile and dynamic operating model, implement robust security measures, and create and cultivate an authentic digital culture.

Hot topics
• Digital success and performance metrics
• Cost optimization in the digital era
• Scaling bimodal IT

Focus on Leadership

Explore how to personally transition from the role of a traditional IT service provider to that of a proactive and empowered business partner — shaping culture, generating revenue and driving value.

Hot topics
• Skills and talent management
• Digital ethics and humanism
• CxO, board and stakeholder relationship management

Your agenda, your priorities

Choose from an array of sessions that get you thinking.

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

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

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

“Gartner CIO Leadership Forum is the ultimate networking, continuous learning and best-practices-sharing event for today’s CIO.”

2017 Forum attendee

Kristin R. Moyer
Vice President and Distinguished Analyst, Gartner Research
## Agenda at a Glance

### Focus on Leadership

<table>
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<td>12:00 p.m.</td>
<td>Gartner Opening Keynote</td>
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<tr>
<td>1:00 p.m.</td>
<td>Leadership Digital Business — Scaling Digital Leadership (Exclusive to Government Attendees) (11:00 a.m. – 12:30 p.m.)</td>
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<td>Workshop: Scaling Change Leadership: ENGAGE Develop New Services to Scale Digital Business (9:00 a.m. – 10:30 a.m.)</td>
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<td>Workshop: Digital Leadership Effectiveness — Are You on It? Lead and Don’t Know It? (9:00 a.m. – 10:30 a.m.)</td>
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### Workshops

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**Design Capabilities**

**Build the Foundation**

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Registration and pricing

What’s included

- Conference attendance, Sunday through Tuesday (and Sunday through Wednesday for Women CIO Program attendees)
- 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 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

Have a date conflict?

Consider attending Gartner CIO Leadership Forum at our alternative location:
February 25 – 27, 2018 / Phoenix, AZ
JW Marriott Phoenix Desert Ridge Resort and Spa
5350 East Marriott Drive
Phoenix, AZ 85054

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.

Event Concierge Program

A knowledgeable guide is a great asset on any journey. The Event Concierge is an expert resource ready to guide you at Gartner CIO Leadership Forum 2018. The concierge can schedule analyst one-on-one meetings, recommend agendas and exhibitors to meet according to your priorities, and help expand your professional network through peer connections. Contact Bart Bailey-Gates at bart.bailey-gates@gartner.com.

Gartner hotel room rate

$349 per night at The Diplomat Beach Resort
3555 South Ocean Drive
Hollywood, FL 33019

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

“Gartner CIO Leadership Forum is for CIOs only and guarantees an unsurpassed level of information exchange and peer interaction. To ensure this commitment to every attendee, we ask that you verify your eligibility. Please click here for eligibility criteria and further details. This offer is valid on new registrations only for $450 off the standard registration rate and cannot be combined with any other offer or discount.

“The ability to network, learn and expand knowledge is unmatched by any other conference targeted to CIOs.”

2017 Forum attendee
Gartner CIO Leadership Forum
around the globe

Gartner CIO Leadership Forum 2018
February 25 – 27
Phoenix, AZ
March 5 – 7
London, U.K.
March 12 – 13
Magaliesburg, South Africa
March 19 – 21
Amsterdam, Netherlands

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Join the conversation
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