

SUNDAY SEPT. 10	2:00 p.m. Registration									
	3:00 p.m. Pre-Conference Orientation									
	3:15 p.m. Workshop: SaaS and Cloud Readiness			Workshop: Employing the Gartner Triage Methodology in Bimodal Procurement			Tutorial: How to Segment Your Suppliers and Define Governance When Building a Vendor Management Program			
	5:00 p.m. Tutorial: Best Practices for Technology Procurement Negotiations			Tutorial: Surviving a Software Audit			Workshop: ITScore for IT Vendor Management Plug and Play			
MONDAY SEPTEMBER 11	7:00 a.m. Registration									
	7:15 a.m. Solution Snapshot (60 Seconds or Bust)									
	8:15 a.m. <b>Gartner Opening Keynote</b> <b>Juggling Cost, Risk and Speed in Support of Digital Business Transformation</b> <b>Andy Kyte, Vice President and Gartner Fellow, Gartner Research</b>									
	9:15 a.m. <b>Guest Keynote</b> <b>How One Attitude, One Action and One Person Can Change the World</b> <b>John O’Leary, Inspirational Speaker</b>									
	<b>TRACKS</b>	<b>A. Enhance Technology Procurement and Negotiations</b>	<b>B. Manage IT Assets and Vendors</b>	<b>C. Master Cost Optimization and IT Finance</b>	<b>D. Navigate a Roadmap to Excellence</b>	<b>Ask the Analyst Sessions</b>	<b>Contract Negotiation Clinics</b>			<b>Workshops</b>
	10:30 a.m.	Procurement Trends for Software and SaaS	Readying Your ITAM Approach for Digital Business	Top 10 Cost Optimization Ideas	Technology Procurement Transformation Framework: Raising the Bar on IT Procurement Step by Step	Ask the Analyst: How Technology Procurement Can Earn Credibility to Gain a Seat at the Table	Microsoft Negotiation Clinic	Contract Negotiation Clinic: Software as a Service		
	11:30 a.m.	To the Point: True Confessions of a Microsoft Licensing Analyst — Why We Should Sweat the Small Stuff	To the Point: Four Steps to Success When Onboarding New Vendors Into Your Vendor Management Program	To the Point: How Telecom Expense Management Can Drive Significant Savings	To the Point: Use Gartner’s IT Budget Tool to Balance Cost, Value and Risk	Ask the Analyst: Public-Sector Roundtable — Leveraging Your Uniqueness When Dealing With Megavendors				
	12:00 p.m. Attendee Lunch and Solution Showcase Dessert Reception									
	2:00 p.m. Solution Showcase Sessions									
	3:00 p.m.	Technology Procurement: Become a Trusted Advisor to the Business With Gartner’s Engagement Model	Using Location Technologies to Track Critical Hardware Assets in the Enterprise	To Lease Versus Not to Lease ... Criteria for the Lease Versus Buy Decision	Use Gartner’s Enhanced ITScore to Assess Procurement Competencies and Create a Maturity Roadmap	Ask the Analyst: A Procurement Manager’s Guide to Azure Licensing	Negotiating With Workday	Contract Negotiation Clinic: Salesforce		
	4:00 p.m. Solution Showcase Sessions									
	5:00 p.m.	Four Steps to Negotiating With the Megavendors	Nine Steps to Survive Your Next Software Audit	Capex Versus Opex: Understand Cloud and SaaS Impact on Budget and P&L Costs	Sourcing, Procurement and Vendor Management Disciplines: Collaborate to Balance Cost, Risk and Speed		Contract Negotiation Clinic: Oracle	Microsoft Dynamics 365 Licensing and Negotiations		Workshop: Exclusive to Senior Leadership Circle
5:30 p.m. Solution Showcase Reception										

TUESDAY SEPTEMBER 12	7:15 a.m. Registration and Networking Breakfast									
	8:15 a.m. <b>Guest Keynote The Art of Business Influence — Selling Without Selling</b> <b>Mark Jeffries, Author and Communication Expert</b>									
	<b>TRACKS</b>	<b>A. Enhance Technology Procurement and Negotiations</b>	<b>B. Manage IT Assets and Vendors</b>	<b>C. Master Cost Optimization and IT Finance</b>	<b>D. Navigate a Roadmap to Excellence</b>	<b>Ask the Analyst Sessions</b>		<b>Contract Negotiation Clinics</b>		<b>Workshops</b>
	9:30 a.m.	Negotiate Key SaaS Exit Terms to Avoid Vendor Lock — In Risk	Six Steps to Effective Vendor Performance Metrics and Measurement Techniques	IT Budgeting 2017 to 2022: How the Five Main Metrics Measuring IT Spending Likely Will Change	Building a Solid ITAM Foundation for Effective Asset Life Cycle Planning and Optimization	Ask the Analyst: Agile IT Financial Management Best Practices	Ask the Analyst: Audit Best Practices	Microsoft Dynamics 365 Licensing and Negotiations	IBM Negotiations Using Gartner's 5x5 Approach IBM Negotiations Using Gartner's 5x5 Approach (10:30 a.m.)	Workshop: Exclusive to Senior Leadership Circle (10:30 a.m.)
	10:30 a.m. Solution Provider Sessions									
	11:30 a.m. End-User Case Study Session									
	12:15 p.m. Attendee Lunch and Solution Showcase Dessert Reception									
	2:15 p.m.	Four Steps to Negotiate an Effective IBM SaaS Deal	When and How to Outsource Software Asset Management	Driving Business Growth With IT Financial Transparency	Mature Your Vendor Management Competencies Using Gartner's ITScore	Ask the Analyst: How to Prepare for Your Microsoft EA Negotiations	Ask the Analyst: The Role of Artificial Intelligence-Based Technologies in the Transformation of Procurement	Software Maintenance Negotiations	Contract Negotiation Clinic: Software as a Service	
	3:15 p.m. Solution Provider Session									
	4:00 p.m.	Leverage Technology Procurement Tools and Automation to Increase Savings and Speed	Taking a Risk-Based Approach to IT Asset Management	Forecasting and Financial Analysis Requisite to Optimize IBM ELA Negotiations	Successful Metrics: Stakeholder Engagement Requisite to Measure What Matters	Ask the Analyst: Exploratory Agile Procurement	Ask the Analyst: IT Asset Disposition Best Practices	Contract Negotiation Clinic: Oracle	Negotiating With SAP	Workshop: Surviving a Software Audit — Develop Optimal Solutions to Common Audit Scenarios
5:00 p.m.	To the Point: Eight Steps to SaaS and Cloud Negotiation Readiness	To the Point: Three Steps to Create an Effective Software Asset Management Tool Strategy	What Is an IFTM Cost Model and Why Collaborative Stakeholder Engagement Is Key	To the Point: Paving the Way for Technology Procurement Organization and Culture Change						
WEDNESDAY SEPTEMBER 13	7:15 a.m. Registration and Networking Breakfast									
	8:30 a.m.	Prepare for Big Changes in Software and SaaS Pricing, Driven by Intelligent Automation and IoT	Discovery, Security, Management and Disposal: The Life Cycle of Hardware Assets in the Enterprise	Five Steps to Drive Effective IT Financial Management Tool Initiatives	Optimize Cost, Speed and Value Through Four Innovative Technology Procurement Roles	Ask the Analyst: Using Crowdsourcing and Vendor Engagements for Effective Procurement Outcomes	Ask the Analyst: Maximizing the Value of Your Software Asset Management Practice	Eight Steps to Negotiate and Protect Your Software Investments	Microsoft Negotiation Clinic	Workshop: Exclusive to Senior Leadership Circle
	9:30 a.m. Solutions Provider Session									
	10:45 a.m. <b>Guest Keynote Negotiate Your Way to Success</b> <b>Molly Fletcher, CEO, Motivational Speaker and Consultant</b>									