The World’s Most Important Gathering of CIOs and Senior IT Executives

Gartner® SYMPOSIUM ITXPO®

5 – 9 November 2017 / Barcelona, Spain
gartnerevents.com/eusyminvite
What to expect at Symposium/ITxpo

Turn your vision into action at Gartner Symposium/ITxpo 2017, where the world’s top CIOs and senior IT leaders gain a strategic view of the emerging trends shaping IT and business.

Through an unparalleled intersection of Gartner analysts, industry experts, peers and solution providers, you’ll explore new ways to approach critical challenges, make decisions with confidence and achieve greater impact as a leader.

Hear it first at Gartner Symposium/ITxpo

Get exclusive Gartner research, revealed on-site at Gartner Symposium/ITxpo 2017, including:

- The 2018 Gartner CIO Agenda Survey results
- The CEO Perspective 2017: How CIOs Should Respond
- The Top 10 Strategic Technology Trends for 2018
- Develop an Effective Digital Security Program
- Maverick: Fixing IT’s Diversity Problem
- The Cloud Computing Scenario: Strategy and Tactics to Live By

Expert advice
Connect with Gartner analysts to learn what you need to know now and what’s ahead. Be the first to hear the latest predictions and emerging trends, and leave with a solid action plan.

Guaranteed inspiration
Learn from visionary leaders and the brightest minds who will energize the way you think and reveal surprising connections between life, business and technology.

Peer perspectives
Share your toughest experiences and questions with peers — and learn how they’ve overcome similar challenges and captured opportunities.

Practical solutions
Analyze, test and compare multiple solutions and technologies in one place — and build a shortlist of the ones that will add the most value to your business.
Technology and Information

Transform the Technology Core
Where should you focus to reduce technical debt and bring IT up to speed?
Uncover key initiatives and investments you can make over the next 18 to 24 months to create a future-ready digital core.

Key Analysts

David Furlonger
VP & Gartner Fellow

Betsy Burton
VP Distinguished Analyst

Daryl C. Plummer
VP & Gartner Fellow

Sessions include:
- Best Practices for I&O Cost Optimization
- Blockchain: Making Sense of Emerging Technologies
- Delivering High-Impact Reference Models and Roadmaps to Guide Investments and Execution
- Simplify Bimodal Delivery With Common Off-the-Shelf Infrastructure
- The Cloud Computing Scenario: Strategy and Tactics to Live By

Architect the Digital Platform
How are leading CIOs achieving success through digital platforms?
Explore a range of use cases — from platform development to ecosystem integration to event-triggered applications — to help you deliver strong business results over the next 36 months.

Key Analysts

Hung LeHong
VP & Gartner Fellow

Nikos Drakos
Research VP

Tom Scholtz
VP & Gartner Fellow

Sessions include:
- AI, Chatbots and Event-Triggered Applications Enable the Digital Business Platform
- Use Design Thinking to Integrate Customer Experience Into Your Digital Platforms
- Digital Business Platforms — Integrating Your Business Ecosystems
- Putting Data and Analytics at the Heart of Your Digital Platform
- Will You Thrive, Survive or Nose Dive in the Platform Economy?
Drive Business Performance

How do you lead your organization to drive value and growth beyond operational efficiency?
Learn how IT can optimize costs while enabling new revenue sources and business models.

Sessions include:
• Leverage IoT to Deliver Cost Optimization
• Real True Stories of Smart Machines and Artificial Intelligence
• The CIO’s Guide to Working With Startups — Accelerating Innovation by Leveraging Your Ecosystem
• Use Data and Analytics to Drive Measurable Business Value
• What Your CISO Should Be Telling You, But Isn’t

Plan for the Digital Future

What do you need to know to keep ahead of the digital curve?
From artificial intelligence (AI) and the Internet of Things (IoT) to blockchain, hear from our most progressive thought leaders on what’s critical now — and what you need to do next.

Sessions include:
• Blockchain and IoT: Immature but Transformational
• Data and Analytics Strategy Explorations: Fusing Data-Driven Strategy and Culture
• IoT: What a Good Strategic IoT Framework Should Look Like
• Prepare for the Next Generation of Customers, Today
• Using AI Conversational Platforms for Customer Experience; Better, Faster and Cheaper

"The bimodal sessions have really helped; two years ago they were separate modals and today it’s about merging. It’s a confirmation that we are on the right track”
CIO, H. A. Møller
Mastering Leadership
How can you accelerate your own success in a digital world?
Master competencies, sharpen your skills and maximize effectiveness as you dive into the key principles and practices of high-performing CIOs.

Sessions include:
- CIOs Must Master These Leadership Traits CEOs Want
- Five Strategic Transition Paths for Dealing With Digital Disruption
- Making Digital Disruption a Core Part of Your Innovation Strategy
- Mastering the Art of the Political Discussion for CIOs
- The Benefits of Distributed Decision-Making and Transformational Leadership

Create a Dynamic Organization
How do you source and develop top digital talent when demand is high and the right skills are hard to find?
Discover how to create the culture, structure and interactions that will help your organization thrive.

Sessions include:
- A CIO Decision Framework for Centralization and Decentralization
- Deglobalization — Buying IT Services in a World of H-1B Visa Reform and Brexit
- Establish Adaptive Governance Practices for the Digital Age
- New Digital Age Leadership: Guiding People to Engage, Collaborate — and Do Their Best
- Three Organizational Competencies Critical for CIOs to Build Now
The Signature Series is where future predictions and trends, new research and major Gartner announcements debut. Sessions include:

The CEO Perspective 2017: How CIOs Should Respond

The new 2017 CEO survey sheds light on important issues that all CIOs should pay attention to. After the momentous events of 2016, we see how much CEO business priorities are really shifting and what that might mean for IT agendas. We reveal new survey insights into CEO thinking on how to finance digital business strategic change, how to measure progress, which business strategy methods CEOs have been trying and which are working best so far.

Mark Raskino
VP & Gartner Fellow

2018 Top 10 Trends and Technologies with the Greatest Impact on Infrastructure and Operations

As I&O leaders, CIOs and CTOs struggle with maintaining existing operations, while at the same time adapting to an ever-increasing introduction of new technologies by business leaders, they rarely have time to look beyond short planning horizons. This session is designed to look at emerging trends in both business and technology, and discuss their potential impact on IT; to enable IT leaders to get ahead of the curve. The Top 10 Strategic Technology Trends for 2018.

David J. Cappuccio,
VP Distinguished Analyst

The Top 10 Strategic Technology Trends for 2018

Strategic technology trends have significant disruptive potential over the next five years. The top trends for 2018 underpin the digital platform and set the stage for business innovation. Companies must examine their business impacts and adjust business models and operations appropriately or risk losing competitive advantage to those who do. These are trends that IT cannot afford to ignore.

David W. Cearley
VP & Gartner Fellow

Gartner’s Top Predictions: Pace Yourself for Sanity’s Sake

The future is filled with disruption. But, the pending disruptions are taking on new forms. The relationship between people and machines are changing forever and our expectations for how the world will evolve are changing too. The presentation explores Gartner’s Top Predictions that herald the change we all see coming but few understand.

Daryl C. Plummer
VP & Gartner Fellow

The 2018 CIO Agenda: Powerful Practices to Help You Master the New Job of CIO

The “job” of CIO must grow and evolve as digital business spreads, and disruptive technologies, including smart machines and advanced analytics, reach critical mass. The complication is, for many CIOs, the path forward is unclear. What powerful practices should CIOs and IT leaders adopt to position themselves and their organizations to face the coming challenges and opportunities? This session will provide an answer, helping CIOs plan their 2018 leadership agenda.

Andy Rowsell-Jones,
VP Distinguished Analyst

"Symposium provides a wide variety of the future predictions and best practises offered in a few days. Time well invested."

CIO, Veikkaus

Visit gartnerevents.com/eusyminvite or call +44 20 8879 2430 for updates and to register!
Driving Industry Forward

Digital business platforms and ecosystems are changing the competitive landscape. Explore the resulting opportunities and challenges and learn new strategies to respond to disruptions within your industry. Industry sessions begin Sunday 5 November, at 10:00 a.m., and continue throughout the week, covering the following sectors:

• Banking & Financial Services
• Communication Service Providers
• Education
• Energy & Utilities
• Government & Public Sector
• Healthcare
• Insurance
• Manufacturing
• Oil & Gas
• Retail

Industry Sunday Speaker

Sunday 5 November

Mark Jeffries
Author, Keynote Speaker and former Merrill Lynch stockbroker

The Art of Business Influence
He has become a trusted adviser and communications consultant to some of the world’s largest and most successful corporations, agencies and partnerships. Discussing the power of ‘Business Influence’ and ‘Networking 2.0’, Mark regularly appears as an expert guest on NBC’s Today Show, Fox Business, and BBC News and writes for The Huffington Post.

The CIO Experience

Join a global community of CIOs at Symposium/ITxpo

Gartner Symposium/ITxpo offers CIOs a one-of-a-kind experience at the conference - specifically designed to focus on your business, technology and leadership development as a CIO.

CIO Lunch Speakers

Monday 6 November

Platon
World Renowned, Award-Winning Photographer and Founder, The People’s Portfolio

Platon is known for shooting portraits for a range of international publications and developing a special relationship with TIME magazine.

In 2007, he photographed Russian Premier Vladimir Putin for TIME magazine’s “Person of the Year” cover and was awarded 1st prize at the World Press Photo Contest.

Gus Balbontin
Former Chief Technology Officer, Lonely Planet

“The most powerful infrastructures and systems once put in place, are those that can be changed and removed easily — anything else will hold you back.”

Gus has worked closely with some of the biggest companies in the world developing cutting edge technology and products including Google X, Nokia, Apple, Amazon and more.

He will blow you away with energy and insights into the transformation, struggles and successes of one of the most loved brands in the world.

Wednesday 8 November

Margaret Heffernan
Entrepreneur, Chief Executive and Author

Margaret has been named one of the Internet’s Top 100 by Silicon Alley Reporter in 1999, one of the Top 25 by Streaming Media magazine and one of the Top 100 Media Executives by The Hollywood Reporter.

Her TED talks have been seen by over 6 million people and has been invited to speak at all of the world’s leading financial services businesses, the leading FTSE and S&P. She continues to advise private and public businesses, to mentor senior and chief executives and to write for the Financial Times and Huffington Post.

The CIO Experience Eligibility Criteria

Gartner Symposium/ITxpo offers targeted experiences to help CIOs succeed as leaders and share best practices with CIO peers. Attendees who are the most senior IT leaders and decision-makers in their organization can apply to join the CIO Experience, giving them access to exclusive CIO lunch keynotes, networking, workshops and other benefits.

View the full criteria at gartner.com/eu/symposium

How do I apply to be part of The CIO Experience at Symposium/ITxpo?
You can apply during the registration process (check the box for CIO Experience), and you will be notified by email once your application is approved.
Technology in action

The ITxpo exhibit floor offers you and your leadership team direct access to leading technologies and services — an ideal way to link your mission-critical priorities with the most relevant solutions and providers. In fact, CIOs report that ITxpo is their best opportunity all year to thoroughly evaluate the vendor landscape and prepare for future projects.

2017 ITxpo highlights include:

Gartner stage sessions
Get the unbiased vendor assessment information you need to support your technology acquisition decisions with the qualitative analysis of Gartner Magic Quadrants and Hype Cycles.

ITxpo stages
Sponsor-led sessions focus on product vision, client case studies, roadmaps and important new product announcements.

Learning Labs
An attendee favorite, these small-group learning labs offer a hands-on immersion in tutorials that test, explore and explain the features of the industry’s latest and greatest products.

Emerging Technology Pavilion
Be on hand as the most intriguing up-and-coming providers in IT give brief presentations and highlight their innovative technologies in the adjacent Emerging Technologies Pavilion.

ITxpo receptions
Network, find solutions for upcoming projects and learn about the latest technologies by attending lively receptions that facilitate a meaningful exchange of ideas — all in an environment enhanced by good food and drink.

Face-to-face sponsor meetings
Confer privately with any sponsor on the topic of your choice in 30-minute private meetings that can be scheduled ahead of time on Gartner Events Navigator, our online scheduling tool.

Premier sponsors

Visit gartnerevents.com/eusyminvite or call +44 20 8879 2430 for updates and to register!
Join over 6,000 of your CIO and Senior IT Executive peers

Register
Web: gartnerevents.com/eusyminvite
Email: emea.registration@gartner.com
Phone: +44 208 879 2430

Pricing
Early-bird Price: €4,500 + VAT
Early-bird Deadline: 8 September 2017
Standard Conference Price: €5,100 + VAT
Public Sector Price*: €3,900 + VAT
*Eligibility required

The CIO Experience
The CIO Experience is limited to eligible CIOs only. If you are a CIO and want to experience the lunch keynotes, exclusive workshops and other benefits, let us know during the registration process.

Hotels
You must be registered to book your Symposium/ITxpo accommodation, which can be reserved directly through the online registration system by visiting the event website.

Bring your team
Attending as a group has clear benefits. It’s about getting inspired, making new business partnerships and exploring new innovative processes across a breadth of content. As a team, align your mission critical priorities to drive business outcomes.
Visit the website for special team pricing.

Gartner Executive Programs Members
Take advantage of the complimentary VIP attendance and benefits your Executive Programs Membership provides at Gartner Symposium/ITxpo. Contact your Service Delivery Associate to register today or find out more.

"Gartner Symposium/ITxpo gives a great combination of analyst, user and solution provider presentations. The advice and recommendations are practical to implement and provide value for our company."

Head of CISO Office, ABN AMRO