

IT Management IQ presents the 2nd Annual:

IT INVESTMENT PLANNING

Best Practices
for Budgeting,

Resource & Financial Planning
to Maximize the Business Value of IT

Learn Best Practices
from these Leading
Companies:

Verizon Wireless
AIG AG
Textron
Dell Americas
CNET
Brigham Young
University
NCR Corporation
Assurant
Standish Group
Diamond Cluster
Synthesis Consulting
Partners, Ltd.
Tokyo Electron America
Quintiles
Siemens Shared
Services
Stanford University
National Grange Mutual
Insurance Co.
Cisco Systems
Schlumberger

Two-Day Conference September 28 & 29, 2004

Interactive Workshops • September 27, 2004
Flamingo Las Vegas, Las Vegas, NV

3 IMPORTANT REASONS to Attend the
2nd Annual *IT Investment Planning Conference!*

- **4 CIO/CTO presentations** from Fortune 1000 Companies!
- **13 Brand New Case Studies** from the World's Leading IT Financial Management Executives!
- **4 Highly Interactive Hands-On Workshops** Addressing Your Specific Challenges!

Don't miss this event where you will be given the rare opportunity to gain key insights, **innovative solutions and practical strategies** on how to:

- Develop and utilize metrics for IT investment planning and budgeting
- Understand and manage demand for products and services
- Utilize IT governance to rank & prioritize projects
- Teach the enterprise how to budget for IT
- Successfully plan and align IT staff and resources to projects
- Manage, measure & evaluate risk across IT projects

Register and
pay in full by
July 27th and
Save \$400!
See details
inside!

Presented by:

IT management
a division of IQPC

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OR VISIT US AT WWW.IQPC.COM**

IT INVESTMENT PLANNING

Best Practices for Budgeting, Resource & Financial Planning
to Maximize the Business Value of IT

Dear IT Finance Executive:

"IT executives now expect IT budgets to increase by 7.8 percent over the next 12 months... budgets increased by 5.2 percent in the past 12 months..." (CIO Magazine, June 3, 2004)

Though reports like this indicate that IT spending has increased, IT Finance Executives are still required to 'do more with less'. Your CEO & CFO demand return on investment and accountability to how your IT budget is allocated. And, who can blame them after the spendthrift ways of the late 1990s?

You're not alone. Many organizations are trying to balance the act of IT investment planning. Which is why IT Management IQ is proud to present its 2nd Annual conference on, "IT Investment Planning: *Best Practices for Budgeting, Resource & Financial Planning to Maximize the Business Value of IT*" to take place September 28 & 29, 2004 at the Flamingo Las Vegas in Las Vegas, NV.

This conference will provide coverage of successful practices and effective strategies of IT planning and budgeting, prioritizing projects, evaluating and measuring risk, IT governance and portfolio management. You will hear from an unparalleled speaker faculty of senior level IT executives from organizations such as: **Siemens Shared Services, NCR Corporation, Schlumberger, AIG AG, Verizon Wireless**, and many others. Featured case studies include:

- Linking IT planning & budgeting to corporate business strategy (**Assurant**)
- Creating competency models for strategic IT planning (**Stanford University**)
- Developing & utilizing metrics for IT investment planning & budgeting: linking to overall strategy (**Cisco Systems**)
- Creating a budget for IT projects: prioritizing projects (**Quintiles**)
- Utilizing IT governance to rank & prioritize projects (**Tokyo Electron**)

Whether you are looking to evaluate and improve your budgeting and forecasting processes or beginning to implement an IT PMO, this conference will provide you with the opportunity to learn best practices, benchmark your own operations and/or discover new ideas from peers facing with the same issues.

Register yourself and/or a team of key IT Financial decision makers for the **2nd Annual IT Investment Planning: *Best Practices for Budgeting, Resource & Financial Planning to Maximize the Business Value of IT*** conference now by calling 1-800-882-8684, emailing, info@iqpc.com or visiting us online at www.iqpc.com

I look forward to seeing you in Las Vegas!

Sincerely,

Stephanie M. Morley

Stephanie M. Morley
Director, Programs
IT Management IQ

P.S. Don't miss the interactive panel on Day One on "Method or Tools for Prioritizing IT Projects, Budgeting & Resource Planning!"

Who Should Attend

This conference has been researched with and designed for CIOs, Vice Presidents, Directors and Managers involved in the following areas:

- IT Finance
- IT Investment Planning
- IT & Corporate Strategy
- IT Budgeting
- Business & Strategic IT Planning
- Financial Control & Reporting
- Resource Planning
- Project Management Office (PMO)
- IT Steering Committee
- IT Governance
- IT Portfolio Management
- Performance Management
- IS Business Management
- Business Information Finance
- Cost Accounting & Financial Systems
- Financial Control & Reporting
- Internal Audit
- Process Improvement
- Shared Services

IQPC Conferences Available on CD Rom!

Can't attend the conference? While there's no substitute for being onsite, you can now benefit from all of the presentations, exhibitor information and other key strategies and insights passed along at the event by purchasing a specially prepared *IT Investment Planning* CD Rom.

The CD Rom is a permanent reminder of the conference and contains all of the detailed PowerPoint™ presentations that were prepared by the speaker faculty and presented at the event; a full color conference brochure; detailed information about the event sponsors and exhibitors along with information about how your company can get involved at upcoming IQPC events! The cost of the CD Rom is only \$499 — a mere fraction of the registration price! To reserve your CD Rom call IQPC's Customer Service Department at **800-882-8684**.

LOOK FOR US ON THE WEB...

Visit us on the Web and see what other exciting and information-packed conferences are being offered by IQPC! To find out more about upcoming events, e-mail us at: info@iqpc.com or visit us at www.iqpc.com

INTERACTIVE PRE-CONFERENCE WORKSHOPS: MONDAY, SEPTEMBER 27, 2004

A Note from IT Management IQ about our Workshops

In addition to hearing practical, first-hand information from the speaker faculty during the conference, IT Management IQ has organized interactive workshops to complement your learning needs. Led by experienced and recognized facilitators, these interactive and instructive workshops will provide you with detailed information as to how you can implement a measurement and benchmarking program in your training organization. Catering to all levels, these sessions will enable you to identify solutions that can readily be applied in your organization to overcome your training challenges.

A Developing, & Implementing IT Portfolio Management & Determining the Budget

8:00 AM – 11:00 AM

In short, IT Portfolio Management (ITPM) captures a broad set of techniques and processes used to measure and increase the return on technology investments. ITPM centers on managing IT as an integrated portfolio of assets rather than a series of projects.

Successful ITPM practitioners point to significant benefits. Beyond demonstrating tangible investment returns, they have earned respect and recognition as fellow business leaders in the boardroom.

The Kellogg/DiamondCluster research shows that there's a clear dichotomy between thought and action when it comes to implementing ITPM techniques. A majority of IT executives has seen their ITPM initiatives stall due to a set of recurring implementation hurdles. Despite soaring interest, only a minority of organizations applies ITPM effectively today.

With that context in mind, this workshop will address the following questions:

- What is behind the recent media attention around IT Portfolio Management? Why now?
- How many organizations are applying ITPM effectively today?
- Which capabilities have these companies developed?
- Why have so many ITPM implementation efforts failed?
- What have successful ITPM practitioners done to overcome their implementation hurdles?

- How can IT leaders apply these lessons in their own organizations today?
- How can IT leaders effectively plan for ITPM?

After attending this session participants will be able to:

- Assess how their organization compares with Fortune 1000 firms in terms of delivering value from technology investments
- Assess the potential benefits of adopting or accelerating ITPM techniques and practices
- Identify and address implementation hurdles before they arise

In addition, participants will receive copies of the detailed research report published by the Kellogg School of Management and DiamondCluster International.

About Your Workshop Facilitator: As Principal with **DiamondCluster**, a global management consulting firm, **Mr. Ingmar Leliveld** is responsible for managing client engagements and relationships, especially with clients in retail and distribution industries. A key focus area is helping clients measure and increase the value from technology investments. Mr. Leliveld has seven years of management consulting experience with over 30 clients across a variety of industries in North America, Europe and East Asia. His work has included customer segmentation, product development, business process redesign, M&A due diligence and large-scale transformation.

B Maximizing Return on IT Requirements to Ensure Project Success

11:15 AM – 2:15 PM

In today's budget constraint environment, insuring that every investment creates a maximum return is essential. This fact is never truer than in the development of new IT products and applications.

In this three-part workshop The Standish Group's team will facilitate how to improve project success and investments by controlling features and functions through assessing requirements based on both risk and return.

This workshop will cover:

- How to perform a requirements risk evaluation
- Methods to evaluate the ROI of requirements
- How analyzing risk and rewards of requirements can reduce scope creep
- Strategies for keeping stakeholders involved in requirements definition and selection
- Creating a strategy for realizing early project ROI

- Developing and performing a requirements risk evaluation
- Prioritizing stakeholder needs through requirements refinement
- Identifying and managing stakeholder expectations
- Base-lining, allocating, and tracing requirements
- Avoiding scope creep
- Prioritizing requirements
- Measuring ROI of requirements
- How Risk and Return of Requirements can lead to more successful projects

About your workshop leader:

Mr. James (Jim) H. Johnson is the founder and chairman of **The Standish Group**. He has been professionally involved in the computer industry for over 30 years and has a long list of published papers, articles and speeches. He has a combination of technical, marketing, and research achievements focused on mission-critical applications and technology. He is best known for his research on transactional middleware, as well as project and system failures. Jim is a pioneer of modern research techniques and continues to advance in the research industry through virtual focus groups and case-based analytical technology.

Upon attendance of this workshop, participants will have received a high level overview of:

- Creating projects which show an early ROI through effective requirements management

C Best Practices in IT Project Forecasting & Planning

2:30 PM – 5:30 PM

Even the most cumbersome and drawn-out budgeting processes can be effective if the organization has well developed underlying processes.

During these three hours together, we will explore the integration of product management, portfolio management, project management, and development lifecycles in support of effective project forecasting and management. The business plan is a framework for tying all of those areas together into a comprehensive roadmap for defining and achieving success. Emphasis is placed on how to:

- Make processes nimble in a fast-paced environment
- Help the organization be responsive to frequent (often unexpected) changes
- Anticipate instead of react

- Optimize performance through appropriate focus
 - Focus communication to achieve the most with the least
- Examples, templates, real-experience case studies, and shared personal successes by participants enhance the learning experience and encourage practical application in your own work environment.

About Your Workshop Leader:

Ernie Nielsen is **Managing Director** of Enterprise Project Management at **Brigham Young University (BYU)**. He is a frequent lecturer on portfolio management and a founding director of Stanford University's Advanced Project Management Program. He instituted an extremely thorough prioritization and scoring methodology at BYU.

D Optimizing IT: Aligning and Integrating the Business and IT for Maximum ROI and Optimal Resource Allocation A Step-by-Step Approach

5:45 PM – 8:45 PM

This presentation will outline a fully integrated approach and methodology for establishing and incorporating a disciplined IT strategy, enterprise architecture, initiative execution, and performance management program in order to optimize the effectiveness of the IT organization and to improve investment returns to corporate stakeholders.

After attending this session, attendees will:

- Understand the importance of aligning strategy, enterprise architecture, project execution, and performance management
- Be exposed to a comprehensive approach and methodology that integrates these components into an overall management framework;
- Understand how to prioritize initiatives in order to optimize the use of time, financial, and people resources
- Be presented with a case study of how a company has benefited from adopting the presented approach and methodology.

Who Will Benefit: Chief Information Officers, Chief Technology Officers, Chief Strategy Officers, Chief Architecture Officers/Chief Architects, Vice Presidents of Corporate Planning, Vice Presidents of IT Strategy, Vice Presidents of Architecture

About Your Workshop Facilitator:

Mark Benyovszky is the **President & CEO** of **Synthesis Consulting Partners, Ltd.**, a professional business and technology consulting company. Over the course of 14 years of extensive industry experience, Mr. Benyovszky has led business and IT strategy workshops, designed and developed complex enterprise architectures, and has led large-scale systems development and implementation efforts, several of which were honored with industry awards. Mr. Benyovszky is the developer of the **Synthesis Enterprise Management SystemSM**, a management approach designed to transform an IT organization into a high-performance unit.

7:30 Registration**8:15 Chairperson's Welcoming Address****8:30 Developing & Utilizing Metrics for IT Investment Planning & Budgeting: Linking to Overall Strategy**

As Cisco CEO Chambers says, "If it moves, we measure it". Adhering to this, Cisco developed their corporate strategy and designed their culture around measurement and metrics, which ensures that employees do measure everything. This allows the IT value and portfolio management team to see exactly what is working and what is not and enables them to utilize the results for IT investment planning and budgeting. They are able to see the areas of improvement, where projects should be dropped and what else needs to be assessed.

Join Tarun as he discusses specifically how this culture has IT continually looking for improvement and creating a high performance culture. Some other issues to be discussed are:

- The difference between customer vs. client focus
- What to do with metrics
- Measuring case management and transactional work
- Taking high-risk on IT projects

Tarun Patel

IT Value & Portfolio Management
CISCO SYSTEMS

9:15 Understanding & Managing Demand for Products & Services

In an effort to optimize IT resource allocation and improve IT budgeting, you must understand your customers demand for products and services. Once you are able to understand what your customers need then you will be better able to provide them with the products and services required. The next step would be to properly manage the demand for these products and services, which can be tricky, especially allocating funds to do this in the budgeting process. In this session Ivan will discuss how NCR Corporation:

- Understands and determines what products and services their customers require
- Align the intentions and desires of the customers with the resource and service offerings of the IT department
- Review what products and services were used in the past to determine IT consumption levels

Ivan Alvarez

Director, IT Services Strategy & Architecture
NCR CORPORATION

10:00 Morning Networking & Refreshment Break**10:30 Linking IT Planning & Budgeting to Corporate Business Strategy**

Last year, Assurant implemented an on-going strategic planning cycle where they used the first part of the year to update themselves and learn about the company's strategies. They looked at the market trends for their services and realigned their service offering to what their customers wanted. The next quarter they updated the strategies based on gaps with the customers needs/strategies and looked at what the industry might be doing.

Once completed, they began drafting their project and operational plans. As a result, the footwork for a solid budget was pretty much finished when the "budgeting" period in June/July came around. The last part of the year they communicated what actually made it into the budget and operational plans so that by the end of the year their customers knew their projects and operating plans for the next year.

In this session, you will not only learn how Assurant linked their budgeting and planning processes to corporate business strategy but will also learn

that if you want for the business to come up with a strategy, you will not have enough time for your own planning.

Anne Finch

V.P. Customer Relationship Management, Shared Services & Strategy
Relationship Manager
ASSURANT

11:15 Creating Competency Models for Strategic IT Planning

As IT has matured as an industry, its focus has changed from running systems to delivering services. As we look where IT needs to be into the future, the key investments must now shift further from "keeping the lights on" to creating new business value. In an industry of disruptive change, an adaptive organization is critical to future success. In this session you will hear how Stanford University addresses the following questions:

- Does current staff have the core competencies to meet the challenge of creating new business value?
- What competencies will the successful IT employee of 2008 need?
- How can we grow our staff to meet those challenges?

William Clebsch

Executive Director of Strategic Planning
STANFORD UNIVERSITY

12:00 Birds of a Feather Working Luncheon

Meet colleagues and peers from similar industries.

To provide you with the opportunity to meet others in the same or similar industry as yourself and discuss common challenges, the luncheon room will be divided into sections according to industry. This is a great way to pick up a new ideas and benchmark yourself against the competition.

1:15 Utilizing IT Governance to Rank & Prioritize Projects

To better serve the needs of its global business units, Tokyo Electron organized both Global and Regional Steering Committees which included executives from the IT and business areas. These committees work to rank and prioritize projects based on business classifications, ROI, and value. This governance process allows Tokyo Electron to ensure that projects are in alignment with corporate strategy, and that the proper resources are identified and available. Russ will discuss how Tokyo Electron:

- Developed and established its IT Governance structure
- Uses the forum to understand the needs of its business areas
- Determines which projects should take priority for alignment and cost savings

Russ Finney

Vice President & CIO
TOKYO ELECTRON AMERICA

2:00 Best Practices in Aligning IT Staff & Resources With Projects

The success of any given project lies with the right staff and resources working together. As such, it is extremely important to align the right staff and resources with projects. However, it is extremely difficult to do so when planning a year in advance as staff changes, resources are used for other things, etc. In this session, you will learn how CNET properly and successfully plans and aligns IT staff and resources with their projects. Ted will discuss what has worked for them and what has not. Specifically, participants will learn how to:

- Plan and budget for project success with staff and resources
- Assign the right staff and resources to projects
- Keep to budget and timeframe on projects

Ted Cahall

CIO
CNET NETWORKS

2:45 Afternoon Networking & Refreshment Break

3:15 Creating a Budget for IT Projects: Prioritizing Projects

Quintiles operates in 140 offices in more than 50 countries. They are heavily dependent upon IT applications for collaborative working, revenue-generation and back office functions. Most of these offices incur IT costs, and have struggled to (a) identify global initiatives and determine what each office should budget for each initiative, (b) identify consistently what has been budgeted locally and what for.

Without this data, Quintiles has found it very difficult to compile lists of all projects, and impossible to conduct an effective triage of IT projects.

In this session you will learn how they are working to improve this, what has worked and what has not. Specifically, Neil will discuss what they began to develop for the 2004 budget cycle, which includes:

- How much money has been budgeted for each project
- Consistent templates for the budgeting of IT projects
- Consistent definitions of global and regional projects
- Criteria by which projects would be triaged

Neil Serjeant
VP, IT Business & Finance Management
QUINTILES

4:00 Methods & Tools for Prioritizing, IT Projects, Budgeting & Resource Planning

This is a terrific opportunity that we set aside for you to participate in an interactive and informal discussion with the speakers and is one of the highlights of the conference. You can explore new ideas and strategies, benchmark your own policies and strategies, or ask any questions.

Panelists:
Jane Walton
IT Portfolio Analyst
SCHLUMBERGER

Neil Serjeant
VP, IT Business & Finance
Management
QUINTILES

Ernie Nielsen
Managing Director of Enterprise
Project Mgmt.
BRIGHAM YOUNG UNIVERSITY

Anne Finch
V.P. Customer Relationship
Management, Shared Services &
Strategy Relationship Manager
ASSURANT

PANEL
SESSION

5:00 Chair & Speakers' Summaries and Conclusions

5:15 End of Day One

DayTWO WEDNESDAY, SEPTEMBER 29, 2004

8:15 Registration

8:45 Chairperson's Welcoming Address

9:00 Managing, Measuring & Evaluating Risk Across IT Projects

Siemens Shared Services manages risk by identifying it early in the development stages of a project. As the project progresses, risk is monitored and evaluated at each integral part review. They use both qualitative and quantitative methods for identifying and monitoring. In high risk projects, a separate risk mitigation plan is sometimes developed. This session will look at the different types of risk inherent in projects and look at methods to identify and quantify risk, involve stakeholders in risk issues and integrate risk into procedures and communications.

You will walk away from this session having learned:

- Methods of classifying project risk
- An understanding of both qualitative and quantitative methods for identifying and measuring risk
- How to include risk issues in project processes

Stephan Meyer
CIO
SIEMENS SHARED SERVICES

9:45 Finance Partnering with IT to Optimize Profitability Globally

In order to optimize profitability, a strong understanding and partnership must be established between finance, IT and their business partners. Goals and objectives must be defined, set and tracked. Priorities and projects that are properly aligned with overall corporate strategy must be established. In any environment this can be tricky. However, in a global environment when you are dealing with different priorities, challenges and needs from multiple users, this process can lead to unique challenges. Hear from Dori as she discusses:

- Finance partnering with IT
- Measuring and Tracking how IT contributes to profitability globally
- The unique challenges that Dell, Inc. faces today

Dorinda Abendschein
Finance Director, Global IT
DELL, INC.

10:30 Morning Networking & Refreshment Break

11:00 The Strategic Value of an Enterprise Identity Management System

About 3½ years ago, Textron began its journey to implement an Identity Management System in order to consolidate important user information into a centralized repository. As a large global company, having user access privileges in many applications with shifting user roles and status results in labor-intensive work to control access rights. An Identity Management System is an automated centralized controlled authority that authenticates that a user is who he says he is and authorizes through the use of roles and rules what he may see and use. Errors are minimized, manpower and money are saved, government regulatory issues are addressed and protection is provided for sensitive information. Hear from Phyllis how Textron's enterprise Identity Management System offers control and provides strategic value to their budgeting and IT planning processes.

Phyllis Michaelides
CTO
TEXTRON

11:45 Teaching the Enterprise How to Budget for IT

Can you have too many estimating methods? Estimating for IT budgets has always been more art than science. A variety of methods are used to estimate the diverse portions of the IT budget. The merger of Bell Atlantic and GTE that produced Verizon also produced a large number of different IT estimating methodologies. In this session Gregory will share:

- Descriptions of the different methodologies and their strengths and weaknesses
- How they came to select specific methodologies over others
- The current state of the methodologies and the consequences of selecting one method over another

Gregory Uchimura
Director - Financial Planning & Analysis
VERIZON WIRELESS

12:30 Birds of a Feather Working Luncheon

Meet colleagues and peers with similar challenges. To provide you with the opportunity to meet others in the same or similar industry as yourself and discuss common challenges, the luncheon room will be divided into sections according to industry. This is a great way to pick up a new ideas and benchmark yourself against the competition.

1:30 Forecasting Your Cost Allocations and Chargeback for IT

As AIG AG is a large diverse Financial Services organization with multiple profit centers and distribution channels, each profit center places unique demands on the IT organization. As a result, it is critical to have a methodology that ensures that allocating costs and chargeback for IT is equitable, fair and reasonable. In this session Barry will provide an overview of the 4 areas that they chargeback for IT including mainframe, systems programming, distributed systems and voice. Barry will then go into a more detailed presentation for budgeting and chargeback considerations within the S&P arena, detailing how resources are allocated between projects, application maintenance, and system owner support.

In this session you will learn their benefits, which include:

- Well-defined resource planning tool
- Generating better understanding with internal customers regarding their IT charges which allows them to take greater ownership of their budget
- Better alignment with IT spend and business unit objectives

Barry Pizor

Director, IT Finance
AIG AG

2:15 Consolidating IT Planning & Tracking Processes in a Complex Financial Reporting Environment

Like most large global companies, Schlumberger has a complex set of financial accounting and reporting systems. IT costs are incurred at all levels of the company, and are often not well defined or separated from other operational costs. IT project life cycle costs are not captured in systems that focus on accounting periods. Further, the value generated by IT activities is not identified or captured. When embarking on consolidating IT planning and tracking, the challenge was to treat IT as a separate activity cost. Four years ago, Schlumberger began this process

and developed a mechanism to separate IT costs from pure operation and administrative costs. Jane will discuss the politics involved as well as how Schlumberger was able to reduce the cost of IT dramatically while increasing IT value. You will learn in this session how they:

- Began the process of consolidating IT planning and tracking
- Evolved by creating a budgeting/forecasting process for IT
- Calculated the value of IT to business
- Tracked actual versus projected value of IT

Jane Walton

IT Portfolio Analyst
SCHLUMBERGER

3:00 Afternoon Networking & Refreshment Break

3:15 Best Practices in Documenting, IT Reporting & Tracking

In most organizations, documenting and IT reporting is a very labor-intensive process that requires data collection and distribution of standard reports. Recently, National Grange Mutual Insurance Company (NGM) discovered a way to consolidate this process within an IT Dashboard. NGM employees can access their company's Intranet to view the health of projects, the resources allocated, and a host of other information. Don't miss this presentation where you will learn to:

- Consolidate the documenting, tracking and IT reporting process
- Enable employees to access reports from an Intranet
- Increase productivity with mission critical information at your fingertips

Paul Freitas

Program Control Office Manager
NATIONAL GRANGE MUTUAL INSURANCE COMPANY

4:00 Chair's Closing Remarks

4:15 Conclusion of Conference

SPECIAL THANKS TO OUR MEDIA PARTNER



BRINT Institute is pleased to announce the launch of BRINT Global Knowledge Network of 100,000+ Community Members. Share Your Event FREE with 100,000+ Community Members on BRINT Global Knowledge Network. You can add the announcements and details by logging at <https://www.brint.net/forums/>. BRINT is the Premier Portal and Global Knowledge Network for Business, Information, Technology, and Knowledge Managers, Professionals, and Entrepreneurs recommended by Business Week, Fortune, Wall Street Journal, Fast Company, Business 2.0, Computerworld, Information Week, CIO Magazine, KM World, New York Times, and hundreds of other worldwide publications. @Brint.com The BizTech Network [www.brint.com] is the first globally branded and recognized premier online portal and community network providing free access to millions of users. Originally founded in 1994, @Brint.com web site is widely recognized as the Internet's largest and most popular resource for E-Business, Information Technology and Knowledge Management related resources, content and community.

ABOUT THE EVENT ORGANIZER:



IT Management IQ (formerly ITFMI), a division of IQPC has researched and presented outstanding conferences on innovative business solutions, with hundreds of Vice Presidents, Directors and Managers in attendance. We are recognized as the forerunner in providing accurate, objective and up-to-date developments in the world of business strategy. IT Management IQ has educated and trained millions of professionals through conferences and seminars worldwide. You can rely on IT Management IQ to bring you the "Best-of-the-Best" in tested and proven strategies for maintaining and improving your organizational effectiveness. For more information about this and other events, please visit us on the web at www.iqpc.com

REGISTERED FOR ANOTHER EVENT?

Are You Already Registered For Another Event?

But Would Rather Attend IT Management IQ's 2nd Annual **IT Investment Planning**? DON'T WORRY! If you have already registered for an alternative event but would rather attend the 2nd Annual **IT Investment Planning**, **IT Management IQ** will reimburse the cost of your cancellation fee (up to \$200).

SPONSORSHIP and EXHIBITION OPPORTUNITIES

WHY SPONSOR OR EXHIBIT AT IT INVESTMENT PLANNING?

Sponsorships and Exhibits at *IT Investment Planning* are excellent opportunities for your company to showcase its products and services to a highly targeted, senior-level audience focused on IT Investment Planning. IQPC and its *IT Investment Planning* conference helps companies achieve sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit places - all of which are custom-tailored to help your company create a platform that will maximize its exposure at the event and reach key decision makers.

WHAT TYPE OF EXPOSURE CAN MY COMPANY HAVE AT IT INVESTMENT PLANNING?

IQPC prides itself on creating sponsorship and exhibit opportunities that fit your company's specific sales, marketing and branding needs. In order to maximize your organization's exposure at *IT Investment Planning*, we will work with you to create a custom tailored package for your company that will have the greatest impact on your target audience.

Below you'll find just a few of the most popular sponsorship packages – all of which include a specific number of delegate passes, exhibition booth and a direct marketing campaign specifically targeting your clients and prospects.

Title Sponsor	CD Roms	Co-Sponsor	Workshop Sponsorship	Registration Sponsor	Wireless Network
Luncheon Sponsor	Welcome Packs	Cocktail Reception(s)	Collateral Package	Refreshment Break(s)	Internet Café

EXHIBITION BOOTHS

Exhibit booth location is based on two factors - the type of sponsorship package your organization chooses and the date of sponsorship/exhibit registration. Reserve your space today to ensure you get the booth location of your choice.

MORE INFORMATION

To learn more about these and other marketing opportunities please call Shannon Forrester at 212-885-2719 or via email at sponsorship@iqpc.com.

Register by Phone, Fax, E-Mail or Online

Phone: 1-800-882-8684 or 973-256-0211
Fax: 973-256-0205 24 Hours A Day
Mail: International Quality & Productivity Center
 150 Clove Road, Little Falls, NJ 07424-2157
Email: info@iqpc.com **Web:** www.iqpc.com

Important! To speed registration, provide the product code located on the back page—even if it is not addressed to you!

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

* CT residents or people employed in the state of CT must add 6% sales tax.

PACKAGES	Early Bird Book & Pay By July 27, 2004	Standard Price After July 27, 2004
PLATINUM PACKAGE: Conference + 4 Workshops	SAVE \$400 \$3,615	SAVE \$200 \$3,815
GOLD PACKAGE: Conference + 3 Workshops	SAVE \$300 \$3,186	SAVE \$100 \$3,386
SILVER PACKAGE: Conference + 2 Workshops	SAVE \$200 \$2,757	\$2,957
BRONZE PACKAGE: Conference + 1 Workshop	SAVE \$100 \$2,328	\$2,428
2-Day Conference Only	\$1,899	\$1,899
Workshops Only	\$529 each	\$529 each

TEAM DISCOUNTS

With all of the critical information that is going to be discussed during this two-day conference, you will want to ensure that all your key team members are present. To encourage team participation in this event, IQPC is pleased to offer you the following discounts:

Number of Attendees	Savings Of:
2	10%
3+	15%

Details for making payment via EFT or wire transfer:

Greater Community Bank, 150 Clove Road, Little Falls NJ 07424
 Phone: 973 890-5444

ABA/Routing: 021206566 Acct Name: International Conference Institute
 Account #: 21104620 Fed Tax ID: 13 3839754

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