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IT GOVERNANCE SUMMIT '07

Developing Strategies to Solidify Your Organization's Framework



January 22-24, 2007

Sonesta Hotel & Suites Coconut Grove – Miami/Coconut Grove, FL

Don't miss the opportunity to meet and to hear presentations from the CIOs and Executives from **several Fortune 100, Fortune 500 and Fortune Global 500 companies**, among many other organizations!

■ Top 5 Reasons Why You Cannot Afford to Miss this Event:

Solidify your organization's IT Governance plan before the risks become unmanageable by adhering to critical compliance issues such as SOX and HIPAA

Evaluate in-house processes to determine necessity for upgraded technology

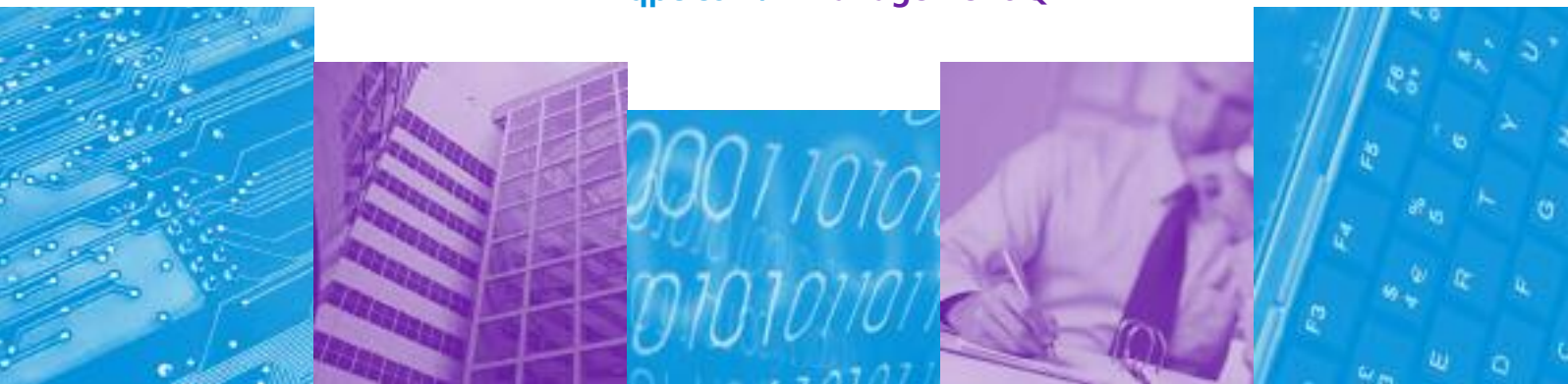
Align your IT organization structure with company's goals

Monitor each business unit to guarantee overall success of the IT Governance principles

Develop a strategy and be proactive in establishing a well-designed IT Governance infrastructure to support company-wide growth and to avoid future frustrations and expenses



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Who Should Attend:

If you work in any of the following fields and if you are a CIO, CFO, CPO, SVP, VP, Director or Manager, this is a must attend event!

- IT
- IT Finance
- IT Assets
- IT Measurement
- IT Performance Management
- IT Metrics
- IS
- IT Shared Services
- Technology
- IT Planning & Strategy
- Cost Allocation
- IT Business
- Operations
- Enterprise Management
- Finance
- Project Management

Dear Executive:

I am excited to announce that the producers of IT Financial Management Week, IT Governance & Technology Optimization and IT Governance for Healthcare have planned another **dynamic conference** for you to attend.

IT Governance Summit '07 will debut as an offshoot from our very successful IT Financial Management Week Conference, where IT Governance has continuously been the best-attended track.

IQPC has recruited prominent leaders in the field to provide **CLARITY** to the critical yet uncertain questions regarding IT Governance.

Organizations are not penny-pinching when it comes to an IT budget because in this steadily growing and increasingly competitive arena, organizations are recognizing the need for IT as a business function.

Research confirms that businesses with superior IT Governance infrastructures have significantly higher profits than those with poor governance, creating the affirmation that IT has an influence on the organization's overall value.

Join your contemporaries and share real life scenarios, develop insightful perspectives on executive decision-making and learn how to execute a well-designed IT strategy to achieve success.

Don't miss out on this revealing and informative conference! Register yourself and a team of colleagues...right now!

See you in Florida!

Julie Oshinsky
Conference Director

P.S. Remember to register with co-workers and receive a group discount. Enroll in the workshops and collectively broaden your horizons!

About the Organizers:

IT Management IQ are dedicated to providing practical, detailed information through conferences and training courses. By providing accurate, objective and up-to-date developments and trends in various industries, IT Management IQ enable organizations to remain competitive and profitable.

IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. **IQPC's** large scale conferences are market leading "must attend" events for their respective industries.

IQPC produces more than 1,500 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: **Berlin, Dubai, Johannesburg, London, Madrid, New York, Sao Paulo, Shanghai, Singapore, Stockholm, Sydney, and Toronto** — with additional openings scheduled for 2007. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.

Join **Paul Preiss**, President of the International Association of Software Architecture (IASA), as he moderates our panel on Main Conference Day Two!



Get Your Content or Message Out to the Masses

Want to host or sponsor a live Webinar for your company? IQPC can manage the process from start to finish. Other multi-media opportunities are available as well. Contact David Shay at david.shay@iqpc.com or 646.502.3233 for details and pricing.

Media Partners:



Main Conference Day One

Tuesday, January 23, 2007



7:30 **REGISTRATION & CONTINENTAL BREAKFAST**

8:15 **CHAIRPERSON'S OPENING ADDRESS**

8:30 **Driving Investment Strategy: Delve into the Real Total Cost of Ownership (TCO) of Existing Technology and Process**

- Describe the current path and its destination to identify optimization opportunities and alternative tracks
- Inject this analysis into investment decision-making
- Roll the investment priorities into the IT Governance model



Angela Yochem, Vice President, Enterprise Architecture
SUNTRUST BANKS, INC.
FORTUNE 500

9:15 **Assessing Internal Processes Prior To Justifying Business Application Needs**

- Evaluate the role of IT in business process innovation
- Examine the simplest, yet most effective, method for facilitating process innovation
- Explore how process management becomes a practice, not a nuisance



Ernie Nielsen, Managing Director, Enterprise Project Management
BRIGHAM YOUNG UNIVERSITY
2006 WINNER: Best IT Governance Structure at IT Financial Management Week

10:00 **Networking & Refreshment Break**

10:30 **Understanding Governance in IT Shared Services and Outsourcing - Legal, Illegal and Plain Old Arm-Twisting!**

- Discern why governance is essential in every type of organization and acknowledge its connection with the legal field
- Create structures and behaviors to handle the inevitable issues and disagreements in business relationships
- Identify the recurring challenges of outsourcing and analyze preventive measures

Akiba Stern, Partner, Global Outsourcing Practice
MORGAN, LEWIS & BOCKIUS LLP



11:15 **Achieve Balance Between Infrastructure and Application Investment**

- Optimize IT investment and improve cash flow through effective IT Governance
- Establish repeatable allocation and prioritization investment processes
- Meet changing business needs with the use of IT Governance Process

Doug Biehl, Director, IT Operations & Engineering
DTE ENERGY (DETROIT EDISON)
FORTUNE 500

12:00 **LUNCHEON FOR SPEAKERS & DELEGATES**

1:15 **Building and Managing Global Enterprise Architecture**

- Engage business leaders in the governance of Enterprise Architecture

- Manage revisions of the Architecture to reflect new business ambitions
- Develop roadmaps to define long-term plans and to deal with obsolescence
- Realize the effects of making IT Governance "global" rather than "local"

Richard L. Alexander, Vice President, Information Systems
MICHELIN NORTH AMERICA
FORTUNE GLOBAL 500

2:00 **Networking & Refreshment Break**

2:30 **Charting Strategic Direction and Establishing Measurable ROI Goals**

- Prioritize and select IT projects based on strategic direction
- Determine how to effectively develop ROIs
- Track business cases and ROIs after the projects go live

Karen Ellers, Director, Planning, Strategy & Governance
RICOH CORPORATION
FORTUNE GLOBAL 500



3:15 **Aligning An IT Governance Arrangement Matrix With the Overall Business Strategy and Objectives of the Enterprise**

- Exercise the disciplined approach to managing IT investments
- Monitor the value of IT investments
- Realize project portfolio management as a part of the aligned IT portfolio

Sergey Bushlyar, IT Executive Director
PAUL CAPITAL PARTNERS



4:00 **Internalizing IT Governance to Win New IT Business and Safeguard Existing Business**

- Explore the crucial actions to be executed beyond internal report structuring around fenced-in IT Governance concepts
- Understand that setting and communicating policy is not a panacea
- Translate IT Governance policy and integrate expectations into actionable terms for all knowledge workers
- Prevent information overload issues while realizing IT Governance within highly virtual organizations

Lance Freedman, Strategic Management
LOCKHEED MARTIN CORPORATION
FORTUNE 100



4:45 **Gaining a Competitive Advantage by Understanding IT's Vital Role in Internal Controls**

- Develop a compliance plan to specifically address IT controls
- Establish a strong governance model to ensure accountability and responsiveness for corporate agility
- Facilitate better business decisions with key metrics

Jerome Beaudoin, Vice President & CIO
DEVON ENERGY CORPORATION
FORTUNE 500



5:30 **CLOSING REMARKS FROM CHAIRPERSON**
CLOSE OF DAY ONE

Main Conference Day Two

Wednesday, January 24, 2007



7:30 **REGISTRATION & CONTINENTAL BREAKFAST**

8:15 **CHAIRPERSON'S OPENING ADDRESS**

8:30 **Implementing an IT Portfolio Management Solution**

- Determine the challenges, mechanics and approaches to implementing a portfolio management solution
- Find and understand the value of an efficient solution
- Identify the current status of investments to project future actions

Mark W. Bennett, Associate Director
CHICAGO MERCANTILE EXCHANGE
FORTUNE 100 – FASTEST GROWING COMPANIES



9:15 **Defining and Executing IT Vision and Strategy to Boost Overall Customer Satisfaction**

- Identify elements of business strategy that require technology as a key enabler
- Translate enablers to Technology Vision and Strategy to enhance the quality of services delivered
- Develop Enterprise Architecture and Portfolio Roadmaps that support Vision and Strategy

Kim Felix, Systems Manager, Customer Technology
UPS



10:00 **Networking & Refreshment Break**

10:30 **Enable the IT Value Chain Via Distributed System Architectures and Integration Patterns**

- Understand IT process and its requirements through a value chain approach
- Review a conceptual information model for the IT domain
- Understand tools for IT Governance support, such as portfolio management, service management, and configuration management, and how they interact

Charles Betz, Senior Enterprise Architect **FORTUNE 50**
Author
ARCHITECTURE AND PATTERNS FOR IT GOVERNANCE

11:15 **PANEL: Addressing the Realities of Competitive Success and Acknowledging the Challenges Encountered Before Reaching "Victory"**

- Realize how to communicate success but prepare for occasional failure
- Learn to take risks through innovation to achieve high returns
- Understand company's perception of IT and IT's perception of itself before determining level of risk
- Decide if IT Governance is actually the responsibility of the CIO, CEO or CFO

PANELISTS:

Russ Finney, Vice President & CIO
TOKYO ELECTRON US HOLDINGS

Ernie Nielsen, Managing Director, Enterprise Project Management
BRIGHAM YOUNG UNIVERSITY

Angela Yochem, Vice President, Enterprise Architecture
SUNTRUST BANKS, INC.

Kim Felix, Systems Manager, Customer Technology
UPS

MODERATOR:

Paul Preiss, President
INTERNATIONAL ASSOCIATION OF SOFTWARE ARCHITECTURE

12:15 **LUNCHEON FOR SPEAKERS & DELEGATES**

1:30 **Analyzing the Role of Software Development Lifecycle (SDLC) and Architecture in IT Governance**

- Understand the necessity and need of process before selecting the right SDLC for YOUR company
- Strike a Balance between Process and "Git-R-Done"!
- Realize the benefits of integrating your methodology and tools
- Focus on the various forms of reuse and learn about this Holy Grail of Software Development

Larry Hack, Senior Vice President, Emerging Technology
AEGIS MORTGAGE CORPORATION



2:15 **Networking & Refreshment Break**

3:00 **Using a Strategic Framework to Deliver an Enterprise Portfolio**

- Establish a transparent and controlled system for project requests and their initiation
- Build a scoring framework to measure portfolio alignment with enterprise priorities
- Encourage IT ambassadors throughout the enterprise to help manage intake and throughput
- Develop systems to engage senior management for resource needs to deliver on corporate priorities on an ongoing basis

David Yeshulas, Director, IT Quality Assurance
BLUE CROSS BLUE SHIELD OF MASSACHUSETTS



3:45 **Discover the Fundamentals to Running IT as a Business**

- Create enterprise business value through IT as a leading goal of governance
- Understand the importance of a governance framework for excellent IT organization performance
- Grasp the impact of implementing governance and its effects on the people and culture
- Successfully communicate the value and goals of governance

William E. Davis, Faculty Member
UNIVERSITY OF MIAMI
IT EXECUTIVE INSTITUTE

Bob Perrin, Faculty Member
UNIVERSITY OF MIAMI
IT EXECUTIVE INSTITUTE

4:30 **CLOSING REMARKS FROM CHAIRPERSON**
END OF CONFERENCE

www.iqpc.com/ITmanagementIQ 1-800-882-8684

Pre-Conference Workshops

Monday, January 22, 2007

A 8:00 am – 11:00 am Registration – 7:45 am (Breakfast will be served)

Understanding the Importance of Change Management and Its Impact on IT Governance

- Assess corporate culture, values and beliefs for maximal IT Governance
- Align stakeholders with the IT Governance mission
- Build a supportive environment for success

Workshop Leader:
Michael A. Gibbons
 Director
 Acquis Consulting Group



B 11:15 am – 2:15 pm Registration – 11:00am (Lunch will be served)

Optimizing the Supply and Demand of IT Support Services

- Understand how running IT as a business guides governance, offerings, and sourcing decisions
- Learn about developing information that becomes your customer value alignment vehicle
- Structure your service delivery supply chain to optimize insourcing and outsourcing options

Workshop Leader:
Diane Carco
 Managing Director
 IT Optimization
 Strategic Transactions and Business Operations
 Swingtide, Inc.



C 2:30 pm – 5:30 pm Registration – 2:15 pm (Refreshments will be served)

Designing an Effective Chargeback Solution to Demonstrate IT Value

- Develop a market-based "Service Catalog" that your customers can understand
- Create effective Service Level Agreements to establish prices, estimated volume demands and other performance expectations
- Understand the unit cost of providing services to your customers
- Control the ability to bill your customers for the volume of service that they consume at the appropriate price

Workshop Leader:
Ron Bradley
 Executive Director
 Corporate Renaissance Group



Mid-Conference Workshop

Tuesday, January 23, 2007

D 5:45 pm – 8:45 pm Registration – 5:30 pm (Dinner will be served)

Building a High Performance Dashboard to Track Key Performance Indicators

- Bridge the natural gap between decision-makers and IT
- Assist non-technical decision-makers to act on accurate and timely information
- Combine the advantages of web-based software with ongoing, dedicated resources to help understand and enhance data

Collaboratively Design
 And Build A "Business
 Intelligence Sweet
 Spot" Dashboard
 Solution!

Workshop Leaders:
Neal Williams
 COO and Founder
 Corda Technologies

Christian Faulconer
 President and COO
 Sharp Analytics

Dan Williams
 Dashboard Specialist
 Corda Technologies



Sponsorship and Exhibition Opportunities

Sponsorships and Exhibits are excellent opportunities for your company to showcase its products and services to high-level, targeted decision makers attending IT Governance Summit '07. IT Management IQ and IT Governance Summit '07 helps companies like yours achieve sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit spaces – all of which are custom-tailored to help your company create a platform to maximize its exposure at the event.

For more information on Sponsoring or Exhibiting at IT Governance Summit '07, please contact **Shannon Forrester at 212-885-2719 or via email at shannon.forrester@iqpc.com.**

Pricing	Register & Pay by 11/17/06	Register & Pay by 12/15/06	Register & Pay after 12/15/06
	Platinum Package Conference plus 4 workshops	Save \$500 \$3,695	Save \$300 \$3,895
Gold Package Conference plus 3 workshops	Save \$400 \$3,246	Save \$200 \$3,446	Save \$100 \$3,546
Silver Package Conference plus 2 workshops	Save \$300 \$2,797	Save \$100 \$2,997	\$3,097
Bronze Package Conference plus 1 workshop	Save \$200 \$2,348	\$2,548	\$2,548
Conference only	Save \$100 \$1,899	\$1,999	\$1,999
Workshops only (each)	\$549	\$549	\$549

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

TEAM DISCOUNTS

For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant. Call 1-800-882-8684 for details.

Special Discounts Available: A limited number of discounts are available for the non-profit sector, government organizations and academia. For more information, please contact customer service at 1-800-882-8684.

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 Penton Learning Systems LLC dba IQPC: 957-097239
 ABA/Routing #: 021000021
 Reference: Please include the name of the attendee(s) and the event number: 10998.001

Payment Policy: Payment is due in full at the time of registration and includes lunches, refreshment and detailed conference materials. Your registration will not be confirmed until payment is received and may be subject to cancellation. **For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation**

Venue Information:

Sonesta Hotel & Suites Coconut Grove
 2889 McFarlane Road, Coconut Grove, FL 33133
 Phone: 305-529-2828 Fax: 305-529-2008

To secure reduced rates, please contact the hotel at least four weeks prior to the conference and be sure to mention the conference name. Note: Contact hotel for direction and transportation suggestions.

Schedule your tee time!

Relax and play golf at one of the most beautiful and challenging par-72 courses in the state of Florida. Crandon Park Golf Course is a championship 18-hole golf course, overlooking Biscayne Bay. Sonesta Hotel & Suites Coconut Grove offers a shuttle bus to/from the course.

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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Your customer registration code is:

When registering, please provide the code above.

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4 EASY WAYS TO REGISTER:

- 1 **Web:** www.IQPC.com/ITmanagementIQ
- 2 **Call:** 1-800-882-8684 or 1-973-256-0211
- 3 **Fax*:** 1-973-256-0205
- 4 **Mail*:** IQPC
535 5th Avenue, 8th Floor
New York, NY 10017

* Download and print the registration form online at www.iqpc.com/RegisterByFax or www.iqpc.com/RegisterByMail

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