



**GUIDE Executive Club**  
*Realizing Business Value Through IT*  
22-23 September 2005  
Sorrento, Italy

22 SEPTEMBER

MEETING ROOM SALA CAPRI, LEVEL A

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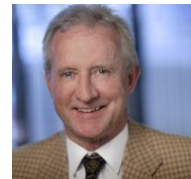
09:00-12:00 Registration - in front of Sala Capri, Level A

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12:00-13:00 Welcome and Lunch for Participants - Sala Pompei, Level 2

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13:00-13:15 **Opening**  
Mr. Tom Lund  
President  
GUIDE SHARE EUROPE



13:15-14:15 **Competitive Advantage created by IT**  
Prof. Enrico Valdani  
Full Professor  
Bocconi University, Economy and Enterprise Management



14.15-15:15 **Sourcing IT Services: Scenarios and Strategies**  
Mr. Claudio Da Rold  
Vice President & Distinguished Analyst  
Gartner



15:15-15:45 Coffee for Participants - Garden

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15:45-16:45 **Business Performance Transformation Services**  
Mr. Paul Bailey  
Business Strategy and EBOs  
IBM EMEA Market Intelligence Centre of Excellence

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16:45-17:45 **Unlocking Business Value from IT – The New Roles of the CIO**  
Mr. Likhit Wagle  
Partner & Value Creation Leader  
IBM Business Consulting Services



19:30-23:00 Cocktail and Dinner for Participants and Guests –  
L'Agrumeto in the garden, Hilton

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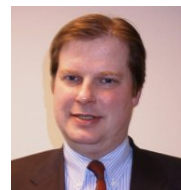
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**08:30-09:30**    **The Enterprise – A Source of Knowledge**  
Mr. Eric L. Lesser  
Associate Partner  
IBM Institute for Business Value



**09:30-10:30**    **Creating Business Value with IT using the right Governance Models**  
Mr. Jörg Lohmann  
Business Area Manager 'Business Value of IT'  
IBM IGS IT Management Consulting (ITMC)



**10:30-11:00**    **Coffee for Participants - Garden**

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**11:00-12:00**    **How to Ensure Enterprise Skill Updates**  
Mr. Rice Ramakers  
EMEA Business Portfolio Manager, Managed Education and Technical  
Conferences  
IBM



**12:00-13:00**    **Software Pricing, Strategies and Methods**  
Mr. Ray Jones  
Vice President, zSeries Software Sales - SWG  
IBM



**13:00-14:00**    **Wrap-up and Lunch for Participants – Sala Pompei**

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