



## GUIDE Executive Club

The Powerful Voice of Today's CIO  
Lyon, France  
19-20 April 2010

### AGENDA

#### SUNDAY 18 APRIL 2010

17:00-19:30 Registration  
18:30-19:30 Welcome Cocktail

#### MONDAY 19 APRIL 2010

09:00-10:00 Registration  
10:00-10:15 **Opening**  
Mr. Tom Lund  
President, GUIDE SHARE EUROPE  
10:15-11:05 **New Voice of the CIO: Insights from the Global Chief Information Officer Study**  
Mr. Peter Korsten  
IBM Partner and Vice President, Global Leader IBM Institute for Business Value  
11:05-11:30 Coffee  
11:30-12:20 **Leading in Times of Transition: The 2010 CIO Agenda**  
Ms. Mary Mesaglio, Research Director, Gartner  
12:20-13:40 Lunch  
13:40-14:30 **The Real Business of IT**  
Ms. Mary Mesaglio, Research Director, Gartner  
14:30-15:20 **Information-Led-Transformation**  
Ms. Santina Franchi  
IBM VP Information Management & Business Analytics  
15:20-15:50 Coffee  
15:50-16:40 **IBM Business Analytics "Be Smarter with your Data"**  
Mr. Oliver Oursin  
Solution Architects SW-NE-CEEMEA IOT's and Global Field Product Executive, IBM Business Analytics  
16:40-17:30 **Service Management at the Region of Southern Denmark**  
Mr. Nils Lau Frederiksen, CIO, Region of Southern Denmark  
19:15 Transfer to the Bocuse Restaurant for dinner

#### TUESDAY 20 APRIL 2010

09:00-09:45 **IBM System z: Systems for a Smarter Planet**  
Mr. Robert J. Hoey  
IBM STG Global Markets - GM , Major Markets  
09:45-10:30 **How Cloud Services improve Training**  
Mr. Uwe Scariot, Senior Vice President, Materna GmbH  
10:30-11:00 Coffee  
11:00-11:45 **IBM Internal Security**  
Mr. Wolfgang Schmid  
IT Security Program Manager Europe, IBM Corporation  
11:45-12:30 **New Voice of the CIO - Summary and Recommendations**  
Mr. Peter Korsten  
IBM Partner and Vice President, Global Leader IBM Institute for Business Value  
12:30-12:40 **Wrap-up**  
Mr. Tom Lund  
President, GUIDE SHARE EUROPE  
12:40-14:00 Lunch