



GSE GUIDE SPRING EVENT

MONTE CARLO / MONACO, 03-04 APRIL 2017

Le Méridien Beach Plaza
22, Avenue Princesse Grace
Monte Carlo, 98 000
Monaco
Phone: +377 93 30 98 80
Website: <http://www.lemeridienmontecarlo.com>



www.gse.org

IN PARTNERSHIP WITH



DEAR MEMBER

I am pleased to announce that the GSE GUIDE SPRING EVENT will be held in Monte Carlo, Monaco, on the 3rd and 4th of April 2017. The event presents topics that should be of major interest to CIOs and IT Managers, looking to increase their business output.

During this event you will be able to find out best possible ways available in today's market that are useful for you and your company, and in pinpointing how workload can be reduced at a faster pace.

Essential information and explanations on these products and their application will be presented by IBM, GSE and client experts who already know and have work experience with these products. They will outline backgrounds and reveal project samples.

Take the opportunity to watch, listen and discuss with experts. We are convinced that you will come away with new and very useful information, tailored for you and your business.

You will also get an insight into the excellent cooperation between IBM and General Motors.

GUIDE SHARE EUROPE is following the trends of Information Technology on behalf of its members and is offering the opportunity to get access to the latest technological developments as well as a framework for networking with colleagues in the industry.

The GSE GUIDE SPRING EVENT includes a Welcome Cocktail and a Conference Dinner, which is organised in a club-like atmosphere, where CIOs and IT Managers can share their strategies and expand their personal connections, with other like-minded people.

The Conference Hotel Le Méridien Beach Plaza is ideally located within walking distance of Monaco's renowned tourist attractions, such as the Grimaldi Forum, the impressive Prince's Palace, the famed Monte Carlo Casino, Port Hercule and the old town of Monaco.

We look forward to welcoming you to our event in Monaco's exceptional location between mountain and sea.

Sincerely



Peter Groth
President
GUIDE SHARE EUROPE



SUMMARY

The acceleration of smart machines and autonomous devices is driving changes in business practices and individual behaviour. Organisations and individuals face compelling requirements to define and develop balanced exchange, between people and machines.

Join industry experts, thought leaders and your peers at the GSE GUIDE SPRING EVENT, to discover new capabilities, better practices, trends and techniques to help your enterprise reach its goals.

Some of the key topics:

- The future of Mobility is cognitive
- Cloud on Mainframe / Don't worry be API!
- Network and Endpoint Security
- Service Virtualisation
- Watson Virtual Agent

Learn the latest about future-oriented themes:

IBM and General Motors introduce new Cognitive Mobility Platforms and improve the driving experience for millions of consumers, enabling drivers to interact directly with their vehicles for individualized experiences, while spending time more efficiently in the car.

The use of laptops, tablets, mobile devices and other wireless gadgets connected with corporate networks, create vulnerability paths for security threats. Endpoint Security attempts to ensure that such devices follow a definite level of compliance and standards.

Service Virtualisation enables to automate the testing of integrations in complex application environments, much earlier in the development lifecycle, aiming to improve productivity, reduce testing costs and deploy higher-quality software. The virtual assets can be reliably shared and used by the entire production team, facilitating efficient parallel development practices.

The Watson Virtual Agent provides automated services, offers a cognitive, conversational self-service experience, that can take action and help understand the constantly, changing customer needs. It can be customized to fit specific business needs, provide custom content and match your business brand.

You do not want to miss this event and the latest news it brings to you. So act quickly and register now. Enrolments will be accepted on a first come first serve basis.

Topics are subject to change

GENERAL INFORMATION

CONFERENCE VENUE

Le Méridien Beach Plaza
22, Avenue Princesse Grace
Monte Carlo, 98 000
Monaco

Phone: +377 93 30 98 80 - Fax: +377 93 15 79 46

Website: <http://www.lemeridienmontecarlo.com>

ACCOMMODATION

GSE is holding a block reservation at Le Méridien Beach Plaza. We will send you a link to the GSE reservation site together with your confirmation. Please note the hotel's reservation and cancellation policy, when making your reservation.

Room Rates

EUR 170.00 single occupancy

EUR 190.00 double occupancy

VAT at 10% and Buffet breakfast served at the Restaurant included.

ACCESS TO LE MERIDIEN BEACH PLAZA

The distance from Nice International Airport (NCE) to the hotel Le Méridien Beach Plaza is about 20 kilometres, travel time approx. 45 minutes.

By Airport Bus Express Line 110

Fare EUR 22 / person

Nice Airport Express operates regular transfers via the motorway between Nice Côte d'Azur Airport and Monaco.

The service runs throughout the year from 07:00 to 21:00; Departures every 30 min.

By Taxi

Fee around EUR 100, only cash payment accepted.

Taxis are available at the taxi stand directly outside of the arrivals terminal of the airport, without prior reservation.

By Limousine Service

Limousine service is available with Mercedes S class at EUR 160 (each way) or with a Mercedes E class at EUR 140 (each way) and a supplement charge of EUR 20 from 20:00 to 08:00 (each way).

The driver will welcome you at the arrival gate with a board and drive you to the hotel. The fee should be paid directly to the driver by major credit card or cash.

Reservations: call +377 9315 7814 or send an e-mail to concierge.montecarlo@lemeridien.com

By Helicopter

Travel time approx. 7 minutes, fee EUR 160 / person one way or EUR 280 for a round trip.

Get a new perspective of the French Riviera and the Principality of Monaco with a scenic helicopter flight from the Nice International Airport. The helicopter transfer by Monacair is available every half an hour from 08:45 to 18:15. The welcome desk is located at each airport terminal. Shuttle drop off and pick up are included in the flight fare. Shuttle from the Monte Carlo's helipad to the hotel in about 10 minutes.

Reservations: +377 97 97 39 00 or info@monacair.mc

AGENDA

The agenda will be published soon.

DRESS CODE

Dress code for the conference and networking events is, business formals.

ENROLMENT

Places are limited, therefore early registration is advised. All accepted enrolments will receive a written confirmation from GUIDE SHARE EUROPE. We reserve the right to decline applications.

ENROLMENT FEE

GSE Members:

1 free enrolment per paid-up annual membership fee
EUR 750 for any second or additional delegate

Non-Members: EUR 950

The fee includes access to all sessions and lunches on 03 & 04 April, Welcome Cocktail on 02 April, Conference Dinner on 03 April, download of the presentations after the event.

Accompanying Guest Ticket: free

Accompanying guests are only entitled to attend the Welcome Cocktail and the Conference Dinner.

NETWORKING EVENTS

Welcome Cocktail

Sunday, 02 April, 18:30 -19:30 at Le Méridien Beach Plaza Hotel

Conference Dinner

Monday, 03 April, 19:30 -22:30 at Le Méridien Beach Plaza Hotel

SUBSTITUTION, CANCELLATION AND NO-SHOW

Substitution

Substitution must be confirmed in writing, identifying the name of the pre-registered delegate and of the substitute.

Cancellation of enrolment or no-show

If you have to cancel your enrolment, please immediately inform GUIDE SHARE EUROPE (gsehq@gse.org). An administration fee of EUR 200 will be charged for no-shows.

Cancellation of hotel reservation

If you have to cancel your hotel reservation at Le Méridien Beach Plaza, please ensure that you inform the hotel directly. GSE does not handle these matters.

VAT

10% for accommodation, food and nonalcoholic beverages

20% for other services and all alcoholic beverages



Monaco Grand Casino



Monaco Cathedral



Royal Palace

WHAT IS GSE?

GUIDE SHARE EUROPE (GSE) is a non-profit association of companies, organisations and individuals who are involved in Information and Communication Technology (ICT) solutions, based on IBM architectures.

GSE aims to encourage members to exchange experience and information related to ICT, influence ICT product and service providers, as well as to influence the European standards in Information and Communication Technology in the interest of its members.

Formed by the merger of G.U.I.D.E. and SHARE Europe in 1995 - at a time when both were well established user organisations with over 35 years of experience each. GSE is an effective forum supporting the needs of today's ICT professionals.

GSE is an independent organisation led by volunteers. Active member participation is encouraged and fostered, by providing numerous opportunities to share ideas and solutions with industry colleagues, both on a regional and international level.

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The information in this brochure was correct at the time of going to press. GUIDE SHARE EUROPE reserves the right to amend details without notice, and waives responsibility for amendments or cancellation of travel arrangements in the event that this GSE GUIDE SPRING EVENT must be held on a different date or is no longer held.