



# GUIDE EXECUTIVE CLUB

THE POWERFUL VOICE OF TODAY'S CIO

LYON, FRANCE 19-20 April 2010

[www.gse.org](http://www.gse.org)



IN PARTNERSHIP WITH



# GUIDE EXECUTIVE CLUB

THE POWERFUL VOICE OF TODAY'S CIO

## LYON, FRANCE 19-20 April 2010

The New CIO: strong and influential with the expertise to use IT to motivate successful company strategies. . .

The upcoming **GUIDE Executive Club** is a must for today's CIO !  
It will provide you with a better **understanding of the opportunities given and the challenges faced as a CIO in today's business market.**

The 2-day programme of the GUIDE Executive Club in Lyon offers to you with **free entry to the conference:**

- revealing findings from the new Global IBM CIO study
- what CIOs need to know about CIO objectives, innovations and new technologies
- recommendations on how to manage the IT environment and reduce IT costs in a very fast-paced business framework

Speakers will come from GSE, IBM, Gartner and customers.

The places at this event are limited. Please contact [gsehq@gse.org](mailto:gsehq@gse.org) for enrolment information.

## GUIDE SHARE EUROPE

Zugerstrasse 47 · P.O. Box 2223 · CH-6330 Cham 2 · Switzerland  
[gsehq@gse.org](mailto:gsehq@gse.org) · [www.gse.org](http://www.gse.org) ·