



GSE MANAGEMENT SUMMIT BUSINESS ADVANTAGE WITH SMARTER COMPUTING AND SOCIAL MEDIA

MADRID, SPAIN 10-11 OCTOBER 2011



www.gse.org

IN PARTNERSHIP WITH



DEAR IT EXECUTIVES

We at GSE are pleased to present this year's GSE Management Summit, to be held in Madrid, Spain, 10-11 October 2011, in partnership with IBM.

With this event entitled «Business Advantage with Smarter Computing and Social Media», GSE plans to build upon last year's highly successful presentations on Cloud Computing, and make available to you IBM's «Smarter Computing», introducing the next era of IT in tackling Big Data, optimizing systems and even more advances in Cloud Computing. You will learn from experts in the field representing IBM and GSE how Smarter Computing, a new cycle of technology innovation, is essential in gaining business advantage on all levels.

GSE is also taking time to focus on social media, a phenomenon which has proved not only to be a means of contact, but also an accepted channel for communicating and marketing business. Enterprises of all sizes can be found in action on multiple social media channels, marketing to an online public whom studies have shown react positively to them, and the attraction from this business perspective is growing. You as business executives understand that a solid social media strategy holds one of the keys to business advantage, and GSE offers you this chance to learn how to wield this new-found online marketing power in your favour, with the help of Smarter Computing.

The exciting topics to be expounded at this year's GSE Management Summit include in-depth discussion of Smarter Computing and social media, the latest on Cloud Computing, as well as news on advances in data warehousing, with expert analysis and advice from GSE and IBM.

Under the IBM/GSE Academic Initiative, promoting the next generation of IT students of enterprise technology, a number of participants from various universities will attend. GSE will be proud to present, during the event, the first GSE Academic Award for Excellence to a student of IT. Students have been invited to submit one of their academic projects completed in the past year that displays «Using Technology to Make Life Easier» and adds value to an organization's overall IT goals and mission. A panel of judges has until the event to decide on the winning project.

The accompanying Expo will be held from Sunday, 9 October till Tuesday, 11 October, where our appreciated Partner and Sponsors will showcase their solutions and services. I would like to encourage you to visit the Expo.

Come and join our expert panel of Speakers, hailing from GSE, IBM, Business Partners and Customers, who are looking forward to making your computing as smart as it can be.

We look forward to seeing you in Madrid on 10-11 October.

Yours sincerely



Tom Lund
President
GUIDE SHARE EUROPE



MADRID

Madrid is one of Europe's most cosmopolitan and fast-moving cities. Its new trade fair and exhibition premises, meeting centers and excellent infrastructure make it an ideal destination for conferences. In addition, Madrid is home to some of the world's most important museums and art galleries such as the Prado, Thyssen and Reina Sofia.

NETWORKING EVENTS

WELCOME COCKTAIL & EXPO OPENING:

HOTEL SILKEN PUERTA AMERICA
SUNDAY, 9 OCTOBER, 18:00-20:00

The reception will take place in the Hotel Silken Puerta America. Participants will be able to meet other delegates, speakers and GSE Officers prior to the conference.

COCKTAIL AND CONFERENCE DINNER:

CASINO DE MADRID
MONDAY, 10 OCTOBER, 19:45-23:30

Coaches will leave the Hotel Silken Puerta America at 19:45 for cocktail and dinner at the Casino de Madrid.

The Casino de Madrid is not a gambling casino as its name may suggest, but an exclusive cultural institution founded in 1836. The artistic and historical significance of the Casino de Madrid is undeniable and, therefore, one of the cultural society's main objectives is the conservation and improvement of the building and its collections of paintings, sculptures and clocks. Because of the importance of the building and its collections, the Casino de Madrid was declared a Property of Cultural Interest in the category of Monument in 1993.

Please note that tie and jacket are mandatory for the Casino de Madrid.

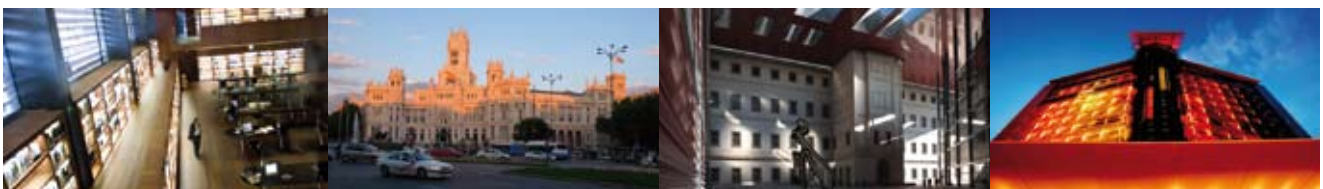
GSE ANNUAL GENERAL MEETING 2011

The GSE Annual General Meeting will be held on Monday, 10 October 2011, 09:00-09:15, in the Hotel Silken Puerta America. GSE Members are invited to attend the AGM. According to GSE Statutes Article 7.1.4 motions proposed by Members must be received by GUIDE SHARE EUROPE office in Cham by Monday, 15 August 2011.

Preliminary Agenda:

1. Approval of the minutes of the Annual General Meeting 2010
2. President's Report
3. Report of the Director Administration & Finance
4. Approval of audited accounts of 2010
5. Discharge of the President, the European Committee, the Regions Committee and the Steering Committee for the 2010 term
6. Any other business

The final agenda will be published on www.gse.org not later than Monday, 12 September 2011



GENERAL INFORMATION

ENROLMENT

Please complete the details in the enrolment form included in this brochure, and return it to:

- By post:
GUIDE SHARE EUROPE
Zugerstrasse 47
P.O. Box 2223
CH-6330 Cham 2
Switzerland
- By fax: +41 41 748 70 35
- or on www.gse.org

DELEGATES FROM GSE REGION SPAIN

Delegates from GSE member companies in the Region Spain: please contact GSE office (phone +41 41 748 70 20, e-mail gsehq@gse.org) for special enrolment conditions.

ENROLMENT FEES

Enrolment fees are charged in Euro (EUR). If you are based in Switzerland and wish to pay in Swiss Francs, please contact GSE Office in Cham.

Member: EUR 990; Non-member: EUR 1,190, includes

- Access to all sessions and lunches on 10-11 October
- Welcome cocktail on 9 October
- Cocktail and Conference dinner on 10 October
- Download of presentations after the event

ACCOMPANYING GUEST TICKET

EUR 70.00, includes

- Welcome cocktail on 9 October
- Cocktail and Conference dinner on 10 October

EARLY BIRD DISCOUNT

EUR 100 discount is granted to enrolments received **before 31 August 2011**. The early bird discount does not apply to the Accompanying Guest Ticket.

EXPO

An expo will be held from Sunday, 9 October, 18:00 till Tuesday, 11 October, 16:00, where our appreciated Partner and Sponsors will showcase their solutions and services.

PAYMENT METHODS

An invoice will be sent once your enrolment is processed. You will find payment information in the invoice. Please complete the details on the enrolment form if you are paying by credit card.

SUBSTITUTION AND CANCELLATION / NO-SHOW

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

Cancellation must be in writing to GUIDE SHARE EUROPE in Cham on or before 10 September 2011. After 10 September 2011, EUR 500.00 will be charged as a cancellation fee.

No-show: The full enrolment fee will be charged.

CONFERENCE VENUE

GSE Management Summit will be held in the **Hotel Silken Puerta America, Avenida de America 41, 28002 Madrid**
Telephone +34 917 445 400.

ACCESS TO THE HOTEL

The Hotel Silken Puerta America is located in the business district of Madrid.

Taxi: A taxi from the airport takes approximately 15 minutes and costs around EUR 20.

Bus: Line 200 stops at Terminal 1, 2, 3 and 4, and goes to Avenida de America bus station. From the bus station it is 7 minutes walking distance to the hotel.

Metro: The nearest station is «Cartagena» (Line 7, orange).

HOTEL RESERVATION

GSE is blocking a set of rooms at special congress rates at the Hotel Silken Puerta America. You will find the reservation form on www.gse.org and in your conference confirmation. Please use only this form in order to benefit from these special rates.

Rates (Category «Deluxe Queen»)

7, 8, 9 October:

EUR 150 single occupancy / EUR 165 double occupancy

10, 11, 12 October:

EUR 160 single occupancy / EUR 175 double occupancy

Buffet breakfast, 8% VAT and Premium Wireless included.

We recommend that you reserve as early as you can and before 5 September 2011.

FOR MORE INFORMATION

Please contact:

GUIDE SHARE EUROPE

Telephone +41 41 748 70 20

Fax +41 41 748 70 35

Email gsehq@gse.org





CONFERENCE ENROLMENT FORM – GSE MANAGEMENT SUMMIT 10–11 OCTOBER 2011

Please photocopy, complete and return this form as early as you can to GUIDE SHARE EUROPE by fax, +41 41 748 70 35.

ENROLMENT INFORMATION

- GSE Member / Membership Code: _____
 Non-Member Please send me information on becoming a GSE member

Mr. Ms. Mrs. Dr. Prof. Prof. Dr.

First Name / Family Name: _____

Job Title: _____

Company: _____

Department: _____

Postal Address: _____

Postcode/City: _____

Country: _____

Phone: _____

Fax: _____

E-mail: _____

DIETARY NEEDS

- Vegetarian food required

If you have dietary requirements, please attach a written description of your needs.

FEE (If you enrol before **31 August 2011** an **Early Bird Discount of EUR 100** will automatically be deducted from your enrolment fee.)

GSE MEMBER

- Full registration fee, 2 days EUR 990.00
(Welcome cocktail and Conference dinner included)

NON-MEMBER

- Full registration fee, 2 days EUR 1,190.00
(Welcome cocktail and Conference dinner included)

ACCOMPANYING GUEST TICKET

(Welcome cocktail and Conference dinner only)

- Per person EUR 70.00

TOTAL EUR _____

If you are purchasing a ticket for an accompanying guest to attend the Welcome cocktail and Conference dinner, please fill in the guest's name for the badge.

Ms. Mrs. Mr. Dr.

First Name: _____

Family Name: _____

I hereby recognise and accept the enrolment conditions, reservation and cancellation policy as notified in the conference brochure of the GSE Management Summit Madrid.

Signature: _____

Date: _____

PAYMENT INFORMATION

Payment for my attendance to the GSE Management Summit will be made by the following method:

- Bank transfer (details will be included in the invoice)
 Cheque (details will be included in the invoice)
 Credit Card American Express Visa
 Mastercard

Note: For technical reasons American Express can only accept payment in CHF.

Please charge above credit card for the following amount:

EUR: _____

Card number: _____

Expiry date: _____

Cardholder's name as on card: _____

Cardholder's signature: _____

NETWORKING EVENTS

For organizational reasons, please mark the events you will attend. Thank you for your help.

WELCOME COCKTAIL

Sunday 9 October, 18:00-20:00, Hotel Silken Puerta America

- Yes, I will attend No, I will not attend

COCKTAIL / CONFERENCE DINNER

Monday 10 October, 19:45-23:30, Casino de Madrid

- Yes, I will attend No, I will not attend

HOTEL RESERVATION

You will find a link on www.gse.org and in your conference confirmation to book a room at special congress rates at the Hotel Silken Puerta America. Please **reserve before 5 September 2011** and see also the General Information section.

Delegates from member companies in Region Spain please request separate enrolment form from gshq@gse.org

MONDAY, 10 OCTOBER 2011

09:00-09:15	GSE Annual General Meeting (Members only)		
09:15-09:45	COFFEE		
10:00-10:40	Welcome & GSE Academic Award Ceremony Mr. Tom Lund, President, GUIDE SHARE EUROPE Welcome from IBM Spain Prof. Dr. Félix García-Merayo, Region Manager Spain		1.1
10:40-11:20	IBM Smarter Computing Mr. Gregory Lotko, IBM STG Power & z System, VP & Business Line Executive System z		1.2
11:20-12:30	IBM and GSE's Academic Initiative Europe and WW Ms. Kathleen Pfeiffer, IBM Academic Initiative System z Program Manager Ms. Cally Beck, IBM Power Systems and System z Academic Initiative Leader, NE IOT, CEE & MEA IOTs, Client Skills Leader, UK Academic Award Winner Presentation Roundtable on z Mainframe Education, Search for New Talents Chair: Mr. Peter Groth, European Strategic Project Manager, GUIDE SHARE EUROPE		1.3
12:30-13:30	LUNCH		
13:30-14:10	Cloud Computing, Social Media and Business Intelligence – Only buzz words or really a challenge for us? Prof. Dr. Peter Lehmann, Stuttgart Media University	1.4	Partner Stream
14:10-14:50	Business Analytics as a catalyst for innovation towards a Smarter Planet Mr. Iñigo Osoro Iturbe, IBM SWG, Business Analytics and Optimization Leader SPGI	1.5	
14:50-15:30	What's New in System z Software Pricing Mr. David J. Chase, Worldwide System z Software Sales, IBM Software Group	1.6	
15:30-16:00	COFFEE		
16:00-16:40	The National Security Framework of Spain: Providing Trust and Security to eGovernment Services Mr. Miguel Angel Amutio Head of Area, DG for the Promotion of eGovernment, Ministry of Territorial Policy and Public Administration	1.7	Partner Stream
16:40-17:20	System z Security Strategy Mr. Jean Marc Darées Certified IT Architect, System z Infrastructure & Security, IBM PSSC Montpellier	1.8	
17:20-18:00	From Cloud Computing to Big Data How Social and Mobile Applications generate a new Dimension of Data Dr. Carlo Velten, Senior Advisor, Experton Group AG	1.9	
19:45	Coaches leave for Cocktail and Conference Dinner		

TUESDAY, 11 OCTOBER 2011

09:00-09:40	Facebook 101 Mr. Jens Wiese, Chief Editor, Allfacebook		2.1
09:40-10:20	How to take Business Advantage from Business Continuity Solutions Mr. David Santafe Martinena, Responsible for Corporate Computer Centre, El Corte Inglés Group, S.A.		2.2
10:20-10:45	COFFEE		
10:45-11:25	Future of End to End Multidimensional Table Generation and Sharing Solutions Mr. Don McDougall, President and Chief Executive Officer, Space Time Research		2.3
11:25-12:05	IT Costs / TCO Mr. Marlin Maddy, IBM STG Manager of Worldwide Technical Conferences – Executive IT Consultant		2.4
12:05-12:45	Facebook – Party with Marketing Opportunities Mr. Jens Wiese, Chief Editor, Allfacebook		2.5
12:45-13:45	LUNCH		
13:45-14:25	Talent Relationship Management: How Social Media and Web 2.0 Help You Retain and Win Dr. Martin Heibel, Founder and Director, Intraworlds GmbH		2.6
14:25-15:05	University Programme Development at the Universidad Politecnica de Madrid Dr. Ana María Moreno-Sanchez, Director IBM Rational Courses, Universidad Politecnica de Madrid		2.7
15:05-15:45	What the Sheffield University did with System z Dr. Malcolm Beattie, Linux and System z Technical Consultant, IBM Mainframe Systems and Software Business, Europe		2.8
15:45-16:00	COFFEE		
16:00-16:40	IT and Change – The two sides of success Ms. Monika Dickinger, Principal, Neuwaldegg Group		2.9
16:40-16:50	Wrap-up Mr. Tom Lund, President, GUIDE SHARE EUROPE		2.10

THE AGENDA IS SUBJECT TO CHANGE. PLEASE VISIT WWW.GSE.ORG REGULARLY FOR UPDATES.

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, and 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 – both well established users organisations with over 35 years of experience each – GSE is an effective forum supporting the needs of today's ICT professional.

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.

GUIDE SHARE EUROPE is a member of the European ICT Roundtables. This gives GSE members access to a process of Information and Communication Technology standards.

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