MESSAGE FROM THE PRESIDENT

Dear GSE Friends

Many thanks to all GSE colleagues who elected me in 2016 as the GSE President once again. Major tasks await all of us – more digitalisation, furthering junior education, increasing networking between GSE Regions and European activities. I suggest we concentrate on Digital Transformation this year.

Digital Channels for the younger Audience
Digital Communication is not only faster and more interactive than paper based Marketing Channels, but it is also cheaper. We need Digital Media to reach the next Generation of potential GSE Members, that grew up with Facebook and do not read much paper based communication any more.

500% Social Media Growth
From 2011 until the end of 2015, our Social Media contacts increased from zero to almost 1,000 Followers within 5 years, not bad… but we decided to put more effort into our Digital Transformation. In October 2016 our Friends and Followers in our 12 Social Media Channels increased to 5000, a 500% growth within 10 months.

Facebook, Twitter, LinkedIn, Google+
Some people are happy with Facebook, others prefer Twitter whereas others prefer LinkedIn or Google+. But only a very few are active on all of these channels. That means we have to feed all major channels with our message in order to reach all target groups. Furthermore we created a photo archive of some GSE, IBM and even SHARE Conferences on Google+ collections as shown below.

Digital Interaction 2017
Of course, we want to continue our strong follower growth in all major Social Channels, and strengthen our personal and digital interaction with existing and new GSE Members in all GSE Regions and across Europe.

Get Social Media Control into the IT Department
Many companies are still outsourcing their Social Media Management to external agencies, because Social Media was not so important in the past. But there is a huge potential for merging rapidly growing amounts of external Social Media Data with internal Analytics und Cognitive Computing. We should all be prepared that CIOs and IT-Managers will get more questions in the future, on how to merge Social with Cognitive, and how to bring these tools and data under the secure control of the internal IT Department.

Thanks to all GSE Members & Officers
My thanks once more to all the active members and GSE officers who have enthusiastically volunteered to support our organization in 2016.

Peter Groth
President
GUIDE SHARE EUROPE

IBM z Systems 2016 - Munich
FOLGEN AKTIV

10th European GSE / IBM TU 2016 - Leipzig
FOLGEN AKTIV

GSE Management Summit 2016 – Lisbon
FOLGEN AKTIV

SHARE Atlanta 2016 - Atlanta
FOLGEN AKTIV

GSE Frühjahrstagung 2016 - Berlin
FOLGEN AKTIV

1. GSE Sicherheitskonferenz DACH 2016 - Frankfurt
FOLGEN AKTIV

GUIDE Executive Club 2016 - Madrid
FOLGEN AKTIV

GSE Jahrestagung 2016 - Berlin
FOLGEN AKTIV

Guide Share Europe News
FOLGEN AKTIV

8th European GSE / IBM TU 2014 - Dresden
FOLGEN AKTIV

GUIDE EXECUTIVE CLUB, MADRID, SPAIN – 04-05 April 2016

At the GUIDE Executive Club that convened in Madrid on 04-05 April, CIOs and Senior IT Executives were offered the chance to come together, to learn from each other and meet other industry experts delivering powerful, content-rich presentations on business and technology concerns, ranging from the impact of economic conditions to relevant IT trends.

This unique event took place at the iconic Westin Palace Hotel, located in the centre of Madrid, at the charming Las Letras neighbour-hood, and within walking distance of the most prestigious museums of the city, such as Thyssen Museum or Prado Museum.

Get an impression of the event by visiting the GSE president's collection on Google+

https://plus.google.com/+PeterGrothPresidentofGSE/collections

GSE INDUSTRY SOLUTION COUNCIL (ISC), RUESCHLIKON, SWITZERLAND – 19-20 MAY 2016

The Industry Solution Council (ISC) 2016 was hosted by IBM at their Executive Centre in Rueschlikon, Switzerland. The seminar for a selected group of qualified professionals was led by IBM experts, on security topics.

Participant Feedback
ISC was a fantastic opportunity to discuss security topics with IBM researchers and to take a peek at interesting technologies developed at Thinklab Zurich. Additionally, the great venue and organization were followed by interesting discussions between the participants, and a look behind the curtains on how security is handled in other organizations.

Mr. Johannes Segitz, Security Engineer, SUSE Linux GmbH

GSE MANAGEMENT SUMMIT, LISBON, PORTUGAL – 26-27 SEPTEMBER 2016

The GSE Management Summit took place in the beautiful location of Lisbon, Portugal - a European centre of culture combining centuries of history with modern progress, and called home by many influential discoverers and thinkers. The city welcomed the conference attendees from its best side with perfect summer weather. Nevertheless, the delegates followed the fascinating presentations, partly nightmarish insights and how one should handle them.

GSE ANNUAL GENERAL MEETING, LISBON, PORTUGAL – 26 SEPTEMBER 2016

The GSE Annual General Meeting convened on Monday, 26 September 2016 in Lisbon. The balance sheet, and profit and loss statements for the period ending on 31 December 2015 were approved. Discharge was granted to the Officers of the European Committee, of the Steering Committee and of the Regions Committee, for conducting the association's business during the year ending 31 December 2015. The financial documents and minutes can be downloaded on www.gse.org.

GSE ELECTION TERM 2017-2018

In accordance with the GSE Statutes and Policies, the elections for the term 2017-2018 took place during the Steering Committee meeting on 25 September 2016 in Lisbon, Portugal.

GSE is pleased to announce the results:
• President: Peter Groth, Germany
• Director Administration & Finance: Detlef Felser, Switzerland
• BDO, Switzerland, have been re-elected as GSE's statutory auditors for the term 2017-2018.

Due to a reorganisation within GSE, the positions of Chairman Regions Committee and Chairman Technical Committee became obsolete.

NEW MEMBERSHIP FEE AS OF 01 JANUARY 2017

Throughout its 57 years of service to the IT community, GSE has been able to bring its members, benefits and opportunities worthy of its position as a Premier European IBM User Group, always for a very reasonable membership fee. The fee has not been changed over the last five years, with a continued determination to make available the highest quality of IBM information, education and direct discussion opportunities.

After much internal analysis, the European Committee and the Steering Committee have decided that as of 01 January 2017 the membership fee will be EUR 880. The slight change has become necessary, not only due to the obvious market changes and economic fluctuations, but also due to the dedicated proactivity applied by GSE in ensuring that its members are constantly up to date, involved and ahead of the game in IT progression.

Additionally, to avoid book losses, the Balance Sheet as well as the Profit & Loss Account will be established in EUR as of 2017 and not in Swiss Francs anymore. Hence the preference to issue all invoices in EUR. If for one or the other reason, a company would like to pay in Swiss Francs, the amount remains as CHF 1'050.

NEW STRUCTURE OF GSE EVENTS IN 2017

The upcoming event, so far well established under the name GUIDE Executive Club, will be named GSE GUIDE Spring Event and will take place in Monte Carlo, Monaco, 03-04 April 2017. This event is designed for IT Management to help business executives identify opportunities and strategies for implementing business solutions.

Instead of two events for IT Management, GUIDE Executive Club in spring and GSE Management Summit in autumn, we will organise one big summer event as of 2018 onwards.

On the other hand, we are planning two technical events: Industry Solution Council (ISC) and MAC Management Advisory Council each year. These events will bring together a selected small group of European GSE Members and IBM customers for effective learning and discussions with IBM on strategy, best practices, services and future developments from a Management perspective.

IBM TECHNICAL CONFERENCES IN 2017

April	24-27	IBM Systems Technical University
October	10-13	IBM Digital Experience & IBM Commerce Learning Academy & IBM Cloud Technical University
tba		IBM Power Systems & IBM System Storage Technical University
tba		IBM z System Technical University

More events to come, please visit www.gse.org

DISCOUNT ON IBM EVENTS FOR GSE MEMBERS

As a result of the partnership with the IBM Global Training Providers Arrow ECS, Avnet Technology Solutions, Global Knowledge, Ingram Micro and Learn Quest, GSE and BTB are able to offer GSE members a **discount** of **20%** on the participation fee for certain IBM Training Courses and on IBM STG Technical Conferences in Europe, as well as **15% discount** for IBM STG Technical Conferences in the USA.

Please continue to use the BTB enrolment form in order to register for an event to benefit from the discount.

DISCOUNT POSSIBILITIES WITH OTHER PARTNERSHIPS

GSE Members benefit from **20% discount** on the MTP one-day exam for Mainframe Technology Professionals. A range of specialist examinations that lead to formal set up, specifically for professionals working in IBM z Systems technical environments. Please find more information on www.gse.org or on the MTP website at www.mtpexams.com.

Furthermore, GSE can offer a **20% reduction** on the SHARE Conference fee in the USA.

All you need to do is to mention your GSE member ID when enrolling. If you do not know your company's membership number, please email gsehq@gse.org.

GSE INTERNATIONAL EVENTS IN 2017

April	03-04	GSE GUIDE Spring Event	Monte Carlo, Monaco
April	24-26	European Enterprise Modernization for z/OS	Rotterdam, The Netherlands
May	15-18	European Operations Technical Conference (EOTC)	Boeblingen, Germany
June	19-20	GSE Industry Solution Council (ISC)	Nice, France
October	23-25	GSE/IBM TU for z/VSE, z/VM and Linux on z Systems	Hamburg, Germany
November	06-07	MAC Management Advisory Council	Rome, Italy

More events to come, please visit www.gse.org regularly !

PAST GSE EVENTS IN 2016 - EUROPE AND REGIONS

GSE European and International Events

April	04-05	GUIDE Executive Club	Madrid, Spain
April	19-21	European Enterprise Modernization for z/OS	Vilnius, Lithuania
April	25-27	European Operations Technical Conference (EOTC)	Boeblingen, Germany
May	19-20	GSE Industry Solution Council (ISC)	Rueschlikon, Switzerland
September	26-27	GSE Management Summit	Lisbon, Portugal
October	10-12	European Enterprise Modernization for z/OS	Bremen, Germany
October	24-26	GSE/IBM TU for z/VSE, z/VM and Linux on z Systems	Leipzig, Germany

GSE Regional Annual Conferences or General Assembly

Austria	02-04 May	Berlin, Germany (joint event with Germany and Switzerland)
Belgium/Luxembourg	20-21 April	Groot-Bijgaarden, Belgium
France	no conference	
Germany	02-04 May	Berlin, Germany (joint event with Austria and Switzerland)
Italy/Greece	16 November	Milan, Italy
Nordic Region	01-05 June	Reykjavik, Iceland
Spain/Portugal	13 December	Madrid, Spain
Switzerland	02-04 May	Berlin, Germany (joint event with Austria and Germany)
The Netherlands	17 November	Almere
United Kingdom	01-02 November	Whittlebury Hall

CONTACTING GUIDE SHARE EUROPE

• gsehq@gse.org: to inquire about your membership, membership payment or conferences

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