

The power of creativity and innovation



CeBIT Global Conferences

1–5 MARCH 2011 · HANNOVER



CeBIT Global Conferences 2011

→ Around 4,000 attendees from over 100 countries attended the CeBIT Global Conferences (CGC) 2010, making it the premier international conference event at CeBIT. Featuring a range of keynote addresses, talks, panel discussions and roundtable discussions, the CGC are the perfect platform for setting trends, unveiling innovative technologies and discussing the latest developments.

www.cebit.de/cgc_e

CGC at a glance

Venue

→ Exhibition Center (Hannover, Germany), Convention Center (CC), Room 2

Date & Times

→ 1–5 March 2011, daily from 10:00 a.m. to 1:00 p.m.

Conference language

→ English

Concept

→ Discussion forum dedicated to innovations and trends in the realms of ICT, digital media and consumer electronics. Where industry players and enterprise users engage in close dialogue and enjoy high-level matchmaking opportunities.

Target Group

→ The CGC are targeted at decision makers from industrial companies that use technology, the ICT sector, entrepreneurs and multipliers.

Attendee marketing

→ Extract: Over 140,000 printed mailshots • Ads and supplements in relevant trade journals • A million interactive electronic mailshots • High-profile website with just on 300,000 exhibitors • Steady stream of press releases, each distributed to over 10,000 journalists • Intensive promotion of CGC on site and along public transport routes leading to the showgrounds • Sustained community building by means social media tools

Attendance

2008 1,900 attendees

2009 3,133 attendees + 2,135 online participants

2010 3,852 attendees + 3,949 online participants



Topics

The power of creativity and innovation

- Tuesday, 1 March ICT solutions for a better world
- Wednesday, 2 March Real Business – Real Time
- Thursday, 3 March Entertainment & Mobility: Connecting real and virtual worlds
- Friday, 4 March Social Media: The art of conversation
- Saturday, 5 March Special event: The AppZone

Session types

Plenary Session

- 40-minute panel discussions
- 30-minute keynote addresses
- 30-minute talks
- 10-minute “What’s next in tech” product showcases for the unveiling of new products and solutions

Roundtable discussions

Following each CGC plenary session, the speaker is invited to engage in an exclusive roundtable discussion with a small, select group of up to 10 people.

Here’s how you can take part

Speakers

Speaker slots are in great demand, with more and more applications coming in every year. CGC 2011 marks the premiere of our online application service for speaking slots and suggestions for speakers and topics. Note: You do not need to submit an application if you have been invited to participate by us directly. Please submit your application/proposal to:

www.cebit.de/cgc_callforspeakers

“What’s next in tech” – product showcase

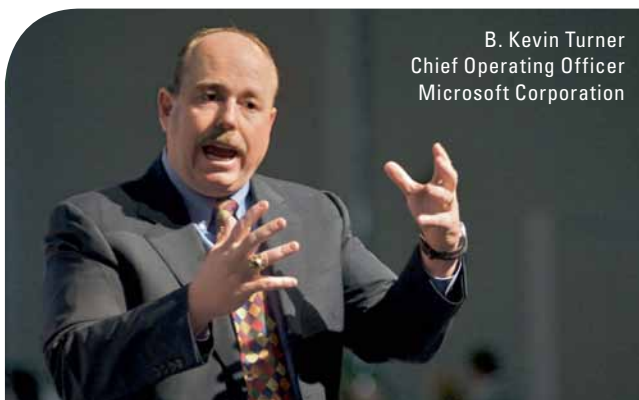
As of 2011, you can also use the conferences to unveil your latest and greatest innovations and solutions. For this purpose, you will be allocated a 10-minute presentation slot as part of the conference program. The slots are limited to two per day. Please send your application to:

www.cebit.de/cgc_nextintech

Partners & Sponsors

Naturally, a highly tailored conference also provides highly tailored sponsorship options. The different types of sponsorship activities are organized into individual modules. You can choose a configuration of modules that is best suited to reaching your company’s target group(s). All the modules combined enable you to reach over one million valuable business contacts. Further information is available at:

www.cebit.de/cgc_partners



Speakers 2010



Anand Agarawala, Founder **bumptop.com** · Thomas Balgheim, Chief Executive Officer **Cirquent GmbH** · Peter Berger, Chief Executive Officer + President **Suite101.com Media Inc.** · Stewart Butterfield, Co-Founder **Flickr.com** · Mark Chung, Chairman of the Board **VUT e.V.** · Zaryn Dentzel, Founder and Chief Executive Officer **Tuenti** · Vivek Dev, Group Director of Innovation **Telefonica S.A.** · Dr. Robert Epstein, President **Creativity International** · Ibrahim Evsan, Founder **sevenload GmbH** · Kevin Eyres, Managing Director Europe **LinkedIn** · Stephen J. Felice, President Small & Medium Business **Dell Inc.** · Joachim Franz, Leiter **Museload Deutsche Telekom AG** · Dr. Steve Garnett, Chairman and President, Europe **salesforce.com** · Jan Geldmacher, Chief Commercial Officer Enterprise **Vodafone Germany** · Ralf Gerbershagen, Vice President & General Manager Mobile Devices Western Europe **Motorola GmbH** · Dr. Peter Graf, Chief Sustainability Officer and Executive Vice President **SAP AG** · Tim Hadley, Director Corporate Communications **Omnifone** · John Ham, Chief Executive Officer & Founder **Ustream** · Adolfo Hernandez, President Europe, Middle East and Africa **Alcatel-Lucent** · Jon Iwata, Senior Vice President Marketing & Communications **IBM Corporation** · Michael Jones, Chief Technology Advocate, Google & Founder Google Earth, **Google** · Natalya Kaspersky, Chief Executive Officer InfoWatch, Chairperson of the Board **Kaspersky Lab** · Mark Kingdon, Chief Executive Officer **Linden Lab** · Senator Kate Lundy, **Australian Capital Territory** · Andy Mulholland, Global Chief Technology Officer **Capgemini** · Dr. Urban Pappi, Director Broadcasting and Online **GEMA** · Stefan Peter Roos, Managing Director **Proudmusiclibrary.com** · Dr. Zvi Schreiber, Founder and Chief Executive Officer **Ghost Cloud Computing** · Russ Shaw, General Manager EMEA, General Manager Mobile **Skype Technologies SA** · Dr. Dietmar Straub, Chief Executive Officer **KraussMaffei AG** · Mousse T., Producer + Artist **mousse-t.com** · Rob Tarkoff, Senior Vice President **Adobe Systems Incorporated** · B. Kevin Turner, Chief Operating Officer **Microsoft Corporation** · Dr. Werner Vogels, Vice President Worldwide Architecture & Chief Technology Officer **amazon.com** · Conrad Wolfram, Strategic Director of Wolfram Research, **Wolfram|Alpha** and Cofounder of **Wolfram Research Europe Ltd.**

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