

CeBIT GLOBAL CONFERENCES

CONVENTION CENTER (CC), ROOM 2



2 – 6 MARCH 2010 · HANNOVER



CeBIT GLOBAL CONFERENCES 2010

From **2 to 6 March 2010** the **CeBIT Global Conferences** will be staged for the third year running at CeBIT – the world's largest and most renowned ICT trade fair and networking event. In 2010 the conferences are dedicated to the following theme:

The challenges of a changing world – ICT for better lives and better business

The conference will feature a five-day series of keynotes, roundtables and talks with a top lineup of speakers and panelists consisting of ICT innovators, entrepreneurs and policymakers intent on sharing their visions and future agendas with industry professionals who want to see the shape of things to come in IT, telecommunications and new media.

As a special feature this year, the conferences will be enriched by **@music: About Pirates, Artists and Consumers**: a think tank in which experts will debate the future of the music industry in the Internet Age.

For anyone who wants to know what's coming up just around the bend – as revealed straight from the top – CeBIT Global Conferences are **the** place to be next March!

Date: 2 – 6 March 2010

Venue: Hannover Exhibition Center, Hannover, Germany, Convention Center (CC), Room 2

Website: www.global-conferences.info

Concept of the CeBIT GLOBAL CONFERENCES: Discussion forum and think tank dedicated to future scenarios and visions related to the information economy, telecommunications and new media.

Central theme in 2010: The challenges of a changing world – ICT for better lives and better business

Target group: The CeBIT Global Conferences address decision-makers in the ICT industry and user businesses in equal measure, as well as all interested lateral thinkers, strategists and visionaries.

Conference language: English

TOPICS:

Tuesday, 2 March: Challenges as Opportunities:
How ICT Faces the World of Tomorrow

Wednesday, 3 March: Smart Business 2020: ICT for Empowered Business
in Dynamic Times

Thursday, 4 March: Consumer Electronics & Mobile Solutions:
The Next Generation

Friday, 5 March: Connected Worlds: Surfing the Wave of Change Together

SCHEDULE, 2–5 MARCH:

10.00 a.m. – 10.30 a.m. Keynote
10.30 a.m. – 11.00 a.m. Keynote
11.00 a.m. – 11.30 a.m. Keynote
11.30 a.m. – 12.00 noon Keynote
12.00 noon – 1.00 p.m. Panel / Talk

Special Event at the CeBIT Global Conferences:

Saturday, 6 March: @music: About Pirates, Artists and Consumers

Website: www.cebit.de/music_e

Target Group: Primarily consumers and internet savvy lateral thinkers, as well as representatives from the music industry (independent and major labels, operator platforms, online music distributors) and artists.

TOPICS @MUSIC:

- Concerts, downloads, CDs: how will music stars of the future make a living?
- Copyright: intellectual property in the age of digital globalization
- Music pirates: mutiny among consumers
- New business models for the music industry

SCHEDULE, 6 MARCH:

11.00 a.m. – 11.30 a.m. Keynote/Talk
11.30 a.m. – 12.00 noon Keynote/Talk
12.00 noon – 12.30 p.m. Keynote/Talk
12.30 p.m. – 1.30 p.m. Panel



SELECTED MARKETING MEASURES PLANNED FOR 2010

PRINT ADVERTISING

- 2 postal mailshots: December 2009, January 2010
- 2 postcard campaigns: 1 postcard per week, starting 4 weeks before the conference
- Customized conference programs for all speakers
- Advertising with selected media partners

ONLINE ADVERTISING

- Integration of Conference news in four CeBIT newsletters
- Four special Global Conferences newsletter
- Keyword advertising
- Banner ads
- Targeted online promotion, with www.global-conferences.info linked to CeBIT website
- E-mailings to previous attendees of CeBIT Global Conferences

PRESS PUBLICITY

- Promotion at CeBIT press conferences around the world
- Press release 11/09: initial announcement of top speakers
- Press release 12/09: announcement of further top speakers
- Press release 01/10: announcement of the full conference program
- Press release 02/10: announcement of a surprise speaker
- Customized press releases for all speakers

ON SITE

- Billboards
- Direction sign
- Advertising at the Convention Center entrances
- Conference program displayed on monitors

REVIEW OF CeBIT GLOBAL CONFERENCES 2009

2009 SPEAKERS REVISITED



THE LINE-UP OF SPEAKERS AT THE 2009 CeBIT GLOBAL CONFERENCES: Dr. Ferri Abolhassan, Chief Systems Integration Officer and Member of the Board of Directors, T-Systems · Léo Apotheker, Deputy Chief Executive Officer, SAP AG · Craig R. Barrett, Chairman of the Board, Intel · Joel Berger, Managing Director GSA & Northern Europe, Fox Interactive Media Germany, MySpace · Marco Börries, Executive Vice President, Connected Life Yahoo! Inc. · Senator the Honorable Stephen Conroy, Minister for Broadband, Comm. and the Digital Economy, Australia · Thorsten Dirks, Chief Executive Officer, E-Plus · Dana Dunne, Chief Executive Officer, AOL Europe · Scott A. Durchslag, Chief Operating Officer, Skype · Dr. Stefan Groß-Selbeck, Chief Executive Officer, XING AG · Matthias K. Hartmann, General Manager IBM Global Business Services, Germany · Reid Hoffman, Chairman & Chief Executive Officer, LinkedIn · Aymar de Lencquesaing, Senior Corporate Vice President & SHBG President, Acer Inc · Dr. Sven Lorenz, Chief Information Officer, Porsche AG · Som Mittal, President, Nasscom · Andy Mulholland, Global Chief Technology Officer, Capgemini · Stephan Musikan, Managing Director, Ciao GmbH · Dr. Karsten Ottenberg, Chief Executive Officer, Giesecke & Devrient GmbH · Dr. Reinhard Ploss, Member of the Managing Board, Executive Vice President, Head of Operations, Infineon AG · Jean-Laurent Poitou, Managing Director Electronics & High Tech (EHT), Accenture · Dr. Georg Pölzl, Managing Director, T-Mobile Germany · Prof. Dr. Hans-Gert Pöttering, President of the European Parliament · Frank Rosenberger, CCO Consumer Business at Vodafone Germany and Arcor · Dr. Joachim Schaper, Vice President EMEA, SAP Research, SAP AG · Prof. Dr. h.c. mult. August-Wilhelm Scheer, President BITKOM e.V. · Peter F. Schmid, Managing Director, mobile.international GmbH · Alexander Schmiegelow, Chief Executive Officer, sevenload GmbH · Karl-Heinz Streibich, Chief Executive Officer, Software AG · Teri Takai, Chief Information Officer, California · Prof. Dr. Helmut Thoma, Founder of the RTL broadcasting firm and Supervisory Board Chairman of Freenet/Debitel · Enrique Tufet-Opi, Vice President Corporation Office and General Counsel, Epson Europe B.V. · B. Kevin Turner, Chief Operating Officer, Microsoft · Ben Verwaayen, Chief Executive Officer, Alcatel-Lucent · Dr. Werner Vogels, Vice President & Chief Technology Officer, Amazon

2009 ATTENDANCE BY FEATURED TOPIC

ICT & Civil Society	Tuesday, 3 March 2009	711
Mobile Communication	Wednesday, 4 March 2009	689
Business 2015	Thursday, 5 March 2009	522
Webciety	Friday, 6 March 2009	1,211

Total visitors: 3,133



IMPRESSIONS & TESTIMONIALS 2009

SPEAKER COMMENTS:

"I enjoyed giving a keynote speech at CeBIT Global Conferences 2009 in Hannover. It is a fantastic gathering of industry leaders from all over the world for discussing their vision, IT industry trends, and innovations. Visitors can only gain from the CeBIT experience. I wish you all the best for 2010."

Craig R. Barrett, Intel Corporation

VISITOR COMMENTS:

"Based on what we experienced as highly valuable lectures, we will be sure to plan in more time for attending presentations next year."

Bernd Stache, journalist

OTHER COMMENTS:

"This program was a big hit, and we would be very pleased to have the chance to take part again next year."

Thomas Pfister, Director Global Marketing, SAP Global Marketing, Inc

"Very heartfelt thanks to all concerned for the exceptionally good service we enjoyed in connection with our role in the CeBIT Global Conferences... The feedback we got from colleagues and clients alike was also unanimously positive. CeBIT is and remains entirely unique."

Rüdiger Fanslau, Manager Eventmarketing, Capgemini Deutschland

CeBIT AT A GLANCE

Date: 2 – 6 March 2010

Venue: Hannover Exhibition Center, Hannover, Germany

Exhibitors 2009: 4,300

Attendees 2009: 362,000

YOUR CONTACTS:

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