



2010 Exceptional Web Experience

IBM Portal Excellence Conference - Europe

October 11-13, Düsseldorf, Germany



Learn how you can create an Exceptional Web Experience

Join us for the preeminent Exceptional Web Experience event — IBM Portal Excellence Conference 2010 - Europe — October 11-13 in Düsseldorf, Germany. This conference is dedicated to helping organizations be more successful by highlighting proven business solutions and technical strategies designed to keep pace with rapidly evolving Web user demand and expectations. At this exciting event, you will:

- Gain insight into critical business issues and emerging technologies.
- Learn how to improve business and technical planning with expertise and guidance gained from in-depth presentations.
- Test-drive the latest technologies during hands-on training sessions.
- Take advantage of on-site certification testing.
- Participate in roundtable topic discussions, birds-of-a-feather sessions and panel forums.

Who should attend?

The Exceptional Web Experience — IBM Portal Excellence Conference offers a wealth of knowledge and resources to business executives and IT professionals, including line of business executives, business analysts, IBM Business Partners, IT decision makers, project managers, technical staff, developers, content managers and analysts.

Why you should attend

You will gain valuable benefits, including:

- World-class education in over 100 sessions
- Free attendance of all sessions on the co-located IBM European WebSphere Technical Conference during the Portal Conference
- Dedicated conference tracks that present proven business value methodologies, the latest platform innovations and software strategy
- Knowledge gained from presentations and discussions about lessons learned from real-life applications that you can apply to your work challenges
- Contact with industry thought leaders, IBM Business Partners, customers and IBM experts who can influence the success of your projects
- Information about the latest products in the industry, showcased by IBM and IBM Business Partners at the Solutions Expo

Everything you need for your Exceptional Web Experience

An Exceptional Web Experience is achieved when the expectations of intended users have been met—or better yet—exceeded. We'll show you how you can do just that in sessions that feature our technologies at work in different industries, the new Industry Toolboxes, rapid deployment with Portal NOW, best practices and customer case studies—along with information about the latest Web portal, content, social, mobile, e-commerce and other innovations available from IBM and our IBM Business Partners.

Come see how powerful and beneficial an Exceptional Web Experience can be and how companies and organizations of every size can drive better business outcomes.

Attend two great conferences for the price of one!

This year the Portal Excellence Conference will be co-located with the IBM European WebSphere Technical Conference.

Your conference pass will allow you to attend any session on the WebSphere Technical Conference agenda from Monday 11th to Wednesday 13th without additional fee.

A 2 day pass can be available at € 180,- for Thursday 14th and Friday 15th.

For more details on the WebSphere Conference, go to:
ibm.com/training/conf/europe/ws