



Opening Keynote:  
**Michael Rogers, Practical Futurist**

Michael Rogers is an internationally-known futurist, author, speaker and technology pioneer who most recently served as futurist-in-residence for The New York Times. He also writes the popular Practical Futurist column for MSNBC and is a best-selling novelist whose fiction explores the human impact of technology.

Michael is a different kind of futurist—one who combines real business experience with technology skills. Add to that the keen eye of an award-winning investigative journalist and the storytelling skill of a novelist, and you have The Practical Futurist.

Michael Rogers also speaks to audiences worldwide and is a regular guest on radio and television, known for his use of stories and humor to create an optimistic and inspirational view of future challenges.

Rogers earned degrees in Physics and Creative Writing at Stanford University, with additional studies in finance and management at the Stanford Business School Executive Program.

He began his career as a writer for Rolling Stone magazine. He co-founded Outside magazine and then launched Newsweek's technology column, winning numerous journalism awards. For ten years he was vice president of The Washington Post Company's new media division, leading both the newspaper and Newsweek into the new century and earning patents for multimedia technology. He is also a bestselling novelist whose books have been published worldwide, chosen for the Book-of-the-Month club and optioned for film.





## Seminar Sessions

### The Role of the CIO in the Digital Age

**Larry Bonfante, Founder, CIO Bench Coach and Former CIO, US Tennis Association**

There has never been a better time for the CIO and the technology function to be a key differentiator in driving genuine business value for their organizations. The Digital age has created the opportunity for technology organizations to enable a deeper, more direct, and more personalized level of engagement with the ultimate consumers of our companies' products and services. Technology is no longer considered a back-office utility but is rather a key investment in transforming the way we do business.

For years CIOs have aspired to have that elusive seat at the proverbial table. However now that we have accomplished that goal, many IT executives find that the competencies that got them to this place are no longer sufficient to ensure their success as they transition from the back room to the board room. Larry Bonfante will discuss both the changes that are impacting the IT organization in the Digital age as well as discuss the key competencies required for success and how IT executives can work to develop these critical new skills in order to succeed in this new digital world.

### The Cloud Ring Leader of the Four Horsemen? Establish or Enhance Your CFCOE Next Week

**Brent Eubanks, VP Technology Optimization, Ticketmaster - Live Nation**

Cloud Financial Center of Excellence or CFCOE has been constantly suggested by all 5 major public cloud vendors for last 8 years. Where is yours? How is it doing, how do know? Do you want to know what exactly to do next to go from lagging to world class for your enterprise?

In this session Brent will discuss how the Livenation Ticketmaster Optimization practice started off, the role of value measurement, and how today the CFCOE plays translator and bridges information asymmetry across Sr Leadership/PMO, Finance/TBM, Procurement, and AppEng/TechOps so that all respective experts in their own domain have a common understanding and focus point to transition away from legacy colo/CapEx operations into a highly agile and data aware organization.





## The CIO Forum

The Harvard Club, New York  
November 2<sup>nd</sup>, 2017

Cloud is cheaper? The answer might surprise you!

***Eamon Kearns, Senior Director, Emerging Solutions, MIT***

As cloud capabilities and popularity have grown year after year, there are now a potentially overwhelming number of options for people to use in the infrastructure and software area. There also is increasing pressure on companies to leverage the cloud from people both inside and outside the company. Often this happens without a clear understanding of the benefits and the return on investment. As a result, it can be difficult to determine exactly what the costs will be for these migrations, both one time and more importantly recurring.

At this session, you will hear about outcomes based on real world experiences moving to a cloud first strategy, with a focus on the critical things you need to be aware of before embarking on it yourself.

Panel: Cyber Resilience – To Do or Not To Do, That Is The Question

***Moderated by Joyce Hunter, Former Deputy CIO and Former Acting CIO, US Department of Agriculture / Panel to be announced***

Is there a price to pay for cyber security? Does an effective defense against cyber-attacks hinder an organization's effectiveness and stifle innovation and efficiency? Most firms' defenses today are comprised of a variety of proprietary products and services from multiple vendors that tend not to play very well with each other. A new cyber defense is deployed only when it becomes an agency or corporate priority to do so. This situation is guaranteed to leave IT teams in a reactive, defensive posture as their organizations battle over budget priorities instead of anticipating and planning for the future. Attend this session to understand what government and industry is doing to help agencies stay ahead of the "bad guys".

The Business Equation, and Engaging Your Workforce

***Khalil Smith, Founder, Smith + Grey, LLC and Former Senior Training Leader, Apple Inc.***

"Our people are our greatest resource."

Have you heard that before? Have you said that before? Do you believe it?

This session is focused on the critical elements that make up successful organizations through a people and culture focused lens. You will take a dive into the parts of your business that really matter, and reflect on how you can look deeply and critically to evaluate the likelihood of success for groups ranging in size from teams to entire organizations.

Groups dynamics are the new point of differentiation. Join the conversation as we talk about Intent, Process, Transparency, and Outcomes, and the role these play in making harmonious and internally consistent team decisions.

It's been said that culture eats strategy for breakfast. Find out how to keep your strategy from being devoured.





## Discussion Groups

### Discussion Group: Maintenance Over Innovation

***Moderated by your peers***

Inspired by a recent Freakonomics podcast, this discussion group will take on the “innovation obsession” and wonder if all this focus on re-invention is costing us. More and more, innovation and driving the business is demanded of us, but we cannot forget that system maintenance will cost us in the long run if we ignore it.

Maintenance will not get us a promotion, or praise from the board, but we cannot forget that legacy systems need love too.

### Discussion Group: Digitization & Setting the IT Table

***Moderated by your peers***

Once the decision for digital transformation is made, the next step can define the role (and future) of the IT Department for years to come: who will lead? The person/people defining the parameters and goals will set the position of IT – and the CIO -- within the organization.

But it’s not all doom-and-gloom: There is an opportunity for the CIO with the skills to lead such a transformation to solidify their position in shaping direction and culture. Simply championing the cybersecurity aspect can ensure IT has a voice, when often it could be pushed aside.

### Discussion Group: The State of the IT Department 2017

***Moderated by your peers***

Getting beyond the fads and “nice-to-haves”, this discussion group is a dive into the tangible day-to-day issues we are currently facing as CIOs. Topics to be covered will be released closer to the event.

### Discussion Group: Security 2017

***Moderated by your peers***

Reconnect with peers to catch up on the latest pressures, threats, and tools to protect your assets. Come and share your experiences on the most recent successes (and failures) in IT today, and extract some tangible actions you can take back to your team to make everything a little bit more secure...

