

Fact Sheet- Børsen IT Value 2014, 14-15 May, Bella Center, Copenhagen

Join us in the largest CXO meeting place of the year!

Theme: *Managing change and business process optimization through Digital Enablement*

Date & Place: 14th - 15th May 2014, Bella Center, Copenhagen (8am-6pm)

14th May :5.00 pm-6.00 pm Official Cocktail Reception hosted by Affecto

6.00 pm-10.00 pm Official Party at Bella Center (Congress Center hosted by Salesforce,

About: Børsen sets the agenda for the 1500 top decision makers in Danish business! Today, digitization is at the top of CXO's agenda. It is the board and top management's responsibility to ensure that IT and technology is used in a business strategic context so that it can contribute to competitiveness, the bottom line, productivity and growth. In spring 2014 we will give the country's decision-makers and international guests the opportunity to create a unique, comprehensive overview of best practice and cases in an exclusive summit with key stakeholders and consultants from the IT industry.

Background: Big Data, digitalization, outsourcing, the value of social media, the web as a sales channel and the cloud as storage, are crucial for companies' competitiveness and growth. IT is on the top management's strategic business agenda who are responsible for ensuring that IT and technology contributes positively to the bottom line and supports new waves of productivity and profit.

Includes: 30 x half day conferences hosted and moderated by Børsen and partners. A 2-day conference dedicated to IT Governance & Security. A 2-day conference dedicated to Smart Cities (Big Data/ICT/Mobility) and 3D Printing. 4 Keynote sessions. 2 days of Gartner CIO Workshops. The Komfo Social Academy, Speaker's Corner Side Events with leading cases, The GRC Clinic for Governance Risk and Compliance. The CBS Hospital, The INFINIT R&D Clinic, Matchmaking meetings.

Partners: Salesforce, IBM, EMC, Implement Consulting Group, KMD, Microsoft, VMWare, Cisco, SAP, Global Connect, McKinsey & Co., Symantec, Kapacity, Netcompany, PWC, Deltek, Conscia, Cognizant, Columbus, Affecto, Deloitte, Atea, Komfo, Sitecore, Display, Danske IT Advokater, Ericsson and many more.

Strategic Partners: Gartner, ISF (Information Security Forum), Dansk IT, The Danish E-commerce Association, The Danish Marketing Association, The Confederation of Danish Industries / ITEK, ITB, Innovation Centre Denmark - Silicon Valley, The City of Copenhagen, Copenhagen Compliance, Copenhagen Business School, InFINIT, IT People Denmark and The British Chamber of Commerce in Denmark.

Target group: 1500 CXOs - C-level executives (Børsen's readers)

- Board members and CEO: Strategy, Leadership, Innovation
- COO: Operations Management
- CIO/CTO: Information Communication Technology Management
- CFO/ Controllers: Finance & Accounting, Lean Mgt
- CHRO: Change Management & Human Resources
- CMO: Marketing, sales and Communication
- CISO: Information Security & IT Governance
- CRO: Risk Mgt and Compliance
- Compliance Officers & Legal Counsel: IT Governance
- CCO: Sales, Customer Service, Product Development
- CSCO: Logistics & Supply Chain Management
- Financiers/ Venture Capital/ Business Angels meets IT entrepreneurs
- Futurists and thought leaders
- Consultants in IT Management, Outsourcing and Cultural Change Management
- Mayors, Politicians and local authorities.

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