

## Seminar Quick Reference Guide

Room Number	11	12B	13	14	16AB	19A	InnoTech Theater	Microsoft Theater	Austin Theater
<i>Focus</i>	Software	Applications	Green IT/Data Center	Various	eMarketing Summit	Austin CIO Summit	Technology	Microsoft Solutions	Infrastructure
7:30am - 8:00am	<b>Registration Opens</b>				Lessons Learned From 5 Internet Marketing Experts - 7:45am - 8:45am				
8:00am - 9:00am	<b>Keynote Presentation - Austin's Technology Roadmap – Staying on the Right Path Presented by Angelos Angelou</b>								
9:00am	<b>Exhibits Open 9am - 4:30pm &amp; Coffee - Inside Ballroom D</b>								
9:30am - 10:30am	Requirements at the Speed of Thought	Austin Chamber - Networking in Austin	Michael Webber Green/Clean Tech Presentation	The State of the Open Source Industry	Lead Nurturing OR eMail Deliverability Secrets - Select One	Business Intelligence Maturity Model: Actionable Data Governance	Moving from Today to the Future – Disruptors and Change	SQL Server 2008	Infrastructure Optimization
10:30am - 11:00am	<b>Exhibits &amp; Coffee Break - Inside Ballroom D</b>								
11:00am - 12:00pm	SOA Panel: Myth vs. Reality	SaaS and the Evolution of Enterprise Business Applications	Embracing Change with Green IT: An Applied Materials Case Study	Beta Summit II - Demos of Austin's Hottest Technologies	Landing Page Optimization Clinic OR Video Optimization and Local Search - Select One		Designing Reliable Storage Systems-A Reality Check on Storage Futures	Microsoft Office Sharepoint Server (MOSS) Overview	Who Do You Trust? - How Knowing Who and What Your Users are Determines How Secure Your Information Is
12:00pm - 12:30pm					How Best-in-Class Companies Make	Austin CIO Summit Luncheon	InnoTech Luncheon, inside Ballroom D Sponsored by Presidio Networks Seating and food is limited to the first 150 guests (attendees only please)		
12:30pm - 1:00pm					Word-of-Mouth Marketing Work Successfully	Future State CIO Discussion & Panel			
1:00pm - 1:50pm	Making the Business Case for Rich Internet Applications (RIAs)	Government 2.0 - Practical Applications	Data Center: Red to Green	The iPhone Application Market Opportunity	The Social Media Revolution is Underway - How To Capitalize On It	with Gary Beach, Publisher Emeritus CIO Magazine	Business Continuity Planning for Small & Medium Size Businesses	You have MOSS installed... now what?	Google Cloud Computing - Ready For Business
1:50pm - 2:30pm	<b>InnoTech Happy 45-Minutes Inside Hall D Networking, Complimentary Drinks &amp; Appetizers, Exhibits, Live Music!</b>								
2:30pm - 3:20pm	Ruby in the Real World	Workplace trends: Coworking and Telecommuting	Virtualization: The Key to Greening Your IT Infrastructure	iPhone in the Enterprise	The Decline of Advertising and the Creative Renaissance	Web 2.0 and Collaboration in the Enterprise: Successes and Challenges	Aligning Your Hiring Strategy with Your Business Plan	Innovative experiences enabled by the Microsoft Surface	Unified Communications: Presence Has a Whole New Meaning
3:30pm - 4:20pm	Static Analysis Techniques for Testing Application Security	The Collaborators Paradox - A Fire Side Chat	Green Tech Showcase		Strategies For Planning & Building an Online Community	The Collaborators Paradox - A Fire Side Chat - Go To Room 12B	Business Value of IT/IS		IBM - Security Presentation
4:30pm - 6:00pm	<b>11th Annual IT Executives of the Year Awards &amp; Reception Hosted by AITP Room 19A - Attendees &amp; Exhibitors are welcome to celebrate</b>								
6:00pm - 8:00pm	<b>InnoTech Afterparty - Hosted by ATC &amp; Austin Tech Happy Hour Six at 4th &amp; Colorado</b>								