

InnoTech Conference Reference Guide

Room Number	16AB	11	12B	13	14	19A	InnoTech Theater	Microsoft Theater	Austin Theater
7:30am - 8:00am	<p>Lessons Learned from Internet Marketing Experts 7:45am - 8:45am</p> <p>(Select one for 9:00am) Your Brand in the Inbox: Elements of Stylish Search Marketing OR Exploiting Social Media to Master Search Marketing</p> <p>(Select one for 10:00) Mobile Advertising: Engaging Today's Consumer is Not All About Social OR Killing Brad Pitt: Why Buyers Fail to Take Action on your Web Site</p> <p>11:00am - 11:30am Break & Expo 11:30am - 11:55am eMarketing Luncheon</p> <p>12:00pm - 12:55pm Tying is all Together: Integrating your Business and Brand into Social Conversations</p> <p>1:00pm - 1:55pm Top 10 Extreme Social Media Promotion Hacks</p> <p>1:55pm - 2:30pm Break & Reception</p> <p>2:30pm - 3:20pm Communication Shifts: How Brands Communicate Through Twitter and the Blogosphere 3:30pm - 4:20pm Five Essential Tools for Improving and Measuring New Media Marketing Results</p>	Registration Opens							
8:00am - 9:00am		Keynote Presentation - Delivering Business Impact: A Strategic View of Windows7 & Optimized Desktop Presented by Joe Corella, National Technology Director, Microsoft Corporation							
9:00am		Exhibits Open 9am - 4:30pm - Inside Ballroom D				Exhibits Open 9am - 4:30pm - Inside Ballroom D			
9:30am - 10:30am		Developing in the Cloud		Building the Smart Grid: The Austin Energy Story	Managing IT Through This Economic Climate		Security in VMware Environments - Before and After VMsafe	Windows 7 READY: How will your organization derive business value from Windows 7?	The Changing Future of Software, Computation, Development and Business Processes
10:30am - 11:00am		Exhibits & Coffee Break - Inside Ballroom D							
11:00am - 12:00pm		ASP.NET MVC: An Architect's Perspective	Beta Summit - Demos of Austin's Hottest Technologies	Save Money and Reduce Risk with Online Software Tools	Accelerate IT		Mobile Development on the iPhone -- It's about the business	Virtualization 360	Social Networks and Security: What Your Teenager Likely Won't Tell You
12:00pm - 12:30pm						Austin CIO Summit Luncheon	InnoTech Luncheon, inside Ballroom D Sponsored by Eaton Seating and food is limited to the first 150 guests (lunch is for attendees only)		
12:30pm - 1:00pm									
1:00pm - 1:50pm		Operational Transformation: the Key to Understanding Google Wave	The Impact of Public/Private Partnerships on Technology	Wireless Technology in the Mobile Workforce	Cloud Computing: Everything you ever wanted to know and a few items that might surprise you!	Moving Beyond the Downturn: How a CIO Innovates to Prepare For the Upturn	Work-Life Balance: the New Secret Sauce of Innovation	Building Social Enterprise Communities: Lessons learned	Top 10 Proven IT Solutions for Cost Reduction And Efficiency Improvements
1:50pm - 2:30pm		InnoTech Happy 45-Minutes Inside Ballroom D Networking, Complimentary Drinks, Prizes & Exhibits!							
2:30pm - 3:20pm	iPhone Development Simplified and Accelerated	Business Unusual	Social Media Design for the Enterprise	Cloud Computing: It's Not in Concrete Yet	Driving the Delivery of Superior IT Business Value	Cutting Costs with a Scalpel, Not a Chainsaw: Maintaining Profitability in a Recession	Aligning Technology with Business Value	Designing a Secure IT Architecture	
3:30pm - 4:20pm	Database Change Management: Frictionless Schema	Fireside Chat with Robin Johnson, CIO, Dell	Our Journey Through UC - Success We Didn't Set Out To Achieve	Cloud Security Alliance: Securing the Present and Future of Cloud Computing	Fireside Chat with Robin Johnson, CIO, Dell (Room 12B)		Exchange 2010: Better, Faster, More	Cyber Security and Computer Intrusions	
4:30pm	12th Annual IT Executives of the Year Awards & Reception Hosted by AITP								
5:00pm - 7:00pm	InnoTech After Party at Buffalo Billiards - Hosted by ATC & Capital Factory Sponsored by Vaco Technology								