



Common Europe Executive Day

Monday 1 November 2021

Bella Sky Conference & Event, Copenhagen, Denmark

Program in the end



Dear IT Executives and Decision Makers,

We are very excited to invite you to the second edition of the Executive Day, a day for charting IT strategy. Please see below why your business cannot afford to miss it.

What is it all about

The IBM i Executive Day is a unique European event especially for decision-makers in whose companies the IBM i platform has played a major role for many years and has contributed to the company's success over decades. It's a one-day strategy event geared towards executives and their interests. Group discussion will surround solutions around modernization, attracting young talents, transformation, and other topics. These discussions among peers and then with IBM Executives will take participants, and their departments, to the next level of IT and business synergy.

Why you cannot miss to be there

The impending generation change in the IBM i teams, the pressure from the business due to the requirements of digitization and the often poorly documented core applications create enormous pressure to act, especially in this environment. The IBM i Executive Day offers networking at the highest level with experts from the market and like-minded entrepreneurs. Here you will find answers to your urgent questions and expand your personal network.

What are our objectives?

- ✓ How you and your company benefit from the IBM i platform and avoid bad investments,
- ✓ How IBM i strategy about cloud, integration and sustainability will accelerate your success,
- ✓ Guaranteed success in attracting new employees to IBM i Teams
- ✓ Strategies and methods for modernizing and opening up legacy applications.



Practical considerations

Seating is limited to 20 and restricted to customers only. This event is independent from the rest of the Congress and is held in another area of the venue. It also includes a networking group dinner at the conclusion. Registration options include Executive Day only or a combined registration for Executive Day and the remaining Congress.

Best regards
Executive Day Committee

Lars F Peterson, Senior Sales Manager, IBM Systems, Denmark
Simon Porstendorfer, Power Sales, EMEA, IBM Germany
Henry Karlsen, CIO, Dely, Norway
Shrirang "Ranga" Deshpande, President, Common Europe

[Register now](#) to reserve your seat

Program

Sunday October 31

- 17:30 Meet and greet in Welcome Reception in Expo (Optional)

Monday November 1

- 08:30 IBM Denmark Keynote
- 09:00 Coffee Break
- 09:15 Welcome to Executive day – Henry Karlsen, CIO Dely, Norway
- 09:20 The Power business in EMEA – Sylvia Scheerova, Director Power Sales for EMEA, IBM Slovakia
- 10:00 Eco system updates, what does it means for your business - Simon Porstendorfer, Power Sales EMEA, IBM Germany
- 10:15 Coffee Break
- 10:30 What we can expect from Power 10 – Petra Buehrer, Global Sales Leader AIX and IBM i, IBM Germany
- 11:00 How to attract young talents – a field experience, Prof Corneel Theben Tervile, HOWEST University College, Belgium, and Koen Decorte, CEO CD-Invest, Belgium
- 12:10 Lunch in Expo
- 13:10 Topics from the Nordics – Lars F. Petersen, Senior Sales Manager, IBM System, IBM Denmark
- 14:00 Coffee Break
- 14:15 Cloud journey with PowerVS - Igor Versluis, Manager PS infrastructure, Iptor, Netherlands
- 15:00 Education for IBM i world – Speaker TBD
- 15:25 Extended Coffee Break in Expo
- 15:55 IBM Keynote – IBM i Anywhere, IBM i Everywhere, Alison Butterill, WW IBM i Product Manager, IBM USA, and Steve Will, Chief Architect IBM i, IBM USA
- 16:50 Wrap up Round table
- 18:00 End of Executive day

19:00 Executive dinner with peers and IBM Executives