

## **\*\* Media Alert \*\***

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### **Gartner's Vision Events Announces Midsize Enterprise Summit Europe 2005**

#### **What**

Midsize Enterprise Summit Europe 2005

#### **Where**

The CityWest Conference and Golf Resort in Dublin, Ireland.

#### **When**

7-9 June 2005

#### **Details:**

- Vision Events' Midsize Enterprise Summit 2005 is the largest event in the IT industry that addresses IT issues unique to midsize companies. It celebrates its 5th anniversary in the US this year and is in its second year in Europe.
- Senior IT Executives from midsize organisations across the United Kingdom and Ireland, with IT budgets ranging from one million to 50 million UK pounds, will be personally pre-qualified and invited as guests at the Summit.
- Leading vendors will have an unparalleled opportunity to forge profitable relationships with executive decision-makers through private boardroom appointments, theater style presentations and one-on-one meetings at the showcase of exhibits.

#### **Gartner Conference Agenda**

The summit includes a conference program led by senior Gartner analysts on key issues as they pertain to midsize companies and the vendors who address the market. Gartner presentations include:

- Thinking about the Unthinkable: Whither the Future of IT
- Software Licensing and Negotiation Best Practices
- PC Security: A Contradiction in Terms?
- Mobile and Wireless Scenarios for European Midsize Businesses
- IP Telephony: More Than Just Cost Savings for IT
- Maximising Value from Outsourcing IT Infrastructure
- Networking Strategies – Maximising Value to the Business
- Content Management, Portals and Collaboration Converge
- Excelling in Availability and Performance Management
- Business Continuity Management Best Practices

## **Event Format**

Beyond the conference program, senior IT executives network with peers who face similar IT issues and challenges in evaluating vendors' midmarket IT products, services and programs. Technology vendors will present a selection of case studies and IT solutions tailored to midsize businesses. Private boardroom appointments among vendors and IT guests, one-on-one meetings and extensive networking events, including Midsize Enterprise Innovation™ Awards, contribute to the unparalleled opportunity for each participant to embrace applicable IT and business strategies.

Midsize Enterprise Summit brings together senior level IT executives and technology vendors, providing unparalleled exposure to summit sponsors and vendors. This year, sponsors include global solution providers including APC, BMC Software, Cisco, CommVault, Computer Associates, Dell, EDS, Oracle, and Ultimius.

**To register or for additional information** on the Midsize Enterprise Summit please visit [www.midsizeenterprise.com/europe](http://www.midsizeenterprise.com/europe) or contact Jennafer Higgs on +1 603 471-4241 or [jennafer.higgs@gartner.com](mailto:jennafer.higgs@gartner.com)

**Senior IT Executives** can apply for an all-expenses paid invitation package to the Summit by completing an [online application](#). For further details contact: Liz Gibb at [liz.gibb@gartner.com](mailto:liz.gibb@gartner.com) or Tel: +44 (0) 1784 267 650.

**Sponsors and Vendors** - for more information on presenting targeted midmarket solutions to a pre-qualified Senior IT Executive audience, contact: Bill Blenkarn on +44 (0) 1784 268 516 or [bill.blenkarn@gartner.com](mailto:bill.blenkarn@gartner.com)

## **About Vision Events**

Vision Events, a Gartner, Inc. company, is a leading producer of highly focused business events that bring resellers and end-users together with leading and emerging vendors in private case study presentations to form strategic partnerships and secure new business in the technology sector. Additional information about Vision Events can be found at [www.visionevents.com](http://www.visionevents.com).

## **About Gartner**

Gartner, Inc. (NYSE: IT and ITB) is the leading provider of research and analysis on the global information technology industry. Gartner serves more than 10,000 clients, including chief information officers and other senior IT executives in corporations and government agencies, as well as technology companies and the investment community. The Company focuses on delivering objective, in-depth analysis and actionable advice to enable clients to make more informed business and technology decisions. The Company's businesses consist of Research and Events for IT professionals; Gartner Executive Programs, membership programs and peer networking services; and Gartner Consulting, customized engagements with a specific emphasis on outsourcing and IT management. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, and has more than 3,500 associates, including approximately 1,000 research analysts and consultants, in more than 75 locations worldwide. For more information, visit [www.gartner.com](http://www.gartner.com).