401 N. Michigan Ave.
Suite 2200
Chicago, IL 60611USA

May 14, 2008
For Immediate Release
Media Contact: Dan Green
847-279-0022, ext. 239
Mobile: 847-910-2731
dan.green@techimage.com

Tracy Sereiko
312-673-5825
tsereiko@simnet.org

Nicholas Carr and LinkedIn's Lloyd Taylor Among Prominent Speakers Featured at the Society for Information Management's SIM*posium* 08
Five keynote speakers announced for annual IT executive conference

CHICAGO, May 14, 2008 – The Society for Information Management (SIM) welcomes five distinguished leaders as their SIM*posium* 08 keynote speakers, including acclaimed business writer and speaker Nicholas Carr, and LinkedIn's Lloyd Taylor. The conference will take place November 9-12, 2008, at Disney's Contemporary Resort, Lake Buena Vista, Florida.

SIM*posium* 08 is produced by SIM and designed for and by CIOs to enable peer-to-peer exchange on current business issues, industry best practices, and to further develop business alliances. The 2008 theme, *Magic of IT: Bridging the Past, Present, and Future*, will shape the three-and-a-half day practitioner-driven program filled with expert presentations from many knowledgeable and leading speakers:

- **Nicholas Carr**, author of the new book *The Big Switch: Rewiring the World, from Edison to Google*
- **Lloyd Taylor**, VP, Technical Operations, LinkedIn
- **Russell Romanella***,* Director of the International Space Station/Payload Processing Directorate, NASA
- **Doug Keeley**, CEO and Chief Storyteller for *The Mark of a Leader*
- **Erik Wahl***,* inspirational artist and speaker, The Wahl Group

"We're excited to deliver a diverse group of keynote speakers who promise to share a wealth of insight on the key issues facing senior IT leaders," says Andrew Jackson, SIM VP Conferences & Seminars and President of BravoTech. "As the premier conference for IT executives, we feel it's important to ensure we offer thought leadership that can make an immediate impact on our business."

The conference program also includes sessions by industry leaders concentrating on five focus areas around driving business value through IT: Next Wave of IT Innovation, Between Concept and Reality, Breaking Tradition...Driving Business Value, Attributes of Innovative Leaders, and Discovering Innovation.

In addition to the outstanding educational program, IT leaders will benefit from networking events for leadership enhancement and an inspiring special events agenda. Complete event details can be found at **simposium.simnet.org**.

###

Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,600 members including CIOs, senior IT executives, prominent academicians, consultants, and other IT leaders. SIM is a community of thought leaders who share experiences and apply rich intellectual capital, and who explore future IT direction. Through its 31 chapters, SIM provides resources and programs inspired by IT leaders for IT leaders that enable CIOs to further develop the leadership capabilities of themselves and the key and emerging leaders in their organizations. SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession across industries.