



December 15, 2009
For Immediate Release
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The Society for Information Management (SIM) Names Premier Event Management, Inc. to Lead a Transformational Year for SIMposium2010

PORTLAND, OR — The Society for Information Management (SIM), the premier network for CIOs and senior IT executives, announced this week that Premier Event Management (PEM) has been selected to produce SIMposium2010, *The Charm of IT: Bringing People, Process & Technology Together*, October 3-5, 2010 at the Omni Hotel CNN Center in Atlanta, Georgia.

“The partnership between SIM and PEM is a natural result of our years of working together,” said Marc DiFrancisco, PEM President and SIM Portland member. “SIMposium is the premier networking event for CIOs and senior IT executives, and we look forward to taking it to the next level.”

With a program developed by senior IT executives, CIOs and recognized thought leaders, SIMposium is the leading forum for peer-to-peer networking. The event includes highly-interactive sessions addressing current IT topics, issues, and challenges, providing the information necessary to make the right decisions regarding business strategies and future IT direction.

SIM and PEM will collaborate to deliver a premier practitioner-driven conference that will showcase business and technology integration best practices, provide education and networking opportunities, and enhance professional relationships, collaboration, and idea sharing.

SIM expects more than 800 senior IT executives, CIOs, prominent academicians, consultants, and other IT leaders to attend SIMposium this year in Atlanta.

“We’re excited to bring the same energy and dynamism that helped to almost double our membership this year to SIMposium2010,” said Dr. Debabroto “Dave” Chatterjee, SIM Atlanta President, Conference Co-Chair, and Associate Professor, Management Information Systems, Terry College of Business, The University of Georgia.

“Atlanta is a terrific backdrop for the conference and an extremely welcoming technology community,” said Bob Keefe, SIM International Past President, Conference Co-Chair, Senior VP & CIO, Mueller Water Products, and 2009 Georgia CIO of the Year. “We are confident that SIMposium2010 will be the ‘must-attend’ event for emerging thoughts on technology and leadership, as well as knowledge sharing through networking with peers.”

Complete event details can be found at www.simpodiumconf.com. Information about SIM Atlanta is available at www.simatlanta.org.

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About [SIM](#)

Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,800 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. Learn more at www.simnet.org.

About [PEM](#)

Premier Event Management produces knowledge driven Executive IT conferences in response to ongoing needs of CIOs and Senior IT Practitioners, in 13 cities across North America. The Business environment is constantly evolving and needs to be focused toward the future. PEM is committed to producing high-end executive conferences with honor and integrity; with an emphasis on peer-to-peer networking and the sharing of information and knowledge.