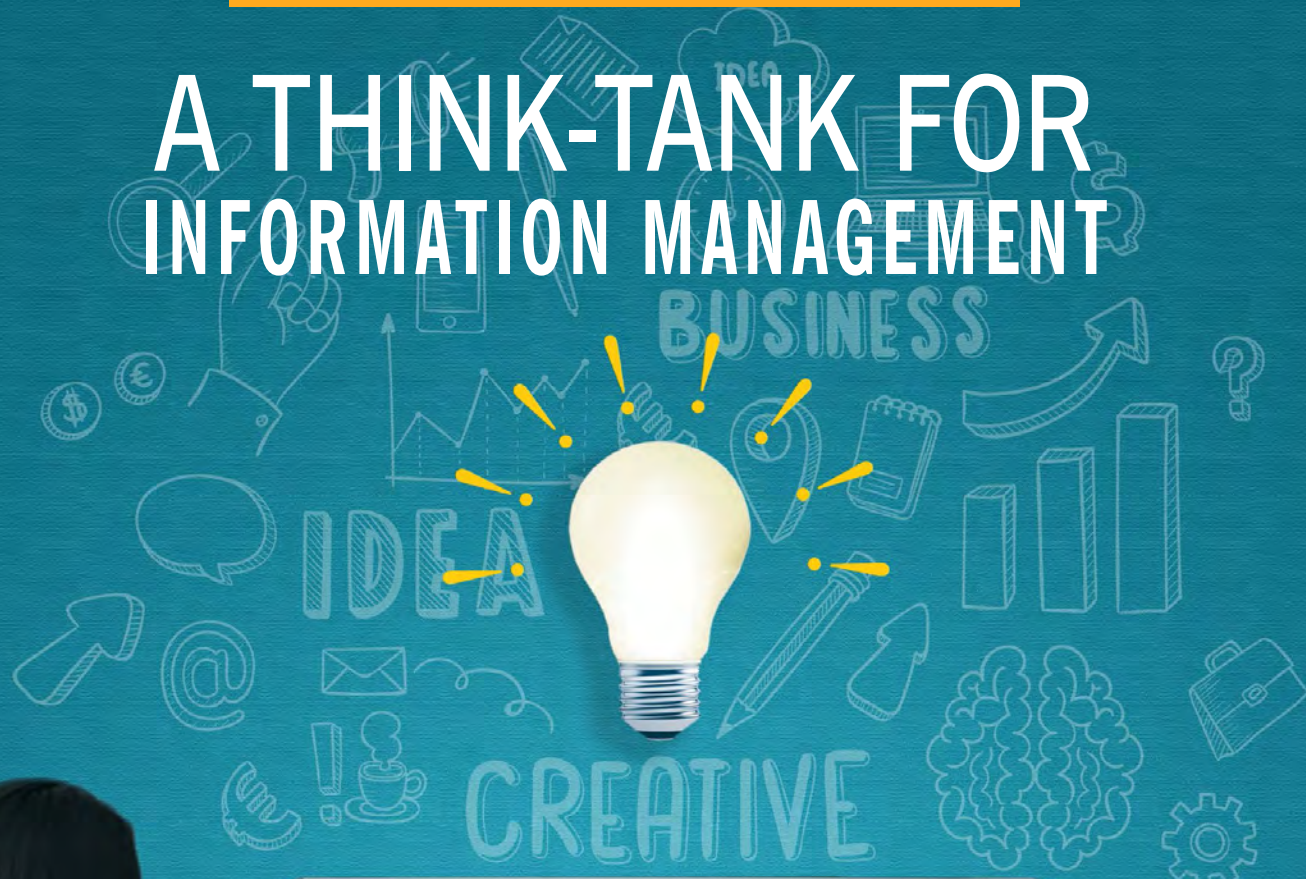




Executive Leadership Council

A THINK-TANK FOR INFORMATION MANAGEMENT



“ In the 24 hours we're there, AIIM never ceases to deliver a lineup of thought-provoking speakers to a concentrated room of highly knowledgeable industry leaders. ”

— Jamie Kezeor,
Director of Product Mgmt.,
Upland Software

The Future of Information Management - Exclusive Insight for Market Success

We stand at a pivotal point in Content Management due to the cumulative impact of three key factors: 1) Cloud, social, mobile, analytics and digital business have changed ECM forever; 2) SharePoint, Office 365 and G Suite, and SaaS have made content management available to everyone; and 3) Dropbox, Box and others have changed expectations on managing content.

These factors shift our focus to applications vs. systems that leverage content services for specific business purposes. And more so, create a need for the integration of content services into our existing applications - finally providing the long-promised benefits of ECM without the adoption issues we have struggled with for so long.

All of this creates demanding and complex information management challenges for both user organizations and solutions providers as we work to connect new opportunities to existing core back-end ECM systems.

Join AIIM in 2017 as our Executive Leadership Council clarifies this new era of Information Management and defines new road maps for success. Together, we'll:

- Articulate the impact of new technologies and information-driven applications on the workplace
- Craft powerful use cases where technologies transform organizations and ways of work
- Gain key marketing and product recommendations based on AIIM's research and shared customer expertise
- Engage as a network of executives with a shared knowledge library and desire for growth
- Develop and strengthen meaningful relationships with industry leaders, potential partners, and resellers

Our Back Story

Established in 2012, AIIM's Executive Leadership Council formed to create an information think tank of leading solution providers.

Bi-annual summits create a shared space for dynamic conversations to determine the role of the content and information management industry in a new era of business driven by Social, Mobile and Cloud computing.

The Executive Leadership Council has two delegations, the Americas and European. Each delegation meets twice a year to address two key themes. Their findings are published as AIIM Trendscape reports which forecast the changes our industry will see over the next 24 months and set priorities to leverage.

COUNCIL BENEFITS:

- Identify and articulate market opportunities ahead of the curve
- Connect with fellow industry thought leaders to discuss and affect market trends
- Position your company as an AIIM preferred partner through significant market exposure in AIIM's Buyers' Guide, online community of 193,000+ professionals, and as a guest in AIIM's podcast series
- Develop new content through collaborative input into AIIM's two Trendscape Reports which highlight Council discussions and recommendations
- Gain independent, thought leadership advice from AIIM's executive team
- Ensure your team's professional development with 20 employee licenses to exclusive AIIM industry research

“ ELC meetings are always a highlight in my calendar. A great opportunity to exchange innovative ideas with some of the most knowledgeable colleagues in our market. ”

— George Parapadakis, Director
of Business Solutions Strategy,
Alfresco

“ The ELC brings together some of the finest minds across multiple industries for insightful discussion concerning real-world business problems. ”

— Butch Reh, VP of Licensing and Marketing, ABBYY USA

Current Participating Members:



2017 Council Summits

AIIM's Executive Leadership Summits combine quick, TED-style talks, roundtables, interactive panel discussions, and networking sessions to engage executives in collaborative, thoughtful discussions.

ECM is Dead; Long Live Content Services?

- *Wednesday, June 14 - Thursday June 15 in Washington, DC*
- *Thursday, June 22 in London, UK*

Join us for a candid discussion about what future-facing solution providers must act upon now to stay relevant tomorrow.

- Understand the use cases, features, offerings, and requirements demanded by today's buyers
- Define the obstacles that impede forward movement and determine how they can be addressed now
- Gain business intelligence regarding the customer's current needs and wants through AIIM's independent research
- Learn how to use the shift as a market advantage

Freeing Ourselves From the Past to Embrace the Future: Go to Market Strategies for 2018

- *Wednesday, September 13 – Thursday, September 14 – Minneapolis, MN*
- *Thursday, October 5 in London, UK*

Take a deep dive into customer sentiments, demands, and expectations to energize and mobilize your 2018 go-to market strategy.

- Envision a roadmap for integrating content services with existing legacy systems
- Discuss 2017 setbacks, wins, and trends to better prepare for 2018
- Learn from successful consumer sales strategies and how to adopt them for B2B sales
- Gain exclusive insight and recommendations from AIIM based on surveys with its 193,000+ community members

Getting Involved

Each organization may designate up to two executives for representation on the Executive Leadership Council. These individuals should serve in a strategic role within the organization, and be available to attend both of the bi-annual summits.

Fees:

\$12,500 for North American membership; \$18,000 USD for worldwide membership. For organizations with annual revenues below \$5M USD, there is a 50% discount off the regular price.

Membership includes 20 Professional Memberships for your organization, each usually priced at \$169 per individual.

Contact AIIM at sales@aiim.org for invoicing or questions.

Main Representative

Title

Company/Organization

Address

Department/Mail Stop

City State/Province Zip/Postal Code

Country

Phone Fax

E-mail

X
Signature (required)

Second Representative

Title Phone Email

Finance Contact Name

Title Phone Email

Executive Leadership Council Dues

Payment Options (Credit Card or Check)

Check _____ Check # _____

Charge _____ (USD only)

Visa Master Card American Express CVV code _____

Credit Card # Exp Date

Name on Card (Please Print)

X
Signature (Required)

1. What is the PRIMARY BUSINESS ACTIVITY performed by your organisation?

For Suppliers of Technology Products & Services

(Check only one)

- Manufacturer (Hardware, Software, Peripherals)
- Service Bureau/Service Company
- Application Service Provider (ASP)
- Business Process Outsourcing

For Consultants, Systems Integrators, & The Channel

- Consultant
- Systems Integrator
- Value-Add Distributor (VAD)
- Value-Add Reseller (VAR)

2. Please select the appropriate APPLICATIONS and TECHNOLOGIES for your products and/or services.

(Choose all that apply)

- Enterprise Content Management
- Business Process Management
- Collaboration
- Content Analytics
- Electronic Records Management
- Information Governance
- Scanning & Capture
- Search
- SharePoint
- Taxonomy and Metadata
- Web Content Management



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You can expect to hear from AIIM one week after receipt of your application and payment.
For questions call AIIM at 301-587-8202 or 800-477-2446 Federal ID Number: 52-0810190

Contributions or gifts to AIIM are not tax-deductible as charitable contributions. However, they may be tax-deductible as ordinary and necessary business expenses.