

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 _____

\$12,000 USD Executive Leadership Council Dues

Payment Options (Credit Card or Check):

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Charge _____ (USD only)

Visa MasterCard American Express

CREDIT CARD # _____ EXP DATE _____

NAME ON CARD (PLEASE PRINT) _____

SIGNATURE (REQUIRED) _____

1. What is the PRIMARY BUSINESS ACTIVITY performed by your organization?
(Check only one)

- FOR SUPPLIERS of Technology Products & Services**
- 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)

- CAPTURE**
- Document Imaging
 - Check Imaging
 - Document Imaging Software
 - Film-based Imaging
 - Imaging Toolkit
 - Scanners

- Forms Recognition**
- Data Capture
 - Forms Design/Creation
 - Forms Processing Software
 - Remittance Processing
 - Unstructured Forms Processing

- Recognition**
- Barcodes
 - Handwriting Recognition
 - Intelligent Character Recognition
 - Optical Character Recognition
 - Optical Mark Recognition
 - Voice Recognition

- Data Entry
- Distributed Capture
- Other - Capture (please specify) _____

- MANAGE**
- Business Intelligence
 - Business Process Management
 - Business Process Modeling
 - Classification/Taxonomy
 - Collaboration (i.e. wiki, social networking)
 - Digital Asset Management
 - Document Management
 - Electronic Records Management
 - Email Management
 - Enterprise 2.0
 - Enterprise Application Integration (EAI)
 - Enterprise Content Management
 - Information Governance
 - Knowledge Management
 - Portal
 - Records Management

- SaaS (Software as a Service)
- Search/Index
- SOA (Service Oriented Architecture)
- Standards
- Web Analytics
- Web Content Management
- Web Services
- Workflow
- Other - Manage (please specify) _____

- STORAGE/PRESERVE**
- Data Warehousing/Mining
 - File Format/Compression
 - Flash Memory
 - Information Lifecycle Management
 - Jukeboxes / Robotic Library
 - Legacy Data Migration
 - Media - CD-DVD
 - Media - COM
 - Media - Magnetic Optical
 - Media - Tape
 - Media - WORM
 - Microform - Microfilm/Microfiche
 - Online Storage
 - RAID
 - SAN/NAS
 - Other - Store/Preserve (please specify) _____

- DELIVER**
- COLD/Enterprise Report Management (ERM)
 - Data Transformation
 - eDiscovery
 - Electronic Bill Presentment/Payment
 - FAX
 - Localization/Globalization
 - Personalization
 - Print Systems/Utilities
 - Streaming Media/Webcasting
 - Syndication (RSS, Atom)
 - Viewing Media
 - Visualization Tools
 - Web Services
 - Wireless
 - XML
 - Other - Deliver (please specify) _____

- SECURITY**
- Digital Rights Management
 - Digital Signatures
 - Encryption
 - Public Key Infrastructure
 - Other - Security (please specify) _____

- APPLICATIONS**
- Accounts Payable/Receivable
 - Application Monitoring Tools
 - Case Management
 - Claims Processing
 - Compliance
 - Customer Relationship Management (CRM)
 - Disaster Recovery/Continuity
 - E-Learning/Distance Learning
 - Enterprise Resource Planning (ERP)
 - Human Resource Management
 - Mailroom Automation
 - Marketing/Sales Automation
 - Project Management
 - Supply Chain Management
 - Transaction Processing
 - Other - Applications (please specify) _____

AIIM Executive Leadership Council

A think-tank for Information Management



You can expect to hear from AIIM 1 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.

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FAX: 240-494-2694 (Credit Card Only)

AIIM Executive Leadership Council A think-tank for Information Management

“Transforming your company’s vision is an exercise in getting outside yourself. Such a perspective is critical whenever the status quo is under a fundamental disruption that promises to redefine the ground of competition category wide.”

Geoffrey Moore, author and futurist

“Amazing variety of minds in the room”

Over the past 5 years, consumer technologies have migrated into the enterprise, with far-reaching implications for how organizations use and deploy technology to innovate, interact, and collaborate. AIIM, the global community of information professionals, believes that these consumerized solutions for Social, Cloud and Mobile have combined to create a new paradigm for how organizations view enterprise IT and their critical information assets. The Content industry/ecosystem has indeed been disrupted.

By taking Moore’s advice to “get outside ourselves”, we’ve created the **AIIM Executive Leadership Council** – in America and Europe – to bring together top thinkers, high performance practitioners and information entrepreneurs. Each council meets twice a year to further articulate the impact that new technologies have on the workplace, and to create a shared vision for the future of information to grow our industry.

The timing and tone of the council sessions emulate the pace and professionalism of a Fortune 500 board meeting, bringing together leading vendors’, consultants’, and users’ experiences and ideas. Participants have included experts from the Harvard Business Review, NASA, MIT, Best Buy, and many more. These collaborative session outcomes are published and publicized through press media, keynotes, white papers and seminars.

Each Executive Leadership Council Summit addresses a specific factor impacting the Future of Information Management within this construct:

- ▶ Business drivers and implications
- ▶ Where do we think this is headed in 1 to 3 years?
- ▶ What steps should organizations take today to prepare for the future?

Past published Council artifacts can be found at www.aiim.org/elc.



Council Benefits:

- ▶ Connect with fellow industry luminaries and thought leaders to discuss and affect market trends
- ▶ Significant market exposure for the work products that emerge from the sessions
- ▶ Identify and articulate market opportunities ahead of the curve
- ▶ Join an exclusive and elite club of industry executives for personal and professional development

Mobilizing the Enterprise: what's it going to take?

- ▶ London, UK, November 21
- ▶ Fort Lauderdale, FL, December 5-6

The next mobile revolution is underway, with 67% of organizations already considering mobile technologies to be important or extremely important to improving their business processes. And yet, only 24% of organizations provide mobile access to their existing ECM or Document Management systems. In this session, we’ll examine the reasons for this disconnect including perceived security risks and skills deficiencies. In parallel, we’ll attempt to develop a framework for mobilizing multi-channel content to enable key business processes within a roles-based governance structure. We will explore such questions as:

- ▶ How can organizations manage and exploit the demand for multi-device remote access to information?
- ▶ How do organizations provide the infrastructure and toolsets to deploy information remotely in a secure manner?
- ▶ What are the consequences of data “leakage”?
- ▶ What innovative technology solutions are being developed to further enhance mobile delivery of data? – e.g. augmented reality, dashboards, mashups, etc.
- ▶ What are the technical and legal issues at play when trying to maintain corporate responsibility for data when it sits on a non-corporate device?

“ELC is where thought leaders translate theory into reality, addressing the most complex issues that Information Technology faces today!”
Anthony Peleska, CIO, Minnesota Housing Finance Agency



Thornton May, master facilitator of the Executive Leadership Council work sessions

Thornton May is Futurist, Executive Director and Dean of the IT Leadership Academy. His extensive experience researching and consulting on the role and behaviors of Boards of Directors and “C” level executives in creating value with information technology has won him an unquestioned place on the short list of serious thinkers on this topic. May combines a scholar’s patience for empirical research, a stand-up comic’s capacity for pattern recognition and a second-to-none gift for storytelling to the information technology management problems facing executives.

“Thornton May was engaging”

“Thornton May is a category-defying thinker about all things related to information technology, leadership and communications. He is a brilliant thinker, marvelous communicator, consultant and teacher. He single-handedly shepherds insights into the brains of the country’s top CIOs, who collectively owe him a debt of gratitude. Playing with him is always one of the most enjoyable parts of my professional life.”

— *Andrew Zoll, author Catalogue of the Future & in-house Futurist at Popular Science Magazine Getting Involved.*

Getting Involved

Each sponsoring organization may designate up to two executives for representation on the Leadership Council. These individuals should serve in a strategic role within the organization, and be available to attend both of the annual work sessions. The council program is funded by dues/fees provided by the solution provider members.

2012 Participating Members:



Fees:

Solution Providers: \$12,000 per year including two work sessions for two designees and year-round marketing exposure
C-level Users By Invitation Only; nominations can be submitted to [Jessica Lombardo at jlombardo@aiim.org](mailto:jlombardo@aiim.org) (There is no summit fee for user executives)

Contact:

Joe Ryan (607) 272-1036
Amy Michalski (585) 349-1306
Jessica Lombardo (301) 755-2636