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IM2015

Travel with Deloitte to Copenhagen,
and join the largest information
management conference in the Nordics!

11 June 2015, Tivoli Hotel & Congress Center, Copenhagen
Package price: EUR 700 (excl. VAT) – save EUR 450

www.IM2015.net



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Information management is the new megatrend

The focus of business development is changing. In the post-recession pursuit of growth and efficiency, companies are turning their eyes towards the potential in data. Business strategies are emerging in both the public and private sectors with data-driven themes. In the news, we hear stories about new and innovative usage of big data – as well as, of course, stories about breaches in data security, which can lead to less confidence in data as a positive source of prosperity. In any case, the field of information management is, perhaps finally, beginning to attract the attention it has long deserved.

IM2015 is the 10th anniversary of the conference whose aim is to focus on all aspects of information management ranging from (big) data management via data governance to business intelligence and analytics. If you want to stay on top of this development, we encourage you to participate in our conference. We will bring the world of information management to you, and we aim to make this year's event even bigger and better than last year, when we had more than 400 participants in Copenhagen.

We look forward to seeing you at IM2015!

Kind regards

Michael Borges
Partner, Deloitte Denmark



Nyhavn in the evening, Copenhagen

Be inspired from more than 25 sessions in one day, among others:

British Telecom: This presentation will give you an insightful look at Hadoop integration in the oldest telco in the World.

Municipality of Copenhagen: This presentation will highlight how big data makes Copenhagen smarter with estimated savings from traffic initiatives alone of DKK 1.4 billion a year.

VELUX: This presentation will uncover the death of enterprise business intelligence as we know it, and how VELUX links business strategies to analytical strategies.

Global thought-leaders:

Phil Rosenzweig: Meet the author of the bestsellers "The Halo Effect" and "Left Brain – Right Stuff" (2014). The American professor of strategy and international business is known all over the world for his provocative, contrary, amusing, and inspiring presentations.

Alys Woodward (IDC): Meet the co-lead of IDC's European Big Data Practice. Alys Woodward is a highly sought-after keynote speaker, and she has delivered keynote presentations all over the world around the business value of information.

visit www.im2015.net



Phil Rosenzweig, IM2015 keynote speaker

Travel package

Why travel with us?

Deloitte's travel package gives you a favourable opportunity to meet like-minded individuals, share impressions, exchange experience and expand your network. Last but not least, Deloitte will handle all practical matters regarding the trip and offers you the whole package at a very favorable price.

The travel package:

The standard entrance fee to the IM2015 conference is EUR 670 excl. VAT. Deloitte has the pleasure of inviting you on the trip at a total cost of EUR 700 excl. VAT for the whole package – a total discount of EUR450!

The package contains:

- Entrance to the IM2015 conference.
- Two nights in a single room incl. breakfast at Tivoli Hotel & Congress Center - a high-end hotel in the heart of Copenhagen
- Networking dinner at Nimb Terrasse in the Tivoli Gardens.

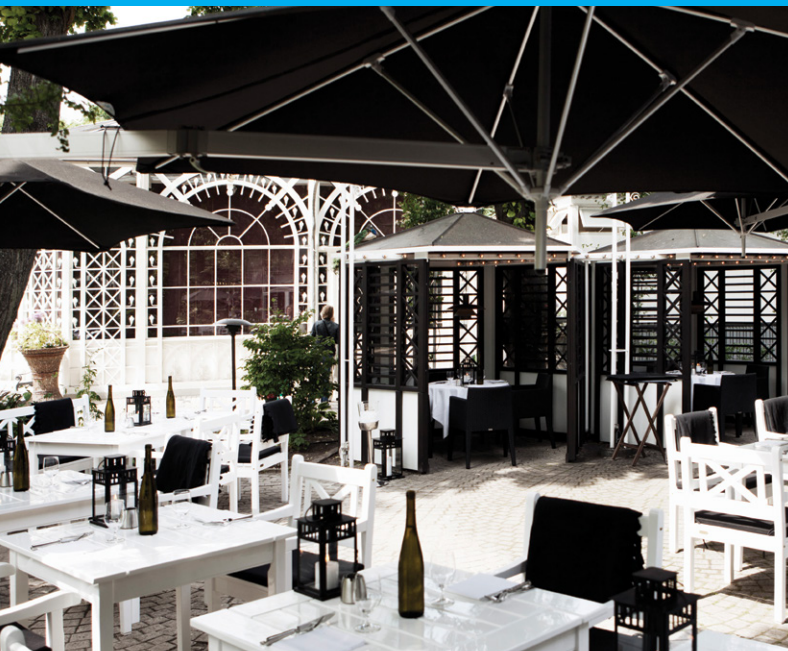
Please note that the travel package does not include flight tickets, but we would be pleased to help you book your flight tickets. We will add the extra cost to the package price.

Participating in the IM conference has significantly advanced my understanding of the commercial use of business intelligence and continues to provide inspiration in my everyday work.

Camilla Schreiner Andersen, CFO,
Copenhagen Business School



Venue Tivoli Hotel & Congress Center has been voted Winner of Travelers' Choice in 2015. Visit www.tivolihotel.com.



Networking dinner at Nimb Terrasse. It is Tivoli's oldest restaurant, but it is nonetheless alive and innovative on the plate. Visit terrasse.nimb.dk/en.

We hope that you will join our trip to the IM2015 conference in Copenhagen on 11 June 2015. We have reserved a limited number of seats on this trip and can only offer the travel package until all seats are booked. Therefore, we recommend that you register as soon as possible.

You can register with your local contact or Jonas Mortensen via email: jojmortensen@deloitte.dk or telephone: +45 5139 3081.